

2022 Annual Results Presentation



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Agenda



Business Review & Development

Financial Review

Sustainability

Outlook







Highlights

Resilient local service revenue and rebound in roaming service revenue

Service Revenue

\$3,278m +1% YoY

Local Service Revenue **\$2,981m** Flat YoY

Roaming Service Revenue \$297m

+14% YoY

Encouraging 5G uptake

5G Penetration

30%

+9%-point

Effective customer retention strategies

Customer Base

3.3m +2% YoY

Churn⁽¹⁾

0.8%

+0.4%-point YoY

Robust Financial Position

Cash⁽²⁾

\$3,700m

Steady recovery with promising outlook

Net loss & LPS⁽³⁾ \$158m -4050% YoY \$3.28 -4200% YoY **Full Year Dividend**

7.49 HK cents

Final Dividend

5.21 HK cents



Notes:

- (1) Churn represents monthly churn rate of postpaid customers.
- (2) Cash represents cash and bank balances of the Group.
- (3) LPS represents Loss per Share.



Building the Best 5G Network in Hong Kong





Note: (1) In 2022, the number of its 5G base stations has increased by more than 50% compared to the third quarter of 2020.



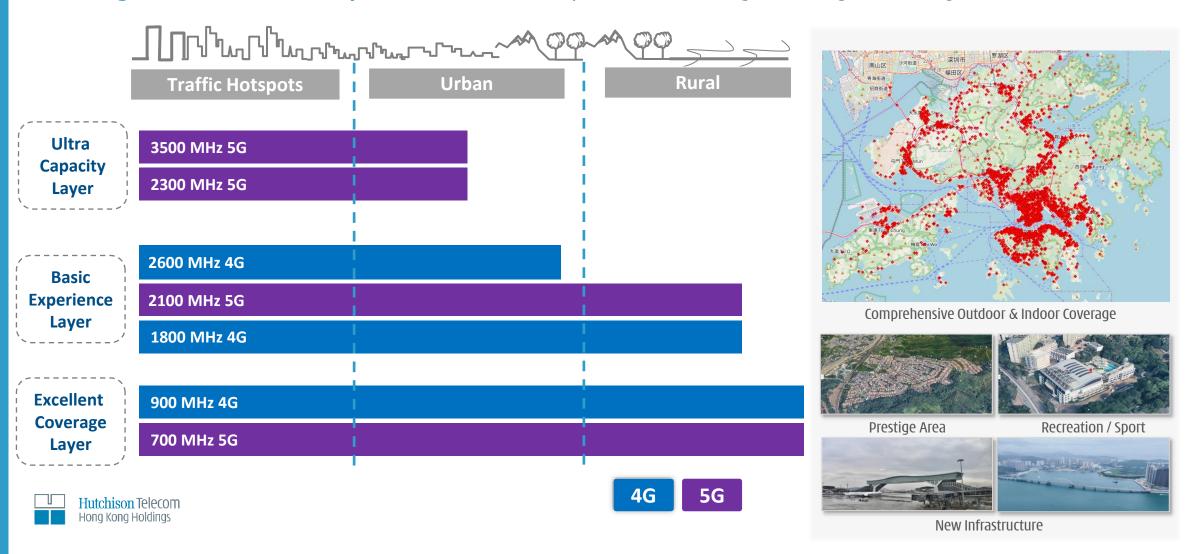


- Number of 5G base stations increased more than 50% (1)
- 5G coverage extended to East Rail Line Cross-Harbour
 Extension of MTR & Tseung Kwan O-Lam Tin Tunnel and
 Cross Bay Link
- Activated 700 MHz band on 5G
- "Net You Own" Rewards Scheme
- Launched "HoneyBee" Initiative
- Optimised "Switching Centre"
- Upgraded "Network Operations Centre"

Building the Best 5G Network in Hong Kong

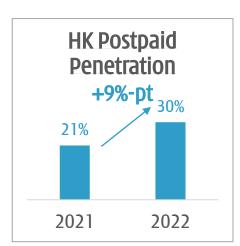
Significantly expanded network capacity and coverage with additional spectrum.

Leveraged the 700 MHz band spectrum to enhance deeper network coverage including low-density rural residential areas.



