



**"3Rewards" customer loyalty scheme  
awards handset coupons worth up to HK\$600  
plus data treats up to 3GB during service  
anniversary and birthday months every year**

Hong Kong, 24 July 2017 - 3 Hong Kong, the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced launch of the "3Rewards" customer loyalty scheme. This means loyal customers who have subscribed to 3 Hong Kong service continuously for three or more years will be rewarded for their custom with special treats every year during birthday and service anniversary months.

**Aiming to delight loyal customers with special treats**

Cliff Woo, Executive Director and Chief Executive Officer of HTHKH, said: "3 Hong Kong always puts customers first. We aim to delight them with special treats and privileges every year, while providing an array of high-calibre mobile products and services. 3Rewards was designed to thank loyal subscribers for their custom, with a view to strengthening relationships and acquiring new customers. More rewards will be added to develop our loyalty scheme into one of the most attractive such programmes on the market."

**Service anniversary handset coupon worth up to HK\$600 applies to a variety of handset models**

3 Hong Kong will also send service anniversary greetings to loyal customers. 3Supreme members, as well as loyal 4G LTE customers of at least three years standing will be awarded a handset coupon worth up to HK\$600. This will apply to more than 30 desirable flagship handsets and practical smartphones\*. Customers can use the coupons in any 3Shop within 12 months of receiving the SMS or email alert.

<b>Anniversary reward*</b>			
<b>Tenure with 3HK</b>	<b>3Supreme Diamond members</b>	<b>3Supreme Gold members</b>	<b>Loyal 4G LTE customers</b>
3 to 4 years	Coupon worth \$400	Coupon worth \$300	Coupon worth \$200
5 to 9 years	Coupon worth \$500	Coupon worth \$400	Coupon worth \$300
10 or more years	Coupon worth \$600	Coupon worth \$500	Coupon worth \$400

**Get up to 3GB extra data entitlement during your birthday month**

Starting today, loyal customers who have subscribed to 3 Hong Kong service continuously for three or more years will be granted bumper local data entitlements of up to 3GB\*\* during their birthday months. This ensures hassle-free online sharing of birthday celebration photos and videos among friends and family. Eligible customers will receive

birthday greetings in a SMS during relevant months. They simply need to follow instructions in the SMS in order to receive a birthday reward.

Birthday reward**			
Tenure with 3HK	3Supreme Diamond members	3Supreme Gold members	Other loyal customers
Three or more years	• 3GB of free data	• 2GB of free data	• 1GB of free data

### 3 Hong Kong's latest commercial: "Stays with customers anytime, anywhere"

In a move to take the 3Rewards customer loyalty scheme far and wide, 3 Hong Kong has commissioned up-and-coming film director Heiward Mak to shoot a video about love between a father and his daughter. Sing Lam, who played the lead role in "Weeds on Fire", is cast as a father always on business trips, with no time for his little girl. She sings to her daddy while on a video call, after secretly placing an umbrella in his luggage before he departs on yet another journey. The production rams home the message that a child can send love and warmth to Dad, regardless of distance.

Entitled "Stays with customers anytime, anywhere", the TV commercial also underscores the sentiment that 3 Hong Kong cares deeply about its customers. In practical terms, this message is demonstrated day in, day out by a superior network that enables customers to connect with friends and family anytime, anywhere.

The full production can be viewed at 3 Hong Kong's website, as well as via social media platforms. Local TV channels begin broadcasting excerpts of the TVC from early August.

Please call 3 Hong Kong's sales hotline on 1032 for more terms and information on 3Rewards. Visit [web.three.com.hk/3rewards/index-en.html](http://web.three.com.hk/3rewards/index-en.html) or 3HK Facebook page [www.facebook.com/threeHK](http://www.facebook.com/threeHK).

#### Remarks:

\* For customers who have subscribed to Super Data pack service/unlimited local data monthly plan, a free three-day Macau Roaming Pass will be offered. Customers need to activate the free three-day Roaming Pass within two months.

- For customers who have subscribed to unlimited local data monthly plans, fair usage data threshold will be released as birthday rewards.

\*\* The service anniversary reward is applicable to 3Supreme customers and eligible individual customers with 4G or above mobile service plans, who have subscribed to 3HK service continuously for three or more years.

- The applicable mobile service account must be active when the reward is used.
- Each account is entitled to 1 handset reward coupon per year and can only use 1 handset reward coupon each time.
- Handset reward coupon is only applicable to purchasing standalone handsets of designated models. The applicable handset model list is subject to change without prior notice.
- Unless otherwise specified, the coupon cannot be used in conjunction with other offers.

#### General terms and conditions:

- 3Rewards are applicable to 3Supreme members and 3HK mobile number registered under an eligible personal account which has subscribed to 3HK service continuously for three or more years.
- All rewards cannot be redeemed for cash and other products, nor refundable and transferable.

- Please contact our 3iChat ambassador [3ichat.three.com.hk](http://3ichat.three.com.hk), 3Shop staff or call our customer hotline on 1033 for any enquiry. 3Supreme customers can call 3Supreme hotline on 2180 5888.
- 3HK reserves the right to change the content of the rewards and related terms and conditions without prior notice. 3HK has the right of final decision in case of any dispute.

-Ends-

### **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 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz 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, while providing high-speed Wi-Fi at 3 Hong Kong's hotspots to serve Hong Kong's major areas. 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](http://www.three.com.hk).  
For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

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