



**For immediate release**

## **3 Hong Kong and SCHSA launch the "4G LTE Family Plan" plus "e-Care Link" package to enhance lifestyles among senior citizens**

**Hong Kong, 29 April, 2015** - 3 Hong Kong, the mobile communications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) today announced collaboration with the Senior Citizen Home Safety Association (SCHSA) to launch the "4G LTE Family Plan" plus "e-Care Link" package. This will serve local senior citizens by drawing on the power of 3 Hong Kong's superior mobile communications network.

### **Combining expertise to provide a thoughtful service package**

According to research by the HKSAR Government's Census and Statistics Department, nearly a quarter of respondents aged over 65 owned smartphones during the last 12 months. This reflects an increase by a factor of 2.5 compared with figures in 2012<sup>1</sup>. These fascinating findings paint a vivid picture of a new generation of elderly folk using technology, smartphones and apps to lead a more active and enjoyable social life. 3 Hong Kong and the SCHSA therefore joined hands to combine expertise in mobile communications and provision of support for the elderly to deliver a caring service package.

HTHKH Chief Operating Officer Jennifer Tan said: "Our 'Better at 3' philosophy demonstrates 3 Hong Kong's commitment to ongoing improvement in delivering a unique communications experience to a broad spectrum of customers. As a result of a rising smartphone trend among the elderly, the '4G LTE Family Plan' plus 'e-Care Link' package we are launching in collaboration with the SCHSA comes complete with voice minutes, local data usage, select smartphone models carrying a \$0 handset price-tag and the 'e-Care Link' service. The package has been designed to meet the needs of senior citizens and their families by making our expertise in mobile technology more available to them."

SCHSA Chief Executive Officer Irene Leung said: "We are more than pleased to collaborate with 3 Hong Kong to combine mobile communications and our widely-recognised safety services to make life even safer and more enjoyable for the elderly of Hong Kong. This tailor-made package enables family members to enjoy closer connections with parents, complete with the peace of mind engendered by the SCHSA's 24/7 call-and-care service."

### **"e-Care Link" app provides all-round support for senior citizens**

The "e-Care Link" app is an advanced outdoor call-and-care service from SCHSA that works with designated Android smartphone models to provide 24/7 all-round support for senior citizens. Installing and activating the "e-Care Link" app enables an elderly user to connect directly to SCHSA's 24-hour Call and Care Service Centre via a dedicated Bluetooth remote control unit. What's more, a smartphone's GPS function can be employed by "e-Care Link" to check the approximate location of a senior citizen's handset whenever necessary.

### **Attractive "4G LTE Family Plan" plus "e-Care Link" package introductory offer**

Starting today, 3 Hong Kong customers signing up to a 24-month "4G LTE Family Plan" contract can get up to 2 designated smartphones for \$0<sup>2</sup> and use the "e-Care Link" app free of charge (normally priced at \$158/month) during the contract period. Also included is a Bluetooth remote control unit, complete with Octopus functionality (normally priced at \$380).

"4G LTE Family Plan" subscribers will be equipped with one primary and two secondary SIM cards. Voice minutes and local data usage will be shared among the three SIMs, based on a monthly payment system that enables users to manage their bills with the utmost ease.

For more details, please call 3 Hong Kong's sales hotline on 3166 2222, visit [www.three.com.hk](http://www.three.com.hk), 3 Hong Kong's Facebook Fanpage at [www.facebook.com/threeHK](http://www.facebook.com/threeHK) or visit any 3Shop or 3Xpress counter.

For more details on SCHSA services, please visit [www.schsa.org.hk](http://www.schsa.org.hk).

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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)

### **About SCHSA**

Founded by Ir. Albert J. Cheng (GBS, P. Eng., FHKIE, JP) and Dr. C.K. Law (GBS, JP) and a group of passionate individuals in 1996, Senior Citizen Home Safety Association (SCHSA) is a self-financing social enterprise and charitable organization in Hong Kong that offers 24-hour personal caring and

emergency assistance services, with the mission to enhance the living quality of the elderly in the community through the use of technology and people-oriented services.

SCHSA has developed a series of Safety Services - including PE Link, the award-winning Mobile Link Service, Safety Phone Service, e-Care Link Service, eSmartHealth Service, as our continuous effort to enhance the living quality of the elderly in the community, extending the specialized SCHSA Call & Care support from indoor to outdoor environment.

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<sup>1</sup> According to the "Thematic Household Survey Report - Report No.54" published by the HKSAR Government's Census and Statistics Department on 28 April 2015.

<sup>2</sup> Customer is required to subscribe to a designated tariff plan with a 24-month contract, and subscribe to value-added services for a minimum of \$36/month, and commit to a designated prepayment. The prepayment will be rebated to customers' accounts during the contract period. Customers must pay the first month's fee in advance, plus a standard monthly admin fee of \$18.