Core Revenue Drivers

5G



Successful 5G upgrade initiatives & loyalty programme



5G Broadband



 High potential market from traditional broadband



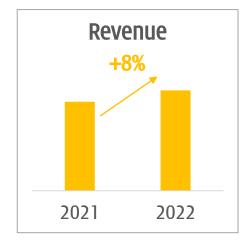
HK Postpaid Outbound Roaming



 Head start on roaming rebound



Corporate Solutions



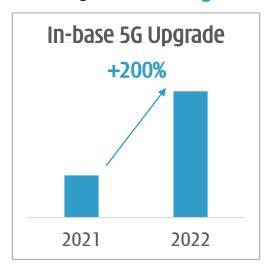
 Leveraging CKHH Group companies & stay ahead of market 5G technology

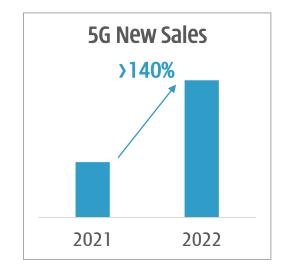




5G Penetration Growth

Strong Growth by outstanding network performance & successful initiatives.







Competitive offers with Flagship Handsets







Tactical limited offers



Showcase of
Strongest (1) 5G network

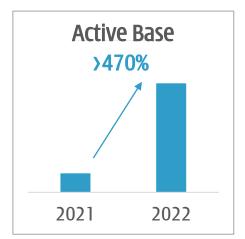


Note: (1) Source: ePrice article published on Sep 28, 2021. Details: https://www.eprice.com.hk/mobile /talk/3146/218826/1/.



5G Broadband Uptake

Strong Growth by outstanding network performance & competitive packages.





Propositions

✓ No Speed Limit ✓ No Landlines ✓ No Installations ✓ All-in-One Package

Mass (targets rural area & villages):

- Deep 5G coverage by the 700 MHz
- Tactical offers for selected areas
- Strategic segment with special team for village





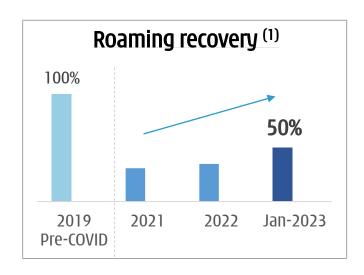
Corporate (targets shopping mall / plaza):

- Special team to reach individual shop
- Instant demonstration of 5G network
- Add-on services (POS / CCTV)



Roaming Recovery

Accelerate roaming business rebound via comprehensive products.



Good Recovery Rate⁽²⁾ in major destinations

China	Japan	Macau	
>60%	>100%	>100%	

- Mores.
- Roaming recovery refers to the average number of monthly postpaid data roaming subscriptions of respective years compared with that of 2019.
- (2) Recovery rate represents the number of postpaid data roaming subscriptions in January 2023 compared with January 2019.
- Hutchison Telecom
 Hong Kong Holdings

