



iPhone Xs, iPhone Xs Max, Apple Watch Series 4 (GPS +Cellular) arrive at 3 Hong Kong on 21 September

Hong Kong, 21 September 2018 - 3 Hong Kong today announced it offers the most advanced iPhones ever, iPhone Xs and iPhone Xs Max, and Apple Watch Series 4 (GPS + Cellular), beautifully redesigned with breakthrough communication, fitness and health capabilities in 3Shops. For complete pricing details, please visit iphone.three.com.hk.

The most advanced iPhones ever

iPhone Xs and iPhone Xs Max are the most advanced iPhones ever, taking the vision for the future of the smartphone to a new level, featuring stunning 5.8-inch and 6.5-inch Super Retina displays that offer remarkable brightness and true blacks while showing 60% greater dynamic range in HDR photos. iPhone Xs and iPhone Xs Max bring an improved dual camera system that offers breakthrough photo and video features, A12 Bionic chip with next-generation Neural Engine, faster Face ID, wider stereo sound, longer battery life, splash and water resistance,* the most durable glass ever in a smartphone^, a beautiful new gold finish that joins silver and space gray, and introduce Gigabit-class LTE for even faster download speeds.** iPhone Xs Max offers a more immersive experience with over three million pixels for videos, movies and games, offering the largest display ever in an iPhone. Both phones introduce Dual SIM to iPhone.***

Additionally, iPhone Xr, bringing the latest iPhone innovations to more people, will be available to pre-order at 3 Hong Kong on 19 October. iPhone Xr features an all-screen glass and aluminum design with a 6.1-inch Liquid Retina display – the most color accurate in the industry^, with wide color support and True Tone for a more natural viewing experience. iPhone Xr features A12 Bionic with next-generation Neural Engine, the TrueDepth camera system, faster Face ID, an advanced camera system that creates dramatic portraits using a single camera lens, LTE Advanced for fast download speeds and six beautiful finishes.

Apple Watch Series 4 is redesigned and re-engineered to help users stay connected, be more active and manage their health in powerful new ways. It features a stunning 30% larger display, a thinner, smaller case and a new interface with more information and richer detail. Apple Watch Series 4 with watchOS 5 brings advanced activity and communications features, along with revolutionary health capabilities including a next generation accelerometer and gyroscope which are able to detect hard falls.

3 Hong Kong's iPhones offers

3 Hong Kong has tailored a series of iPhone subscription offers starting from \$0 handset price plans for both models. Port-in and select existing customers subscribing to those iPhone plans will receive free data entitlement to be used flexibly in mainland China, Hong Kong and Macau, plus unlimited WhatsApp and WeChat data, to enjoy a seamless communications experience throughout the three geographies. What's more, a spectrum of

privileges will be included in designated service plans so customers can stay connected hassle free on their iPhones while out and about.

Sales gala in Hunghom on 21 September

In order to mark the debut of the powerful iPhone Xs and iPhone Xs Max, 3 Hong Kong holds a sales gala at Fortune Metropolis in Hunghom at 8am on 21 September 2018. Special fulfillment centres will also be set up at certain HSBC Premier Centres to cater for HSBC Premier customers. For details, please see www.three.com.hk/HSBC.

For more details on pricing and data plans, please visit iphone.three.com.hk. For more details on iPhone, please visit www.apple.com.

** iPhone Xs and iPhone Xs Max are splash-, water- and dust-resistant, and were tested under controlled laboratory conditions with a rating of IP68 under IEC standard 60529 (maximum depth of two metres up to 30 minutes). Splash, water and dust resistance are not permanent conditions, and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.*

*** Speeds vary based on site conditions and carrier. For details on LTE support, see apple.com/iphone/LTE.*

**** Use of Dual SIM requires two wireless service plans (which may include restrictions on roaming). Certain restrictions apply to use.*

^ According to information provided by Apple.

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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 900 MHz, 1800 MHz, 2100 MHz, 2300 MHz and 2600 MHz 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. 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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