



3 Hong Kong the “Roaming Expert” launches Roam-in-Command for as little as HK\$15 per day for customers visiting Europe, Asia, the US, Canada and Greater China

- **3 Hong Kong offers value-for-money roaming by drawing on support from 3 Group, NTT DOCOMO, the Conexus Mobile Alliance and Vodafone**
- **Costing a minimum average of just \$15 per day, the innovative Roam-in-Command service offers cross-regional data roaming in Europe, Asia Pacific, the US, Canada and Greater China**
- **Customers can enjoy a buy-1-get-1-free offer¹ when subscribing to a 1GB data plan during the promotional period**
- **Our enhanced Europe Roaming Pass allows customers to activate service within 30 days of registering via a short code**
- **Tethering feature now supported by most 3 Hong Kong roaming bundles to boost flexibility and convenience**
- **3 Hong Kong partners with KKBOX, Ctrip and Like Japan to launch summer music x travel x roaming promotions**

Hong Kong, 20 July 2017 - 3 Hong Kong, the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), will tomorrow launch the innovative Roam-in-Command service in four packages. Each grants customers up to 14 days discounted data roaming service in six European countries and 10 countries throughout Asia Pacific, as well as a package that combines the US and Canada, plus another for three Greater China destinations - mainland China, Taiwan and Macau. The service offers all the flexibility and autonomy needed for customers to share magic travel moments with friends and family while away from home.

More than 20 popular travel spots covered, plus buy-1-get-1-free offer available to those subscribing to 1GB service during the promotional period¹

Users now demand more autonomy and flexibility when roaming, so 3 Hong Kong reviewed every aspect of the overall experience before designing the Roam-in-Command service to cover 21 popular destinations. Customers subscribing to a 14-day data plan can roam hassle-free while in Europe, Asia Pacific, the US and Canada, as well as Greater China - all for the unprecedented minimum average of just HK\$15 per day. What's more, customers can get an extra 1GB roaming data capacity if they subscribe to the 1GB service during the promotional period - from tomorrow to 30 September.

Roam-in-Command offers four 200MB or 1GB options to serve customers roaming in Europe, Asia Pacific, the US, Canada and Greater China (*please see table below*). And applying for Roam-in-Command could not be easier - customers simply need enter a short code, then

service is activated by first usage within 30 days of subscription. Roam-in-Command is suitable for globetrotting tourists because they can roam for 14 days across regions covered by each package - a solution far more convenient and economical than renting a portable Wi-Fi device.

Four Roam-in-Command packages:

Region	14-day roaming service		Coverage
	200MB	1GB (enjoy buy-1-get-1-free offer for 1GB service during promotional period from tomorrow until 30 September ¹)	
The US and Canada	\$78	\$198	The US and Canada
Europe			Austria, Denmark, Ireland, Italy, Sweden and the UK (six countries)
Asia Pacific			Australia, South Korea, Indonesia, Singapore, Japan, Sri Lanka, Malaysia, Thailand, the Philippines and Vietnam (10 countries)
Greater China			Mainland China, Taiwan and Macau

Support from four partners sets a new trend in providing value-for-money roaming

Kenny Koo, 3 Hong Kong's Director of Roaming and Service Development, said: "Roam-in-Command packages have set another new market trend, following launches of our Data Roaming Daily Pass and WhatsApp Roaming Pass offerings. Tomorrow's launch is part of our continued effort to make roaming ever-more convenient and affordable."

He added: "We are drawing on our advantage of close ties with the 3 Group, NTT DOCOMO, the Conexus Mobile Alliance and Vodafone in order to tailor value-for-money roaming packages that offer extensive overseas coverage. The upshot is our customers can wave goodbye to the hassle of changing SIM cards or carrying Wi-Fi devices just to stay connected with friends and family while abroad."

Optimising the Europe Data Roaming Daily Pass and including a tethering feature

3 Hong Kong previously offered a five and 10-day Europe Data Roaming Daily Pass, providing customers with data and voice roaming throughout six European destinations - Austria, Denmark, Ireland, Italy, Sweden and the UK - for a minimum average of HK\$39 per day.

