



Introducing the 3 SKYPEPHONE

*The hottest
new mobile phone
on the market*



SMALL, SLIM AND STYLISH, the brand new 3 Skypephone packs a real punch. This breakthrough phone developed exclusively by 3 and Skype, the global

Internet communications company, combines the best of Internet telephony with the convenience and portability of the mobile broadband network.

The 3 Skypephone is the world's first fully integrated Voice over Internet Protocol (VoIP) handset. Making complex Internet technology easy to use was the project team's key objective when working with Skype and Qualcomm to develop the phone. Now calls made over the Internet are as simple as a regular mobile phone call. And since 3 charges a flat rate for data, calling other Skype users is free whether they are in England, Hong Kong or Australia.

"We wanted to make the Skype calling experience no different from any other call the user makes," said Frank Meehan, Director and General Manager of Global 3G Handset & Application Group, Hutchison Whampoa Limited. "We wanted to make it easy so that anybody can use it right out of the box. We are looking to set Skype free!"

Weighing about 90 grams, the 3 Skypephone is the new poster boy for the convergence of Internet applications and mobile broadband technologies. In addition to bringing access to the Skype user's contacts and presence information, 3 Skypephone also enables users to quickly access popular social networking

sites such as Facebook through a fast Internet browser.

The popularity of VoIP communication software, that allows people around the world to make unlimited voice and video calls for free through the Internet, has grown in leaps and bounds since its advent just a few years ago. Today, there are 246 million registered Skype accounts and the number is growing fast.

Because most Internet communication software is run over a broadband network, Skype users previously had to have access to their computer. That has changed thanks to 3. With the world's most extensive mobile broadband network, 3 Group provides the ideal conduit for users to take their Internet applications with them.

"3 Skypephone is the ultimate proof that Skype is now truly mobile," said Michael van Swaaij, acting CEO at Skype, "This new handset is incredibly easy to use and lets you make free mobile Skype calls when you are on the move to other Skype users all over the

world no matter where they are. It couldn't be simpler – put Skype in your pocket and make free Skype mobile calls and send free Skype instant messages at the touch of a single Skype button.

"Skype began by offering free PC to PC calling and now we're doing the same with mobile calls with 3. Thanks to 3, Skype has now taken a giant step forward in the mobile arena. It takes an innovative operator like 3 to challenge traditional thinking and offer the kind of product other operators are still shying away from."

Kevin Russell, Chief Executive Officer of 3 UK, where the 3 Skypephone was launched in November, said, "This sets Skype free from the PC. It is exclusive to 3 and is the clearest demonstration to date of 3 bringing the real advantages of the Internet to our customers. The 3 Skypephone is an affordable 3G handset and marks the next logical step in the ongoing partnership between our parent, Hutchison Whampoa, and Skype/eBay."

The swift and nimble phone, which changes between traditional and Skype calling at the touch of one button, also ushers in a cutting-edge business strategy for 3. Challenging the traditional mobile phone's business models, 3 is leading the way in the mobile Internet sector as a pioneer in making Internet applications easily accessible to its customers on the move.

The 3 Skypephone will be available in most 3 Group markets and through Skype and 3's Websites in late 2007.

