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3 HK unveils its second wave marketing campaign with the introduction of new 3G video mobile phones - NEC 313 and Motorola A925 catering to the mass consumer and business markets. Enjoy 3 Service with best-value tariff plans and exciting new content & features

- Latest NEC 313 - world-first launch in Hong Kong with incredible \$998 handset offer
- Motorola A925 for sophisticated business users will soon be available in Hong Kong, customers of the first 1000 handset purchase enjoy promotional offer of 50% discount*
- Unbeatable \$183 tariff plan for mass market
- New exciting "rolling portal" for TodayOn3
- Best-value offers for Universal Music content
- Extreme sport video highlights for 3 consumers

3 HK announced that it is extending its range of 3G video mobile phones and tariff offering, as well as introducing a host of exciting new content and features.

Speaking at a press conference today, Hutchison Whampoa Limited Group Managing Director and 3 HK Chairman Mr Canning Fok said, "With the support of NEC, 3 is introducing a brand new, super-value handset at HK\$998* each. This new video mobile phone supports a host of advanced features such as video calling, MPEG4 video streaming, video messaging, MP3, POP3 & IMAP4 email access, Java application download, supporting up to 128MB memory stick duo, 65K colour screen and built-in 180°rotatable VGA camera. The NEC 313 will target the mass market and help us rapidly build a 3G community in Hong Kong. We are also pleased to launch this model first in our home market before introducing it to the rest of our worldwide markets."

Mr Fok also unveiled the Motorola A925, a powerful video and PDA inclusive handset, which will be rolled out in Hong Kong in two to three weeks' time at \$4,580 each.

"The Motorola A925 is a compelling proposition for business consumers and we are pleased to join hands with Motorola in bringing this product to market."

"With the full support of Motorola, we are pleased to announce that customers of the first 1000 handset purchase will enjoy a promotional offer of 50% discount . This powerful dual mode (3G/2.5G) device contains numerous industry-leading features, including video calling, MPEG4 video streaming, video messaging, MP3, fully functional PDA, POP3 & IMAP4 email access, supporting up to 256MB MMC/SD card, 65K colour touch screen, Symbian Operating System for installing 3rd party software, Java application download, GPRS with transmission speed up to 53.6kbps, Global Satellite Positioning (AGPS) enabled,

bluetooth connectivity, built-in 180° rotatable VGA camera and quad-band UMTS/GSM capability," he said.

Mr Fok also demonstrated several new content and features available to 3 HK. A brand new feature, a "rolling portal" for TodayOn3, will allow customers to easily access content without the need to manually scroll up or down.

The arrival of the new handsets and features is particularly timely in view of a range of new products and contents by 3 HK. 3 customers can very soon enjoy the best-value music package in town with a HK\$25 monthly plan for a library of full-version music videos of popular local and international singers, provided by Universal Music Limited. No additional premium content surcharge is required for each streaming

Mr Fok also demonstrated video highlights from extreme sports events, including skiing, snowboarding, water-skiing, surfing, motocross, skateboarding and many more. The content will be enriched and enhanced on a regular basis to suit local market requirements.

Unbeatable offers on NEC 313 & tariff

The new NEC 313 is being released in Hong Kong at only HK\$998* each with the subscription of a service plan from just HK\$183 per month.

Agnes Nardi, Managing Director of 3 HK said: "The second wave 3 HK marketing campaign commenced with the introduction of the incredible HK\$998* handset offer for the NEC 313 and the best-value HK\$183 tariff plan which caters to general mass-market consumers. This new HK\$183 plan offers 900 voice minutes, 150 video minutes and a bundle of 80 multimedia content and 50 text messages, providing most consumers with easy entry to upgrade their 2G/2.5G mobiles to 3G. The plan also offers abundant data/voice usage for enjoying the full range of 3's cutting edge video mobile services."

"With the release of the NEC 313 to meet the needs of mass market and the Motorola A925 for the business sector, we will be able to further expand our 3 customer base in both individual and business markets. We will continue to stay ahead as the 3G leader in Hong Kong by consistently introducing new models of video mobile phones, best-value offers, compelling content and most user-friendly features," Mrs Nardi added.

* Remark: contract terms apply