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3 Hong Kong Partners with Samsung

Proposing to Become the First Carrier in the World to Leverage the Split Billing Solution of Samsung KNOX™

Secure mobile platform to enable separate billing for personal and enterprise data

Barcelona / Hong Kong - February 26, 2014 - Samsung Electronics Co., Ltd. and 3 Hong Kong, a leading Hong Kong telecoms operator, today announced a strategic partnership to provide a split billing solution in Hong Kong, separating personal data and corporate data usage on KNOX, Samsung's end-to-end secure mobile platform solution designed to provide advanced data and privacy protection for both enterprises and consumers.

"KNOX represents Samsung's strong commitment to make our mobile devices BYOD ready with the necessary security and feature enhancements," said Injong Rhee, Senior Vice President of KNOX Business, IT & Mobile Communications Division at Samsung Electronics. "By combining 3 Hong Kong's intelligent Access Point Name (APN) infrastructure and the secured split billing management of the Samsung KNOX platform, enterprises can now increase security through dedicated mobile network pathways for enterprise data and increase productivity while employee's personal data plans are left untouched."

"We are delighted to support the Samsung KNOX platform and that 3 Hong Kong is proposed to be the first operator in the world to conduct Proof of Concept (PoC) and trials to develop 'split billing management' to cater for customer needs," said Daniel Chung, Chief Technology Officer of 3 Hong Kong. "This will allow both enterprises and consumers to better manage their mobile data costs independently in ways best suited to their usage patterns by choosing among various value-added and competitive billing plans provided by carriers."

Enterprises will be able to remotely configure and manage split billing of their employees' Samsung Galaxy devices. They can also choose which applications they want to include into their billing. This allows them to seamlessly enable and operate split billing without the need for end-user intervention.

The Split Billing Solution of Samsung KNOX™ will send out two bills, one on corporate usage and one on personal usage, to 3 Hong Kong enterprise customers who have subscribed to KNOX services with supporting Samsung devices. Administration and bill management can be handled

with great ease. The service also gives peace of mind to IT/administration managers in avoiding employees' bill shocks and reimbursement hassles.

Samsung and 3 Hong Kong are starting a pilot programme to put the systems needed into place for end-to-end integration and interoperability. With this feature, Samsung and 3 Hong Kong are providing enterprises with a key piece of the puzzle needed to implement and manage an effective Bring Your Own Device (BYOD) policy.

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About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US\$216.7 billion. To discover more, please visit www.samsung.com.

About 3 Hong Kong

3 Hong Kong is a leading mobile service provider in Hong Kong offering advanced voice, data and roaming services under the "3" brand via its 4G LTE, 3G and GSM dual-band networks. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), which is a group member of Hutchison Whampoa Limited (stock code: 13). For more information on 3 Hong Kong, please visit www.three.com.hk. For more information on HTHKH, visit www.hthkh.com.