

SUPREME

**A prestigious brand of Hutchison Telecom Hong Kong
targeting high-end customer market
Premium customers can enjoy all-round, exclusive and superior
services and lifestyle privileges**

- **SUPREME has made a stunning debut, committing to build an exceptional sense of style and to create an extraordinary digital lifestyle for high-end customers.**
- **SUPREME customers enjoy priority network access with more network resources, breaking through boundaries of the network.**
- **SUPREME dedicated Personal Executives offer customers round-the-clock attentive and professional services.**
- **SUPREME creates superior and exceptional experiences for customers through the SUPREME Select series of exclusive, grand and coveted events such as international cultural and arts shows, gala premieres and concerts.**

Hong Kong, 21 March 2023 - Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) announced the launch of a new prestigious brand, SUPREME, which transcends the boundaries of life. Through its top-notch team, world-class network and new services, SUPREME provides high-spending customers with an extraordinary digital lifestyle and refreshing life experiences.

Kenny Koo, Executive Director and Chief Executive Officer of Hutchison Telecommunications Hong Kong Holdings Limited, said: "We have been committed to popularising 5G and the result is encouraging. The number of 5G customers increased rapidly last year and our high-spending customer base has widened as well. By deploying precise strategies for different customer segments, we have developed the SUPREME prestigious brand which integrates cutting-edge 5G network with a wide range of lifestyle privileges, providing dedicated and personalised services to enhance customer loyalty and engagement. What's more, the new SUPREME brand can also increase the company's competitiveness in the high-end market and provide customers with higher quality services."

Enjoy priority network access with more network resources

Backed by the 99% local 5G network coverage of Hutchison Telecom Hong Kong, SUPREME provides customers with a world-class network beyond imagination. Enjoying priority network access with more network resources, SUPREME customers enjoy services with higher speed catering to the new digital lifestyle. In addition, the signal display on their handset screens will automatically change from "3" to "SUPREME".



Dedicated Personal Executives stand by you

SUPREME customers are classified into two categories, SUPREME Diamond and SUPREME Gold, according to their average monthly spending. Gold customers are entitled to enjoy Personal Executive service while Diamond customers are entitled to enjoy dedicated Personal Executive service. Customers can enjoy unparalleled superior experience including reserving flagship handsets, upgrading service plans and registering for “money-cannot-buy” prestigious events.

The interior of SUPREME Shops are distinctively decorated with mainly black and gold colours, highlighting its superior and prestigious image. The professional sales consultants at SUPREME shops offer customers attentive services and priority reservation, including free data transfer service, discounts on designated handsets and handset accessories, plus a waiver of card replacement and transfer of ownership fees.

Customers can check data and voice usages, as well as obtain the latest service information via the newly launched SUPREME app. With just a simple touch, customers can contact their Personal Executives for assistance. Customers can also link their MoneyBack account to earn extra points or redeem rewards with ease.

Enjoy a wide range of premium privileges

SUPREME collaborates with global leading partners in different fields to offer a variety of premium privileges and offers, providing high-spending customers with superior communications and personalised services, as well as privileges covering culture, entertainment, dining and leisure.

The SUPREME Select series under SUPREME covers top events in the city, bringing customers exclusive privileges to join these events and develop an exceptional sense of style. The events include:

- **Cultural performance:** SUPREME customers are invited to enjoy the exciting performances of arts organisations such as Hong Kong Chinese Orchestra, the Hong Kong Philharmonic Orchestra and the Hong Kong Ballet. Customers can also enjoy discounts of up to 20% on ticket purchases. Further to Hong Kong's resuming normality and the “Hello, Hong Kong” initiative, SUPREME has invited customers to enjoy various large-scale local and international art shows, including the acclaimed Art Basel Hong Kong, a world-class exhibition gathering wonderful art pieces from top galleries around the world, and City As Studio, China's first major exhibition of graffiti and street art.
- **Entertainment events:** SUPREME will collaborate with Emperor Motion Pictures, Emperor Cinemas and international movie companies to arrange private movie screenings, gala premieres and previews as well as tickets to the hot concerts for customers.
- **Gourmet dining:** Customers can enjoy high-end dining and wine offers including buffet discounts at Harbour Plaza Hotels and Resorts and the Park Lane Hong Kong, as well as discounts on Caviar King, Sake Moment and Michelin restaurants.

- Leisure lifestyle: SUPREME customers can enjoy birthday treats including staycation packages from Harbour Plaza Hotels and Resorts (coming soon), MoneyBack rewards, discounts on handset and accessory purchases, free hotel room upgrades, plus shopping and leisure activities from different premium brands.
- On trend events: SUPREME keeps up with the latest and offers the most popular events in the city including escape games, electric car racing, fencing, rock climbing and roller skating, enabling customers to have fun and exciting moments with friends and family.

Joining SUPREME

Customers with an average monthly spending of \$400 or above will become SUPREME Gold members while those with an average monthly spending of \$600 or above will become SUPREME Diamond members who can enjoy more superior privileges. More of SUPREME's dedicated offers are coming soon. Please stay tuned.

For more information, please download the SUPREME app, visit www.supreme.vip or the Supreme Shops in Tsim Sha Tsui, Wan Chai and Causeway Bay.

【Ends】

About SUPREME

SUPREME is a premium brand of Hutchison Telecommunications Hong Kong Holdings Limited, a leading digital operator in Hong Kong.

Pampering esteemed customers with unrivalled services anywhere, SUPREME's dedicated personal executives are always on hand to provide bespoke services, in addition to a myriad of exquisite events and activities for customers exclusively and irresistible privileges jointly offered with high-end brands worldwide.

SUPREME is committed to the mission of enriching customers' all-round quality of life par excellence, and empowering the perfection of digital life in the new era.

For more information on SUPREME, visit www.supreme.vip.

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