



Press release

## 3 Hong Kong's "Buy 10 Get 3 Free" Super SoSIM Deal Limited offer to 3,300 cards before Real-name Registration system for SIM Cards takes effect

### *Creating a new wave of crazy SoSIM buying*

**Hong Kong, 10 June 2021** - 3 Hong Kong, the mobile arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), announced today, the launch of SoSIM's crazy limited offer. Starting tomorrow on 11 June, 3 Hong Kong will be offering customers a super deal of "Buy 10 Get 3 Free" for any purchase of SoSIMs^ at over 400 PARKnSHOP and Watsons stores, reinforcing the surpassing value of the SoSIM prepaid card.

The government has announced the implementation of the Real-name Registration Programme for SIM cards on 1 September 2021. Prepaid SIMs purchased before 1 September 2021 can still be used without registration before 23 February 2023 while those purchased after 1 September 2021 must be registered with real names for use starting 1 March 2022.

There is an increasing demand for prepaid SIMs since the launch of SoSIMs. The implementation of an all new real-name registration system is expected to spark an upward demand for prepaid SIMs before the system comes into full force. As one of the most popular prepaid SIMs in town, the SoSIMs are foreseen to have an unprecedented peak in sales before the Real-name Registration system becomes effective from 1 September 2021. Customers can enjoy the super deal of "Buy 10 Get 3 Free" at over 400 PARKnSHOP and Watsons stores. Each SoSIM costs only \$25.4 on average. SoSIMs offer 4G infinity\* data for 30 days. Customers can top-up each SoSIM for \$33 a month to continue using 4G infinity\* data. This promotional offer is limited to 1,100 sets (with 3,300 SIM cards in total).

HTHKH Executive Director and CEO Kenny Koo said: "With the real-name registration system for prepaid SIM cards taking effect soon, 3 Hong Kong is proactively setting up a new and easy-to-use registration system. We also plan to introduce other measures in phases to provide customers with a convenient and hassle-free registration experience. We are now offering the "Buy 10 Get 3 free" super SoSIM deal, the best value and one of the top selling prepaid SIM cards in town, so our customers can get well-prepared before 1 September 2021."

3 Hong Kong launched the new SoSIM mobile app in April, enabling customers to manage their SoSIM accounts, check usage, top-up, and buy other services with ease. Customers can also port in their mobile numbers to SoSIMs and obtain the latest information on special offers via the user-friendly app. SoSIM users are encouraged to download the app for the best mobile service experience.

For more details on SoSIMs, please call the 3 Hong Kong's customer hotline on 1033, or talk to a 3iChat ambassador at [3ichat.three.com.hk](https://3ichat.three.com.hk). Alternatively, please visit [web.three.com.hk/prepaid/sosim/](https://web.three.com.hk/prepaid/sosim/) or 3 Hong Kong's Facebook page at [www.facebook.com/threeHK](https://www.facebook.com/threeHK).

^ The SIM cards must be activated within 60 days of purchase.

\* First 50GB up to 42Mbps, thereafter infinity data up to 128kbps.

-Ends-

### **About 3 Hong Kong**

Leading mobile operator 3 Hong Kong is flourishing into a digital operator front-running the era of 5G mobile broadband. The company plays a prominent role in developing a new economy ecosystem by serving both consumer and corporate customers from a diverse range of capabilities in fields such as the Internet-of-Things (IoT) concept and 5G technology. Operating under the 3Supreme, 3 and MO+ brands, 3 Hong Kong offers advanced data and roaming services, as well as FinTech, video-on-demand, gaming and music applications.

3 Hong Kong tailors one-stop solutions comprising network services, mobile devices, consultancy, project implementation and technical support to help enterprises boost efficiency and competitiveness. In this regard, our "3Innocity" programme provides a means of collaborating with start-ups and global enterprises to create digital-age applications and explore business opportunities in mobility, as well as IT, IoT and big data. In addition to meeting the needs of consumer and corporate customers, 3 Hong Kong contributes to Hong Kong's development as a smart city.

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, visit [www.three.com.hk](https://www.three.com.hk). For more information on HTHKH, visit [www.hthkh.com](https://www.hthkh.com).

For more information, please contact:

3 Hong Kong  
Corporate Affairs  
[pr@hthk.com](mailto:pr@hthk.com)  
2128 3611