



Press release

## **14 accolades from “the International Stevies” highlight excellence in HTHKH products, services and brand management**

**Hong Kong, 15 August 2016** - A total of 14 trophy titles have been conferred on Hutchison Global Communications Limited (HGC) and 3 Hong Kong - the fixed-line and mobile communications divisions of Hutchison Telecommunications Hong Kong Holdings Limited (“HTHKH” or “the Group”, stock code: 215) - by the International Business Awards programme run by the Stevie® Awards.

Accolades received include two gold, two silver and 10 bronze awards in honour of the Group's accomplishments in mobile and fixed-line business operations.

Known as “the International Stevies”, this global awards scheme attracted more than 3,800 nominations in 160 categories from public and private enterprises throughout more than 60 nations.

HTHKH CEO Peter Wong said: “The Group is an integrated telecoms operator that draws on the strengths of its fixed-line and mobile business operations to provide individual consumers and families, as well as local and international corporations and other telecoms operators, with high-quality products and services. Today's news brings the spotlight of international recognition to bear on HTHKH's outstanding performance in that provision.”

Stevie® Awards President and founder Michael Gallagher said: “3HK and HGC have been recognised with 14 Stevie Award wins this year because the judges responded to the companies' success stories over the past year. We congratulate the people of 3HK and HGC for this success and the recognition received from our international panel of judges.”

### **Over-the-Top (OTT) Network Extension service wins gold**

HGC scooped a gold award in the Most Innovative Company of the Year - in Asia (China, Japan and Korea) category, plus a bronze in the Best New Product or Service of the Year - Telecommunications - Service category by virtue of its OTT Network Extension service. This provides one-stop project management to meet the needs of OTT service providers. They benefit from network design, procurement of equipment, local sourcing of vendors and administration of regulatory issues. All this enables OTT players to respond with agility to dynamic market needs, while expanding their online business.

### **Better Service Campaign strikes gold**

3 Hong Kong's Better Service Campaign won six titles altogether, including a gold award in the Small-Budget Marketing Campaign of the Year category, silver in the Re-Branding/ Brand Renovation of the Year category and bronze in the Marketing Campaign of the Year - Internet/Telecoms category. 3 Hong Kong pursues continuous innovation and improvement, in line with its “Making Better” philosophy. This gave rise to a series of TV commercials themed “Better Service from 3!”, which proved extremely popular among audiences. Quality of customer service benefitted from adding levels of sophistication to 3 Hong Kong's digital customer service platform. This involved launch of Super Switch, a



handset data-transfer capability open to all handset users in Hong Kong, plus a premium version of iChat, 3 Hong Kong's instant online chat facility.

### **14 awards conferred on HTHKH by the International Business program of the Stevie® Awards - "the International Stevies":**

#### **3 Hong Kong's Better Service Campaign**

- Small-Budget Marketing Campaign of the Year (<\$3 million/€5 million): ***Gold Stevie winner***
- Re-Branding/Brand Renovation of the Year: ***Silver Stevie winner***
- Marketing Campaign of the Year - Internet/Telecom: ***Bronze Stevie winner***
- Communications or PR Campaign of the Year - Marketing - Consumer Services: ***Bronze Stevie winner***
- Communications or PR Campaign of the Year - Reputation/Brand Management: ***Bronze Stevie winner***
- Brand Experience of the Year - Consumer: ***Bronze Stevie winner***

#### **HGC OTT Network Extension**

- Most Innovative Company of the Year - in Asia (China, Japan and Korea): ***Gold Stevie winner***
- Best New Product or Service of the Year - Telecommunications - Service: ***Bronze Stevie winner***

#### **HGC "20 Years of Building a Better Future" Campaign**

- Communications or PR Campaign of the Year - Events & Observances: ***Bronze Stevie winner***

#### **HGC bizCloud 2.0 - one of the first OpenStack telco clouds in Hong Kong**

- Best New Product or Service of the Year - Software - Cloud Infrastructure: ***Bronze Stevie winner***

#### **HGC Big Data Exchange (BDX)**

- Best New Product or Service of the Year - Telecommunications - Service: ***Bronze Stevie winner***
- Most Innovative Company of the Year - in Asia (China, Japan and Korea): ***Bronze Stevie winner***

#### **HGC's Almost Queen Concert at ITW2016**

- Communications or PR Campaign of the Year - Reputation/Brand Management: ***Bronze Stevie winner***

#### **3Home Broadband's Over-the-Top (OTT) Home Entertainment Solution**

- Best New Product or Service of the Year - Telecommunications - Service: ***Silver Stevie winner***

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## **About Hutchison Telecommunications Hong Kong Holdings Limited**

Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, or the Group; stock code: 215) is a leading telecommunications operator that combines the strengths of mobile, fixed and Wi-Fi networks. Advanced mobile communications are provided in Hong Kong and Macau under the "3" brand, while fixed-line residential broadband, telephone and IDD services are offered in Hong Kong as part of the "3Home Broadband" stable of offerings. The Group also provides local and international customers with sophisticated fixed-line services, corporate solutions, data centre capabilities, cloud computing and high-speed Wi-Fi services under the HGC brand. HTHKH is a member of the CK Hutchison Holdings group (stock code: 1) and channels the latest technologies into innovations that set market trends and steer industry development.

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

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

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

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

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