Extending yet more convenience to customers, 3 Hong Kong has made it possible for users to enter a short code - *134*1# for five days or *136*1# for 10 days - in order to register for the Europe Data Roaming Daily Pass. International roaming can be activated within 30 days of registering and starts only when the service is used at any one of the six destinations.

A tethering feature has been added to 3 Hong Kong Data Roaming Daily Pass packages (except the WhatsApp Roaming Pass). This turns a smartphone into a network gateway allowing customers to share data-roaming capacity with their travel partners - an option that grants more freedom than having to carry a Wi-Fi device. Just a few simple steps are required to activate tethering, a move that grants greater control over travel budgets.

Be entertained by our music x roaming offer when travelling this summer

3 Hong Kong has partnered with KKBOX to launch the music x roaming service this summer. From 21 July until 30 September, for just \$138, customers can get three months' KKBOX service² (priced at \$147) plus a fee rebate² of two-day Data Roaming Daily Pass for mainland China, Macau or Taiwan (priced up to \$396. Must be used before 31 October). Customers subscribing to the service before 15 August can get two tickets to the "KKBOX x 1563: Taste of Music Robynn & Kendy x Michael Lai" concert in Wan Chai on 20 August (additional \$50 administration fee required).

A partnership with travel service provider Ctrip means 3 Hong Kong's monthly tariff plan customers who reserve designated hotel accommodation with Ctrip will get a two-day Macau 3 Roam Lite Daily Pass (valued at \$156). Non-monthly tariff plan customers will receive a five-day mainland China, Hong Kong and Macau Roaming Mobile Data Prepaid SIM (valued at \$98) with 1GB 4G LTE data roaming capacity. Those who purchase two 3 Hong Kong x Like Japan Mobile Roaming Data Prepaid SIMs for Japan and Korea from Like Japan will get 30% discount plus free delivery. Each SIM, costing an average of just \$113, entitles the user to 3GB of 4G LTE roaming data over seven days.

Please call 3 Hong Kong's roaming expert hotline on 3166 8880 for more information on Roam-in-Command and the Europe Data Roaming Daily Pass. Visit www.three.com.hk/roaming or 3HK Facebook page www.facebook.com/threeHK.

Note:

1. For those customers who activate the 1GB Roam-In-Command within the promotion period, an extra 1GB bonus data will be awarded. This extra bonus data offer shall not be applicable to any top up data other than first time service activation of the 1GB Roam-In-Command as mentioned above. Promotion period commences from 21st July, 2017 and ends on 30th September, 2017 (both dates inclusive).
2. \$138 includes KKBOX service fee for 3 months based on bill period, thereafter a monthly fee of \$49 will be charged automatically. To cancel subscription, please call 3Customer Services Hotline at least seven days prior to the end day of the offer period; From the date of successful subscription until 31 October 2017 ("Promotional Period"), maximum two days of the charge of using of Data Roaming Daily Pass in mainland China, Macau or Taiwan will be rebated once if Customers activate and use designated Data Roaming Daily Pass. Customer shall settle the payment of the relevant Data Roaming Pass first (\$138/day for mainland China and Macau; \$198/day for Taiwan), thereafter the Rebate will be deposited into the relevant Customer's 3HK service account within 90 days upon expiry of the Promotional Period which can be used to offset any amount invoiced under the same service account. For the entitlement of Rebate, Customer must eligible to use Data Roaming Daily Pass service, and shall activate the Data Roaming Daily Pass service by dialing *107*1# via handset by himself / herself before use. For details of Data Roaming Daily Pass service, please visit www.three.com.hk/dailypass; Ticket promotion will end on 15 August 2017. \$50 additional administration fee will be charged (no refund is allowed). The Tickets are available while stocks last. Redemption SMS for the Tickets will be issued to customers' 3HK mobile number subscribed for KKBOX service before the event upon successful subscription of the Bundle Plan with the Tickets; Promotion will be end on 30 September 2017. Terms and conditions apply to both Offers and Services. For details, please visit www.three.com.hk/en/kkbox_promo.

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About 3 Hong Kong

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at 3 Hong Kong's hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit www.three.com.hk.

For more information on HTHKH, visit www.hthkh.com.

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