

14 July 2011

**3Home Broadband covers 1.5 million households**  
**High-speed, high-definition 1G fibre-optic service**  
**Delivers a totally fresh online experience**

*See our “Love Speed! Love Going Home!” message  
on TV, in the press and around town!*

- **Approximately one million households can now enjoy 1G fibre-optic broadband service**
- **One of the hottest offers in town! Act now and get supermarket coupons worth up to \$2,000**
- **3Home-Runner team ensures express broadband delivery**
- **A diversity of service content will satisfy every family member**
- **Large-scale 3Home Broadband promotion campaign launches, with advertising spend running into eight figures**

THong Kong, 14 July 2011 – 3 Hong Kong, the mobile telecoms and residential fixed-line operator of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH/the Group, Stock code: 215), today stormed the home broadband market with launch of a large-scale 3Home Broadband promotion campaign driven by a budget running into eight figures. Made possible by the Group’s advanced high-speed fibre-optic backbone network, 3Home Broadband delivers a totally fresh online experience and will enhance customer lifestyles with an exciting combination of advanced fibre-optic connectivity and groundbreaking packages of diverse content for all ages.

3Home Broadband has also established the 3Home-Runner team to perform swift delivery of fibre-optic broadband to customer homes. In addition, a promotion campaign is under way to highlight how 3Home Broadband will make the extraordinary capabilities of fibre-optic technology available to 1.5 million households, setting a new trend of “Love Speed! Love Going Home!”.

#### **Fibre-optic network provides 1.5 million households with high-speed broadband**

The Group owns Hong Kong’s most extensive, highly-scalable and resilient Fibre-to-the Building (FTTB) network. Approximately 1.5 million households out of a current total Hong Kong homepass of about 2.2 million fall within 3 Hong Kong’s homepass coverage. Approximately one million households in that coverage area are able to enjoy 1G ultra-speed broadband service.

Amy Lung, Chief Operating Officer of HTHKH, said: “More than HK\$10 billion has been invested in our fixed-line network infrastructure over the past 15 years, and around HK\$600 million has been earmarked for

our fixed-line network infrastructure in 2011. Statistics from the Office of the Telecommunications Authority show that the average volume of monthly broadband Internet traffic for the first quarter of 2011 increased by \*25 million GB over the same period last year. This demonstrates overwhelming demand and strongly suggests that the timing is right for us to storm the home broadband market with a highly compelling proposition.”

She added: “We are able to combine the strengths of our fixed and mobile networks and provide service plans that combine mobile communications, Wi-Fi and home broadband, coupled with popular, exclusive inter-platform content such as music and electronic books. This is all made possible by our extensive homepass coverage, together with the largest 3G mobile customer base in Hong Kong, a well-established team of more than 1,000 sales professionals and nearly 300 sales outlets. All this convinces us that now is the right time to present the home broadband market with an exciting new online experience.”

### **3Home-Runner team ensures express broadband delivery**

3Home Broadband has established the 3Home-Runner team to perform express delivery of our high-speed fibre-optic broadband service around various districts in Hong Kong. One-stop services range from registration to scheduling of installation.

A 24-hour 3Home Broadband customer service hotline and technical support ensure a happy and carefree online experience. 3Home Broadband’s customer service representatives will be on constant standby to provide helpful advice in the event of any Internet-access enquiries.

### **Wide range of content for the entire family**

3Home Broadband has put together a rich mix of content to satisfy the needs of every single family member. Fooz Kids enables children to browse safely, while 3Jetso provides exclusive offers to 3Home Broadband customers via various “group buy sites” starting with COUPONANA. At the same time, KKBOX opens up access to the world’s largest database of Chinese songs and high-definition music videos. 3Books offers a database of more than two million fiction/non-fiction books, magazines, photo books, comics and more, while Shot’nPrint provides an online photo-printing service. Your family can now enjoy a range of high-speed, high-definition broadband delights from 3Home Broadband.

### **Hot offer: Act now and get supermarket coupons worth up to \$2,000**

Supermarket coupons worth up to \$2,000 are up for grabs in a fabulous 3Home Broadband offer+ that will become the talk of the town, as it is snapped up by customers who subscribe to 100M, 200M or 1G fibre-optic

broadband service and install within seven days of registration. 3Home Broadband customers will also be entitled to the exclusive 3Screen Annual Movie Pass, which enables holders to watch films for free at Golden Harvest cinemas every Wednesday, all year round, including public holidays and other special days.

*+Customers are required to sign a 30-month contract and pay an installation fee. Those subscribing to 100M service are also required to subscribe to value-added services for a minimum fee of \$10 per month.*

### **Large-scale 3Home Broadband promotion campaign launches**

3 Hong Kong has launched a vibrant promotion campaign to publicise 3Home Broadband and a new era of fibre-optic enjoyment ushered in by 3Home-Runners for 1.5 million households.

A new TV commercial in 1-minute and 30-second versions debuts at 9.15pm on 14 July. In the 30-second version, members of popular RubberBand sing the theme song and act as 3Home-Runners, racing round Hong Kong to deliver fibre-optic broadband. The commercial will be screened by five local television stations – TVB Jade, TVB Pearl, Cable News, Cable Finance Info and Cable Entertainment. Also displaying the hot news will be massive outdoor billboards and newspaper ads carrying the “Love Speed! Love Going Home!” message throughout town.

For more information on 3Home Broadband, please call the 3Home-Runner hotline on 3166 2222, visit any 3Shop or the 3Home Broadband website at [www.threebb.com.hk](http://www.threebb.com.hk).

*\*Statistics of Internet Traffic Volume, OFTA.*

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