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Press Release

For Immediate Release

**3 Macau Hosts "Media Spring Luncheon"  
Announcing Continued Investment in 3G Services, Network Optimisation  
and Upcoming Launch of Innovative Mobile Services**

Macau, 21 February 2011 - Hutchison Telephone (Macau) Company Limited ("3 Macau") held the "Media Spring Luncheon" at Macau's Fisherman's Wharf today in appreciation of the unflagging support of the media friends over the past year. During the luncheon, 3 Macau announced its company's latest series of network improvement plans and the upcoming launch of various innovative mobile services.

**Continued network optimisation for better mobile broadband service performance**

To enable Macau citizens to experience seamless mobile broadband service anytime, anywhere, 3 Macau works unceasingly to enhance its network. With the recent upgrade of 3 Macau's HSPA+ network completed, the transmission speed of its mobile broadband service will increase to up to 21Mbps in mid-2011. 3 Macau will also look into further raising the transmission speed to up to 42Mbps, with the aim of meeting smartphone user's ever-increasing demand for mobile broadband service and enabling customers to enjoy a new level of convenience as they use the company's high-quality, ultra high-speed broadband service.

Furthermore, 3 Macau plans to continue to strengthen its network coverage this year, with more than 100 new cell sites to be installed in newly built public venues, including hotels and restaurants. 3 Macau will also appoint industry professionals to



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monitor the network and periodically submit reports to maintain 99.9% outdoor and 99% indoor network coverage and accommodate the continued growth in customer numbers and the long-term development needs in Macau.

**Exclusive "3G Macau-China 1-Card-2-Number Service"**

In addition to network optimization, 3 Macau will exclusively launch the "3G Macau-China 1-Card-2-Number Service" in the first quarter of 2011. This service is especially designed for 3G customers who frequently travel between Mainland China and Macau. Paying one monthly fee, customers can enjoy the convenience of keeping their Mainland China and Macau numbers in just one SIM card and receive a standardized special offer in designated areas. They will not be charged expensive roaming fees and will enjoy excellent value-for-money 3G services.

Furthermore, whether in Macau, Mainland China or elsewhere, customers will be able to receive calls and SMS from Macau and Mainland China, thus reducing long-distance calling and international SMS charges for their friends and business partners and eliminating the hassle and inconvenience of call forwarding, swapping SIM cards and changing mobile phones or bringing a spare phone.

**Exclusive launch of Macau's first-ever one-stop mobile eBook platform - 3Books**

3 Macau will also exclusively launch the innovative 3Books service, Macau's first-ever one-stop mobile eBook platform in the first quarter. With over a million books in what will be Macau's largest electronic book collection, accessible via platforms such as the iPhone and tablet PCs, the 3Books service will offer users the most refreshing and comprehensive reading experience anytime, anywhere. With its advanced technology, enormous number and variety of books, and reasonable, uniform pricing, the 3Books service is poised to spearhead a new eBook reading trend in Macau.

3 Macau's customers will enjoy an exclusive offer to access over a million books, magazines and comics through the 3Books service. Subscribers to the attractive monthly plan will have unlimited access to over a thousand selected books and the latest local and foreign magazines, with each title updated monthly. In addition, they will enjoy a two-month free trial during the promotional period, plus special discounts when purchasing books and comics.

### **Promoting customer service quality and increasing the number of 3Shop concept stores**

3 Macau is committed to delivering an unparalleled mobile communications experience in Macau by offering customers iPhone and a full range of innovative smartphones, the widest selection of multi-media content, and value-for-money service plans. 3 Macau's number of 3G subscribers, and in particular mobile data service subscribers, to multiply every year. To further enhance its customer service quality, 3 Macau has established two new 3Shop concept stores in Rua Da Barca and Rua Do Mercado, where its unrivalled sales and customer services are delivered in an even more direct, friendly and caring manner.

### **Facilitating the use of 3G services in Macau**

Mr Ho Wai Ming, Chief Executive Officer of 3 Macau said, "As the number of visitors to Macau exceeded 24 million# last year, continuing to drive Macau's economic development, it also boosted the number of local individual and corporate customers using mobile broadband services to enjoy greater convenience in their daily lives or increase the efficiency of their business operations. 3 Macau will continue to invest resources to optimize our network, enhance network performance and expand our offerings of innovative mobile services and data content. With these initiatives, we are highly confident that all our 2G customers will be upgraded to 3G users next year, thus further popularising the use of 3G services in Macau. We will also continue to partner with small- and medium-sized enterprises (SMEs) to develop advanced

applications and offer more options for prepaid mobile broadband card users to fully meet the diverse needs of the Macau market."

**Supporting government's opening of the fixed-line market and facilitating the use of 3G services throughout Macau**

Furthermore, to facilitate the robust development of the fixed-line market, the Macau government will open the market next year by introducing healthy competition to lower the operational costs of telecom service providers and upgrade the quality of fixed-line services. Mr Ho added, "3 Macau welcomes and supports the government's decision. We will actively cooperate with the government and facilitate the implementation of all effective measures introduced in the telecom industry. Moving together towards another important milestone of Macau Telecom Industry."

For enquiries, please call 3 Macau's Customer Services Hotline on 1118, or visit any 3Shop or [www.three.com.mo](http://www.three.com.mo).

*# Source of Information: Statistics and Census Service, Macao SAR Government (January, 2010)*

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