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3 Hong Kong, DBS Bank and Visa Jointly Launch Co-branded Credit Card - 3Everyday COMPASS VISA

Integrating telecommunications and credit card services to promote mobile e-commerce

Visa payWave network expands to over 4,700 terminals*

with the participation of Hutchison Whampoa Group's retail stores

3 Hong Kong, the mobile operation of Hutchison Telecommunications (Hong Kong) Limited, DBS Bank and Visa today jointly announced the launch of a co-branded credit card - 3Everyday COMPASS VISA, which builds on the well-established COMPASS VISA platform. The new card integrates telecommunications and credit card services with a host of exclusive mobile and spending benefits.

COMPASS VISA was first launched in 1995 as a co-branded card between Hutchison Whampoa Limited and DBS Bank. It was also the first chip card in Hong Kong, offering instant cash rebates.

The new 3Everyday COMPASS VISA also features the Visa payWave contactless payment technology, which allows cardholders to enjoy the convenience of fast and secure payments for transactions below HK\$500 by simply waving their cards at over 4,700 terminals*. The card is set to encourage the usage of mobile electronic currency, promote the integration of telecommunications and credit card services and pave the way for the development of mobile electronic commerce.

Shopping and mobile telecommunications privileges without boundaries

"Beep" your way to experience a seamless new lifestyle

The brand new 3Everyday COMPASS VISA will provide a host of newly added mobile telecommunications services special offers, in addition to its existing privileges for cardholders such as 1% COMPASS Dollar rebate and perpetual annual fee waiver. New special offers include earning 1% COMPASS Dollar rebate for settling 3HK monthly service fees by autopay, free Wi-Fi service, free DBS 3G Banking Service, up to 50% discount on selected handsets and 3-month free AMTD Handset Replacement Plan.

To commemorate the debut of 3Everyday COMPASS VISA, 3 Hong Kong has specially designed "3Everyday COMPASS VISA" Exclusive Mobile Portal, presenting a range of fabulous interactive services and contents such as "Hunting Around" where mobile customers can click to hunt merchant offers wherever they are; "Win Prizes Instantly" where mobile customers can enter "COMPASS VISA Jackpot" lucky draw to win prizes up to HK\$100,000 COMPASS Dollars; "Have Fun and Earn COMPASS Dollars" where customers can earn COMPASS Dollars by playing online games

and “Hot Offers” where customers can get updates on 3Everyday COMPASS VISA selected offers via their mobile phones. (For details on “3Everyday COMPASS VISA” Exclusive Mobile Portal, please refer to the enclosed fact sheet.)

Visa payWave network expands to over 4,700 terminals* with the participation of Hutchison Whampoa Group’s retail stores in Hong Kong

To tie in with the debut of 3Everyday COMPASS VISA, retail stores of Hutchison Whampoa Group, including Watson’s, Fortress, PARKnSHOP, INTERNATIONAL, TASTE, GOURMET, FUSION, GREAT, EXPRESS, Watson’s Wine Cellar and 3 Shop have also been installed with Visa payWave terminals, thereby expanding the Visa payWave network in Hong Kong to over 1,500 outlets* with more than 4,700 terminals*. Cardholders simply need to wave to pay for transactions under HK\$500, “beeping” their ways to experience a seamless lifestyle. The entire process does not require a signature or a pin number whilst making it even easier to earn COMPASS Dollars.

Customers who apply for 3Everyday COMPASS VISA before 31 October 2009 may choose a welcome gift from the following list: HK\$300 3HK voucher, Lenovo IdeaPad Lite S10-2 Netbook at discount or a 4.3 inch PMP multi-media player.

Integrating mobile telecommunications and e-commerce

Ms Amy Lung, Chief Operating Officer - Mobile, Hutchison Telecom Hong Kong said, “With continuous increase in the usage of mobile broadband service and popularization of electronic currency, integration of telecommunications and banking services has become a global trend. As the largest 3G mobile operator in Hong Kong, we were the first to co-operate with bank in 2005 to launch mobile banking service. Today, we are very pleased to collaborate with DBS and Visa to jointly launch the 3Everyday COMPASS VISA credit card with advanced Visa payWave function. This credit card is set to establish a ‘Customer Reward Platform’ for more than 2.7 million mobile customers as well as other fixed-line customers of Hutchison Telecom Hong Kong, of which all customers are able to enjoy a host of exclusive special offers. We also believe this platform will encourage mobile customers to use mobile electronic currency and further facilitate the integration of mobile telecommunications and e-commerce.”

Ms. Linda Wong, Managing Director, Head of Consumer Banking, Hong Kong and Mainland China of DBS Bank (Hong Kong) Limited said, “When we first teamed up to launch COMPASS VISA back in 1995, we paved the way for a new technology in the credit card industry by being the first to provide a credit card that contained an EMV chip and an instant cash rebate system. DBS is constantly thinking of new ways and innovations to meet our customers’ changing lifestyle needs. Our statistics indicate that 70% of COMPASS VISA credit card transactions are below HK\$500. As

such, we are delighted to partner with Hutchison Telecom Hong Kong, Visa and Hutchison Whampoa Group's retail stores to introduce the 3Everyday COMPASS VISA which is equipped with the new Visa payWave technology that will allow cardholders to complete small transactions with greater ease and speed. In addition, cardholders can enjoy a variety of interactive communication services and many dining discounts. We believe the launch of the new 3Everyday COMPASS VISA is a significant step forward in the credit card industry that will consolidate the relationship we have with our customers."

Sunny Cheung, Country Manager, Hong Kong and Macau, Visa said, "Since the launch of Visa payWave in Hong Kong in 2008, the number of Visa payWave acceptance point has increased and now includes ferry services, beauty and personal stores, sports shops, cinemas, cafés, restaurants, fast food chains, supermarkets, electronic shops, bakeries, and home furnishing stores - 11 merchant categories in total. Today's launch, which expands Visa payWave acceptance to the telecommunications sector for the first time, is another milestone. With mobile phone penetration in Hong Kong at 166 percent, a mobile phone application and Visa payWave card is a very effective combination that fits with Visa's global vision of using mobile technology to enhance the consumer payment experience. The 3Everyday COMPASS VISA offers a dynamic payment function to customers who demand a fast, efficient and modern way to make payments without compromising on the security that they are used to."

For enquires on details of application, special offers, Visa payWave feature or COMPASS Dollar designated merchants, please call the COMPASS VISA customer service hotline: 2290 8888, or visit the website: www.compassvisa.com.hk.

*As of March 2009, there were 900 Visa payWave merchant outlets and 2,800 Visa payWave readers in Hong Kong. The numbers are reported by client financial institutions therefore may be subject to change. As of August 2009, there were 600 Compass Visa payWave merchant outlets and 1,900 readers.