- Travel sharing sessions
- Thailand theme event at Retail

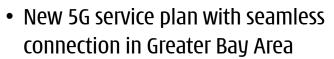








 All-round offerings for frequent & non-frequent roamers



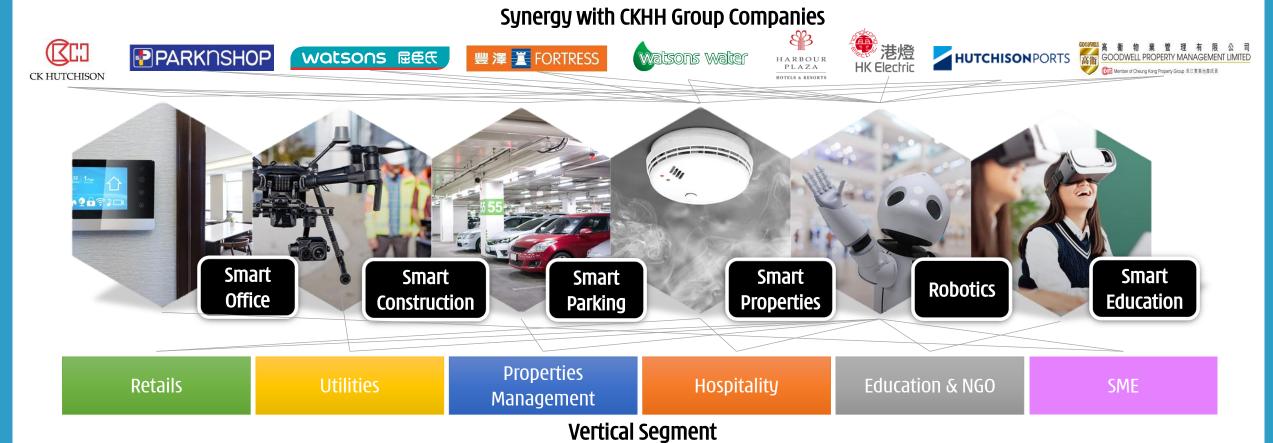
• Transform SoSIM as roaming partner





Corporate Solutions

Exhibits state-of-the-art 5G solutions, creating unprecedented and future-shaping opportunities for enterprises.





Visit & Explore DIGI30X
(via reservation)

Corporate Solutions – 5G Subsidy Scheme

Deployed **5G solutions** to various industries to improve efficiency of operations and quality of service.





VR / AR Learning

- Content management system
- Moveable 5G network

Patrol Robot in risk locations

- Real-time video streaming
- Sensor for gas detection
- Super Wi-Fi with 5G backhaul





5G Operation & Crane Surveillance

- · Al analytic for intrusion detection
- Forming private network via public 5G network



