



Press release

## Large-scale “Better at 3” campaign re-energises 3 Hong Kong’s determination to provide an ever-improving mobile experience

**HONG KONG - 4 December 2014** - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today launched a large-scale promotional campaign themed “Better at 3”. This illustrates ongoing improvements that include network quality, roaming coverage and promotional offers, as well as customer service. In short, 3 Hong Kong aims to provide customers with groundbreaking mobile telecommunications services into the future.

HTHKH’s Chief Operating Officer, Jennifer Tan, said: “Driven by persistence and professionalism as a customer-orientated industry player, 3 Hong Kong takes great pride in the quality of mobile communications products and services we offer our customers.”

She added: “After celebrating 30 years of serving Hong Kong, we have decided to re-energise our proposition to the market by launching the “Better at 3” campaign. As well as signalling our determination to provide customers with a user experience that just gets better and better, this campaign will sharpen our competitive edge and add impetus to our continuous pursuit of innovation and excellence.”

### **Superior 4G LTE network speed plus largest Wi-Fi hotspot population**

Outstanding performance has been achieved by constant enhancement of speed and stability, as a result of translating the latest technologies into significant network developments. In fact, speed tests conducted by two local IT magazines in mid-2014 revealed that 3 Hong Kong’s 4G LTE network performance was superior to any other in many of Hong Kong’s densely-populated areas<sup>1</sup>.

In addition, 3 Hong Kong’s Super Wi-Fi service now provides more than 16,000 Wi-Fi hotspots - the largest number in town<sup>2</sup> - after channeling enormous effort into developing a widespread outdoor Wi-Fi network to provide Internet access via mobile devices.

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<sup>1</sup> Based on a network speed test story in *e-zone* issue 826, 3 Hong Kong’s performance was the best at 3 locations out of five. In a network speed test story carried by *PCM* issue 1091, five network speed tests were performed at three locations. 3 Hong Kong’s average network speeds at two locations were the best. Please refer to the publications for details.

<sup>2</sup> Based on a review of hotspot numbers featured on the websites of six Wi-Fi service providers in Hong Kong at 00:00 on 3 December 2014. Applicable to designated hotspots. Number of hotspots quoted is based on information supplied by service providers. Each Wi-Fi service location may include different numbers of hotspots. In the event of a Wi-Fi signal being weak or unavailable, Internet access may be automatically facilitated by mobile data service, thereby incurring a mobile data charge based on a user’s monthly tariff plan.



### **Extensive roaming coverage @ fixed daily fee provides peace-of-mind traveling**

3 Hong Kong is also the first local telecoms operator to launch a daily data roaming pass, coverage of which has been enhanced as a result of a strategic partnership with Vodafone. In fact, collaboration with renowned roaming partners such as Vodafone and DOCOMO enables utilisation of 3 Hong Kong's data roaming service at 126 destinations and over 170 networks for a fixed daily fee. 3 Hong Kong also offers the flexible Euro Zone plan, by which just one daily fee allows customers to stay connected when traveling throughout European countries during the same day. What's more, launch of the world's first WhatsApp Roaming Pass enables customers to use hassle-free WhatsApp service while on the move overseas.

### **Launching a variety of promotions based on refreshed offers**

Staying attuned to constantly-changing customer needs keeps 3 Hong Kong agile in creating different kinds of service plans containing appealing special promotional offers. The "Christmas. Better at 3" promotion, for example, offers an array of Christmas gifts to customers subscribing to tariff plans. 3 Hong Kong also runs online sales channels, exemplified by a recent promotion featuring highly-favourable price-to-performance ratio handset offers, plus attractive gifts, as part of a convenient online shopping experience.

3 Hong Kong often organises customer events, offering customers hands-on opportunities to sample new products and services. This enables them to gain a much more thorough understanding of new offerings.

### **Making caring customer service ever-more powerful**

Customer service is at the very heart of the 3 Hong Kong experience, which is why 3 Hong Kong has opened up new channels of communication for users. In addition to a 24/7 hotline, an innovative 3Care smartphone application now enables customers to check their accounts and tackle simple problems via a smartphone on an "anytime, anywhere" basis. And 3 Hong Kong leverages the power of today's social media trend by keeping its Facebook page up to date with all the latest product and service information.

3 Hong Kong's flair for creativity and innovation will continue to produce new network features and services in the interests of enriching quality of everyday life for customers.

### **The "Better at 3" advertising campaign debuts today!**

Starting at 7:25pm today (4 December), 3 Hong Kong will launch two TV commercial versions marrying the "Better at 3" concept with availability of iPhone 6 and iPhone 6 Plus. This shows that the hottest mobile services are at your fingertips when using 3 Hong Kong's ever-improving network with the very latest mobile devices. 3 Hong Kong's advertisements on TVB Jade and Pearl, i-CABLE Channel 1, i-CABLE Finance Info Channel and i-CABLE News Channel, i-Cable HD Drama Channel, i-Cable HD Channel 241 and i-Cable Movie Channel 2 will be complemented by a blaze of "Better at 3" publicity across newspapers, magazines and online.

For more details on 3 Hong Kong's "Better at 3" campaign, or products and services, please see [www.three.com.hk](http://www.three.com.hk) and 3 Hong Kong's Facebook Fanpage at [www.facebook.com/threeHK](http://www.facebook.com/threeHK).

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### **About 3 Hong Kong**

3 Hong Kong is a leading mobile service provider in Hong Kong offering advanced voice, data and roaming services under the "3" brand via its 4G LTE, 3G and GSM dual-band networks. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), which is a group member of Hutchison Whampoa Limited (stock code: 13). For more information on 3 Hong Kong, please visit [www.three.com.hk](http://www.three.com.hk). For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

For media enquiries, please contact:

#### **3 Hong Kong**

Jan Chan / Sandy Wong

Tel: 2128 3162 / 2128 5313

Email: [jan.chan@hthk.com](mailto:jan.chan@hthk.com) / [sandy.wong@hthk.com](mailto:sandy.wong@hthk.com)