



## **3 Hong Kong's "One Love. One World" brand campaign ushers in the new era of 4G LTE mobile communications**

- **Launch of high-speed 4G LTE service, added to 3G network performance of up to 42Mbps, an array of mobile devices and attractive service plans amounts to new all-round mobile experience**
- **Data Roaming Daily Pass coverage increases to 68 destinations and 80 networks - the widest global roaming coverage on offer in Hong Kong**
- **ISO accreditation for customer service proves that 3 Hong Kong meets international standards**
- **Large-scale promotion starts today with debut of brand new "One Love. One World" TV commercial**

**Hong Kong, 2 May 2012** - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (Stock code: 215), today announced launch of a large-scale promotional campaign under the banner "One Love. One World". This heralds the new 4G LTE mobile communications era with transmission speeds of up to 100Mbps, along with a wider variety of mobile devices, a data roaming day plan that boasts the widest coverage offered by any Hong Kong mobile operator and caring service to meet the needs of our customers.

**Launch of 4G LTE service with an array of mobile devices provides a totally new experience**  
3 Hong Kong's 4G LTE service became available today, offering data speeds up to 100Mbps. Initial coverage will serve about 90% of all major areas in the territory, but is expected to reach about the same scale as the 3 Hong Kong 3G network by Q3 this year.

The launch has unleashed a choice of 4G LTE smartphones, tablets and USB dongles from 3 Hong Kong. Now available are the Samsung GALAXY SII LTE, Samsung GALAXY Tab 8.9 LTE, Huawei E398, Huawei E589<sup>^</sup>, HTC One XL and LG Optimus True HD LTE. 3 Hong Kong also offers attractive 4G LTE smartphone service plans, with a starting monthly fee of just \$168. Customers can enjoy purchase offer prices as low as \$0<sup>#</sup> to get the latest 4G LTE device when subscribing to 4G LTE service plans.



Amy Lung, HTHKH's Chief Operating Officer (Mobile), said: "In order to position 3 as a brand characterised by love, we have launched a large-scale promotional campaign themed "One Love. One World" to mark 3 Hong Kong's entry into the new era of 4G LTE. Popularity of smart mobile devices has generated huge demand for high-speed data service, thereby creating favourable conditions for 4G LTE customer acquisition, while attracting 3G users wanting to shift to higher-end service."

"We believe this is the best moment to launch 4G LTE service. 3 Hong Kong commands the largest amount of available radio spectrum bandwidth for service provision in Hong Kong, runs a supporting 3G network with data transmission speeds up to 42Mbps as well as offers a wide range of 4G mobile devices, enriched high-definition content and world-class customer service. We have the capability to deliver a completely different service experience to our customers, while continuing to lead in establishing Hong Kong as a major telecommunications hub."

#### **4G LTE HD multimedia platform opens up a whole new vista of entertainment**

3 Hong Kong has built an HD multimedia platform to offer customers an unprecedented mobile entertainment experience, thanks to the outstanding ultra high speed and low latency characteristics offered by 4G technology. Multimedia offerings include the "Planet 3" mobile portal with new interface, plus a 4G LTE-enabled "Anyplex" movie-on-demand app offering films in HD. Also available are "24Reader" with enriched HD multimedia eBook content, "KKBox" with HD music videos and Internet games that require high-speed connectivity. All deliver the incredibly high-definition vision and blistering speed provided by 4G LTE technology.

#### **3G Data Roaming Daily Pass offers the widest coverage in Hong Kong**

3 Hong Kong's Data Roaming Daily Pass is also an important element of the "One Love. One World" campaign because it links the world with love and eliminates geographical boundaries.

Amy Lung said: "Following the strategic alliance formed with the Conexus Mobile Alliance and Vodafone last year, we all work hand-in-hand to provide customers with enhanced roaming network coverage and harmonised roaming rates. Our Data Roaming Daily Pass currently covers 68 countries and regions - amounting to the widest global roaming coverage available, in terms of roaming destinations, when compared with similar offers in Hong Kong."

3 Hong Kong recently added 16 new Data Roaming Daily Pass destinations and became the first local operator to include Latin America's Brazil and Mexico and Africa's Nigeria in such coverage. This extends our roaming reach to 68 countries and regions, with connections to 80 networks around the world. For a daily roaming charge as low as HK\$68, customers can now read email, watch movies, browse the Internet and use apps in hassle-free manner when out of town.

### **ISO accreditation shows our customer service efforts meet international standards**

Love forms the core of the "One Love. One World" theme, which is also brought to life by 3 Hong Kong's warmly attentive customer service efforts. In fact, 3 Hong Kong was recently awarded ISO 9001 and ISO 10002 international accreditation for excellence in service management. This represents a significant milestone in the company's journey to genuine customer service excellence.

In addition, 3 Hong Kong has been developing channels to take customer interaction and communication to new heights. For example, our "3iChat" service is Hong Kong's first 24/7 online customer enquiry service. This also includes an "Online Resources Centre" offering short videos that explain handset features, plus special customer service smartphone applications such as "My3 App" and "3Shortcode App". These serve to illustrate the close relationship we have nurtured with our customers and the diversity of choice open to those wanting to contact us or requiring support. 3 Hong Kong has also unveiled the "3 Smart Service Station", enabling customers to benefit from a consultancy service provided by dedicated personnel. Their main mission is to coach customers in their use and personalization of smart devices.

### **Today's launch of the large-scale "One Love. One World" promotional campaign**

Filmed in South Africa, 3 Hong Kong's latest TV commercial is themed with a song adapted from "One Love" by legendary Jamaican singer-songwriter Bob Marley. The TV commercial conveys the "One Love. One World" notion that humans and animals are all living in a world of love and care. The commercial premieres tonight (2 May) starting at 9pm on TVB Jade and Pearl, i-CABLE News Channel, i-CABLE Finance Info Channel and i-CABLE Entertainment News. The message will also be spread far and wide by outdoor billboard and print advertisements.

For further details on 3 Hong Kong's 4G LTE service or "One Love. One World" promotional campaign, please call our sales hotline on 3166 2222, visit any 3Shop or go to [www.three.com.hk](http://www.three.com.hk).

*^Available soon*

*#Customers must subscribe to designated 4G LTE monthly plan, commit to a designated contract and make a prepayment*

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**About Hutchison Telecommunications Hong Kong Holdings Limited**

Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215) is a leading integrated telecommunications service operator in Hong Kong. HTHKH provides advanced mobile and Wi-Fi services, residential fixed broadband, residential telephone and IDD services in Hong Kong and delivers mobile services in Macau under the "3" brand. HTHKH also provides sophisticated fixed-line telecommunications solutions to corporate and carrier customers in Hong Kong and around the world under the "HGC" brand. A group member of Hutchison Whampoa Limited (Stock Code: 13), HTHKH deploys the latest telecommunications technology to offer world-class telecommunications services and innovations, setting market trend and steering industry development.

For more information on HTHKH, please visit [www.hthkh.com](http://www.hthkh.com)

For 3 Hong Kong's services, please visit [www.three.com.hk](http://www.three.com.hk)

For 3 Macau's mobile services, please visit [www.three.com.mo](http://www.three.com.mo)

For HGC's fixed-line services, please visit [www.hgc.com.hk](http://www.hgc.com.hk)