Most Customer Touchpoints

Strong Channels to serve well-defined segments







3 DigiLive

Leverage electronics & gadgets for wide audience by starting from 5G Broadband



3 Shop

All-round services with Mobile experts and full range of Device & Accessories



Supreme

Premium Customer Journey & Privileges











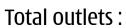
watsons 屈便氏

PARKINSHOP & Watsons

SOSIM SO Simple SO Easy













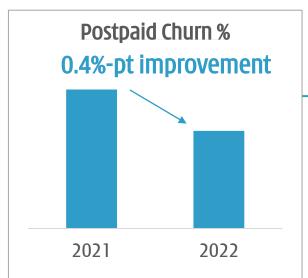


3HK@Fortress

Value for Money

launched

Gear up Retention by Unique Loyalty Programme



Continuous churn improvement

Unique loyalty program

Leading Operator to introduce Metaverse



Deepening Customer Engagement

Digital Society





Digital Service Ambassador





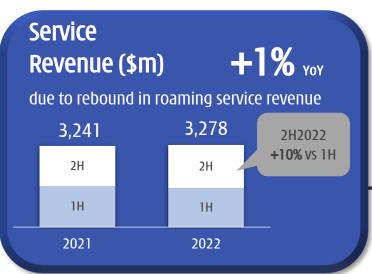
New Customer Contact Centre

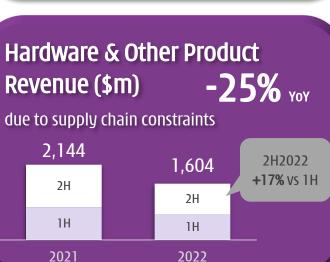


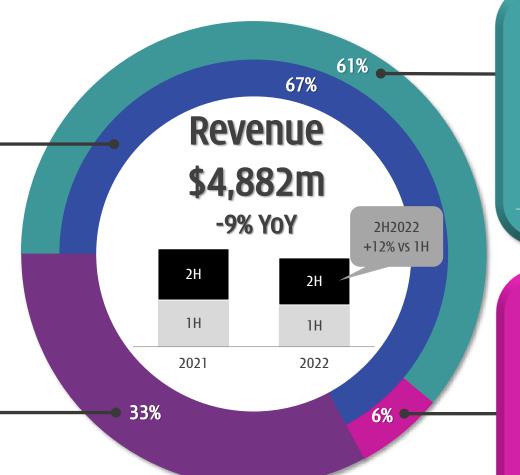


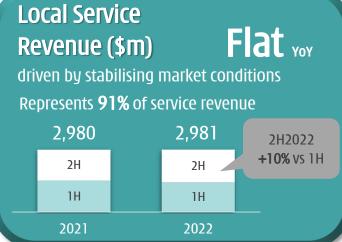


Revenue: Building Growth Momentum



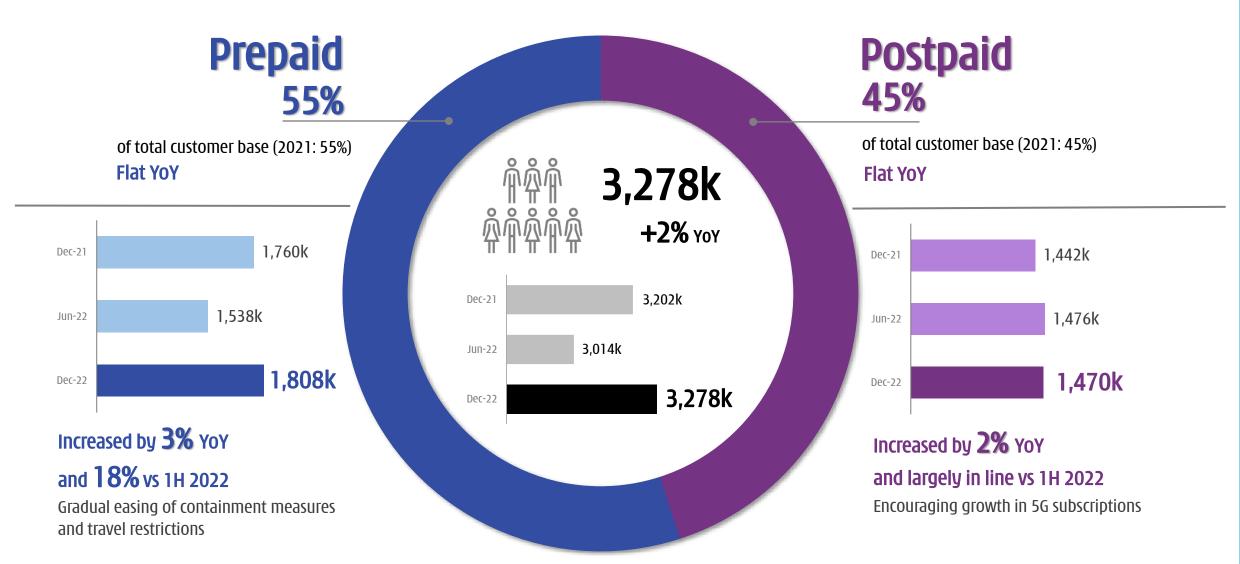








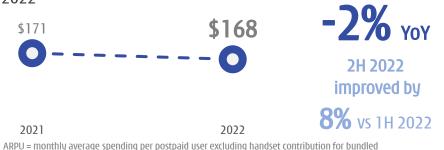
Customers : Solid Customer Base



Customers: Promising Outlook

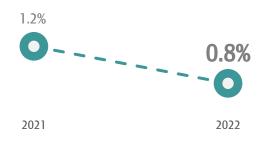
ARPU

 Pressure from competition and unfavourable economic conditions in 1H 2022



Postpaid Churn

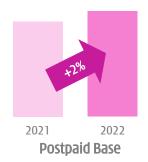
 Improvement in network and effective customer retention strategies, boosting customer engagement and loyalty

