



3 Hong Kong and Magisto form strategic partnership to launch exclusive discount offers on leading global video editing mobile application in Hong Kong

New York / Hong Kong, 7 May, 2014 - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) and Magisto, a cloud based mobile video platform today announced the formation of a strategic partnership to deliver the award-winning Magisto application to 3 Hong Kong customers at exclusive discounted pricing.

Hong Kong is one of the two places that boast the highest smartphone penetration rate of 87%* in Asia Pacific. The rapid deployment of mobile technology and the significant development of smartphones are changing the way people live and have extended telecoms operators' competitions to mobile applications. 3 Hong Kong is dedicated to providing a full range of lifestyle-enhancing services and applications. The 3 Hong Kong - Magisto partnership highlights that the ability for anyone to create and share well-produced, emotionally-rich content is changing the way consumers document and share their life experiences.

Magisto uses artificial intelligence to deliver a complete mobile solution for creating, automated editing, compiling and sharing professional quality mobile videos. Starting today, customers subscribing to Magisto as a designated value-added service** can enjoy up to 100GB cloud storage (provided by Magisto) for creating movies of up to 2.5 minutes in length each and upload 30 photos and 25 videos per movie for HK\$12 a month. 3 Hong Kong's iOS and Android users can also subscribe to Magisto as a standalone service and enjoy an exclusive discounted price of just \$18 a month.

As the global smartphone audience as announced by eMarketer will reach 1.75 billion in 2014, smartphones have also become the camera of choice for the majority of consumers worldwide. Using Magisto's automated video editing solution, 3 Hong Kong customers will be able to use the photos and videos on their mobile devices to create high-quality movies that can be shared on Facebook, Twitter, Google +, YouTube and through email.

"The provision of discounted Magisto premium packages to customers underlines our strong commitment and dedication to bring forth the most innovative applications to Hong Kong from worldwide to enhance customers' lives via our powerful and high-speed 4G LTE network," said Amy Lung, HTHKH's Managing Director - Mobile. "The popularity of photos and videos and sharing the important moments with those you care about is universal. We look forward to working with Magisto and helping our customers to create compelling video memories of their lives."

The announcement of the 3 Hong Kong-Magisto collaboration comes on the heels of massive growth of downloads for Magisto, which added 27 million downloads since this time last year, bringing their total number of downloads to 30 million.

"We have always taken a global perspective on growing our company and our consumer base," said Oren Boiman, CEO of Magisto. "We see this collaboration with 3 Hong Kong as a way to provide an exceptional user experience for mobile customers in Asia. This collaboration, as well as other recently announced deals in Europe, not only allows us to expand the quality and usability of personal photos and videos, but enables Magisto to continue to separate itself from the competition in both user experience and global distribution."

Magisto's user base outside of the US vividly illustrates the adoption of mobile video internationally. Statistics from Magisto reveal that Russia is leading the pack and represents Magisto's largest customer aggregation outside the US, and other video forward countries include Japan, Brazil and India.

Japan, is the most active country behind the US both in the number of videos created and the range of features used. The UK ranks behind Japan in feature usage.

Notes:

* Asia Pacific smartphone penetration is highest in Hong Kong and Singapore at 87%.

Source: <http://www.media-research-asia.com/view.php?type=press&id=3184>.

**3 Hong Kong customers must subscribe to a 3 Hong Kong value-added service commitment (contractual agreement of no less than 12 months subscription) to enjoy the stated price.

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About Magisto

Driven by artificial intelligence and simple user experience, Magisto is a cloud-based mobile technology service for creating and sharing beautiful quality personal movies. It automatically selects the most compelling moments from ordinary videos and photos and, like an expert video editor, weaves them together to convey a story with customized styles and music. Magisto is used by millions of customers and can be accessed across iOS, Android, the Amazon Appstore for Android and the Web, and is the highest-rated video creation app in the Google Play and iOS App Stores.

More information is available at <http://www.magisto.com/about> and <http://www.magisto.com/how-it-works>.

About 3 Hong Kong

3 Hong Kong is a leading mobile service provider in Hong Kong offering advanced voice, data and roaming services under the "3" brand via its 4G LTE, 3G and GSM dual-band networks. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code:

215), which is a group member of Hutchison Whampoa Limited (stock code: 13). For more information on 3 Hong Kong, please visit www.three.com.hk. For more information on HTHKH, visit www.hthkh.com.

For media enquiries, please contact:

Magisto
Paula Batson
+1 917873-8294
paula@magisto.com

3 Hong Kong
Sandy Wong
+852 2128 5313
sandy.wong@hthk.com