3Macau launches 'Better at 3'

promotional campaign

to celebrate 15 years of service

Macau, 15 January 2015 ─ Hutchison Telephone (Macau) Company Limited (3 Macau), the mobile telecommunications operations under Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215) this year celebrates its 15 anniversary.

To mark the occasion, 3Macau today launched a new promotional campaign themed "Better at 3", highlighting the continued progress in communications, network quality and innovative services, and the Company's commitment to providing customers with "Better" mobile services in the future.

Thanks for customers' long-term support
Launching the "Better at 3" campaign at the Rua do Campo's 3Shop, Wai Ming Ho, Chief Executive Officer of 3Macau, presented new smartphones to loyal customers who have been using 3Macau's services since the business began, and thank them for their long-term support with the 3Macau management team.

At the launch ceremony, Mr Ho expressed his gratitude to all customers for their support over the years. He said that 3Macau is dedicated to providing customers with 'Better' mobile products and services. The launch of the "Better at 3" campaign signals 3Macau's determination to provide customers with a user experience that just gets better and better. The campaign will also sharpen the Company's competitive edge and add impetus to its continuous pursuit of innovation and excellence.

One long-term 3Macau customer, who had migrated from 2G to 3G together 3Macau, expressed satisfaction with 3Macau's network, products and customer service. He also expects 3Macau to keep abreast of market developments and introduce more innovative products.

Diverse and innovative services plus comprehensive roaming coverage

Since establishment, 3Macau has actively been working with leading operators and mobile alliances worldwide to expand roaming coverage and provides roaming services such as "Data Roaming Daily Pass" that covers over 250 countries and regions.

3Macau is also committed to bringing innovative products and services including the "Macau-HK Data & Voice Monthly Plan" that provides a smooth data service for commuters between Hong Kong and Macau. Customers can enjoy unlimited data usage with the "EasyPlus Flexible Data Package". In addition, 3Macau has newly launched the "Data Usage Alert" and "My3Macau" app that enable customers to check their accounts and data usage conveniently.

Optimising network, boosting network speed and coverage

3Macau continues to optimise its network quality included to carry out network expansion and stability by strengthening back-up equipment and power systems. Furthermore, 3Macau has devoted additional base stations at new hotels and large infrastructure projects to enhance network coverage. The Company has also enhanced internet bandwidth to meet the need for faster data speeds.

Looking ahead, 3Macau will continue to listen carefully to customers and to create innovative network services that will enrich their lives.

【End】

About Hutchison Telephone (Macau) Company Limited

Hutchison Telephone (Macau) Company Limited (Hutchison Telephone Macau) is a leading mobile service provider in Macau, providing superior voice and data services, innovative and diversified mobile content, IDD and roaming services under the "3" brand through its GSM dual-band and 3G networks. With continued network optimization and expansion, Hutchison Telephone Macau's 3G network supports high-speed mobile data transfer of up to 21Mbps. Its extensive international roaming service currently covers more than 250 countries and regions around the world, including GPRS roaming service. Hutchison Telephone Macau is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; Stock Code: 215). HTHKH is a group member of Hutchison Whampoa Limited (Stock Code: 13).

For more information on Hutchison Telephone Macau, please visit www.three.com.mo.
For more information on HTHKH, please visit www.hthkh.com.

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