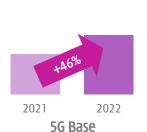


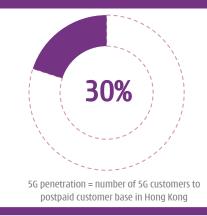
Improved by **0.4%-pt** YoY

5G Customer Base

Encouraging uptake

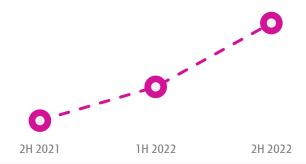






5G Broadband

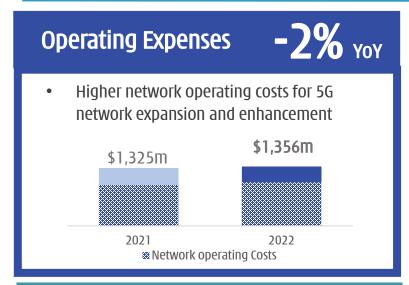
Strong growth with promising outlook

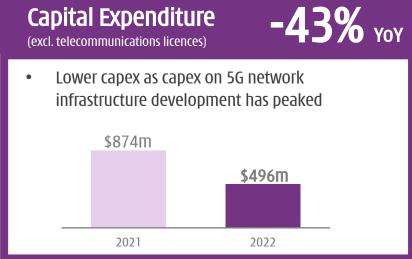


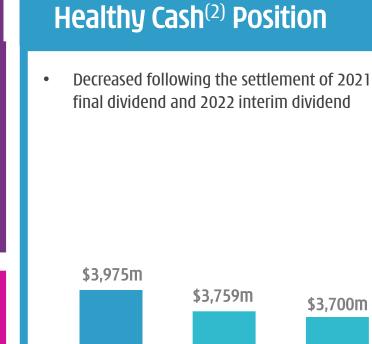




Vigilant Opex Spending and Healthy Cash Position







31 Dec 21

30 Jun 22



- Full year impact for spectrum licence renewed in 2021 with higher SUF⁽¹⁾
- Spectrum activated during 2022
- Investments in network infrastructure and related-technologies \$1.501m





CAPEX over Service Revenue

15% YoY (2021: 27%)





(1) SUF represents spectrum utilisation fee.

\$3.700m

31 Dec 22

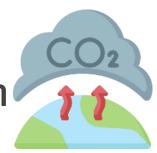


Sustainability: Focusing on what Matters to Stakeholders

Action on Climate Change

>70%

Carbon Emission
Intensity(1) vs 2018



Rigorous Governance

Legal cases regarding corrupt practices



Employees received **training on anti-corruption/ethics and integrity**

Creating Great Places to Work

29 Average training hours

per employee(2)



Rooftop Gardening

Notes:

- (1) Carbon intensity represents greenhouse gas emissions generated divided by data traffic.
- (2) Average training hours represent average hours of training completed by full-time employees.



Supporting Local Communities



Provided share mobile network facility for the quarantine centres



Outlook

- Providing IoT capability in the era of 5G with enhanced network and additional spectrum
- Leveraging customer insight platform to build full understanding of consumer needs to digitallyconnect customer experience
- Capturing new opportunities with IoT, 5G and AI in data monetisation
- Accelerating 5G Broadband adoption around all markets including Mass and Corporate Solutions segments







HK\$ million	2022	2021	Change
Revenue	4,882	5,385	-9%
Net customer service revenue	3,278	3,241	+1%
Hardware and other product revenue	1,604	2,144	-25%
Net customer service margin	2,827	2,817	-
Net customer service margin %	86%	87%	-1% pt
Standalone handset and other product sales margin	33	62	-47%
Total margin	2,860	2,879	-1%
CACs	(518)	(529)	+2%
Less: Bundled sales revenue	376	395	-5%
CACs (net of hardware and other product revenue)	(142)	(134)	-6%
Operating expenses	(1,356)	(1,325)	-2%
Opex as a % of net customer service margin	48%	47%	-1% pt
Share of EBITDA of a joint venture	58	57	+2%
EBITDA	1,420	1,477	-4%
Service EBITDA	1,387	1,415	-2%
Service EBITDA margin %	42%	44%	-2% pts
CAPEX (excl. telecommunications licences)	(496)	(874)	+43%
EBITDA less CAPEX	924	603	+53%

HK\$ million	2022	2021	Change
EBITDA	1,420	1,477	-4%
Depreciation and amortisation •	(1,501)	(1,345)	-12%
(LBIT)/EBIT	(81)	132	-161%
Service (LBIT)/EBIT	(114)	70	-263%
Net interest and other finance costs ●	(22)	(40)	+45%
(Loss)/profit before taxation	(103)	92	-212%
Taxation •	(55)	(88)	+38%
(Loss)/profit attributable to shareholders	(158)	4	-4050%

• Depreciation and amortisation, net interest and other finance costs and taxation include the Group's share of joint venture's respective items.