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3 Hong Kong becomes first local operator to retail the Xiaomi Mi3 smartphone

While launching the oleGoK mobile entertainment app

A device can be turned into a mobile karaoke lounge, providing an unprecedented entertainment experience while on the move

- 3 Hong Kong, the first local telecoms operator to retail Xiaomi's Mi3 flagship high-specification smartphone, thrills the market with a \$0 handset price offer
- Mi3 features personalised themes, the MiSpace desktop design, lockscreen choices, the exclusive Mi sound system and a full HD IPS screen delivering a high-quality audio-visual experience
- Launched exclusively, the oleGoK application delivers 10,000+ genuine karaoke songs to create a personal mobile entertainment platform
- oleGoK subscription costs just \$49 a month and includes a free oleGoMic offer plus the ability to share karaoke performances via social platforms

Hong Kong, 18 March 2014 - 3 Hong Kong, the mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), has become the first local mobile telecoms operator to sell Xiaomi's Mi3 flagship high-specification smartphone, while partnering with Olevia to launch oleGoK, a new mobile karaoke app. The Mi3 goes on sale at 3Shop outlets tomorrow (19 March).

Customers are now able to sing their way through more than 10,000 genuine karaoke songs whenever the mood takes them - anytime, anywhere. Any user can turn in a star performance, thanks to the Xiaomi Mi3's exclusive Mi sound system, which maximises the audio-visual experience to extraordinary effect.

Delivering the latest mobile devices and services

Global smartphone popularity continues to grow exponentially, spurring mainland China's mobile handset manufacturers to enter this fiercely-competitive market with affordable alternatives. According to the International Data Corporation (IDC)¹, vendors all over the world shipped a total of more than one billion smartphones in 2013, up 38.4% on the previous year. Mainland China accounted for one out of every three smartphones shipped globally, amounting to 351 million units.

3 Hong Kong has always worked closely with world-renowned handset manufacturers and content providers to equip customers with a diversity of the latest hot products and services. Since 2008, 3 Hong Kong has led the market with launch of more than 50 widely-popular flagship smartphones, namely the iPhone series, Samsung Galaxy, Sony Xperia and HTC.

Amy Lung, HTHKH's Managing Director - Mobile, said: "Smartphones with a highly-favourable price-to-performance ratio² are hugely popular. So 3 Hong Kong has joined forces with Xiaomi to become the first local telecoms operator to retail the Mi3. More than 60% of our 3G and 4G LTE postpaid customers are smart device users - and we believe competitively-priced high-specification smartphones, such as the Mi3, will attract even more users to smartphones, increasing our penetration in this ever-growing market."

She added: "We are also excited to be partnering with Olevia to offer a new mobile karaoke app. This has the amazing effect of turning a device into a mobile karaoke lounge, amounting to an unprecedented entertainment experience while on the move."

Subscription offer makes the Xiaomi Mi3 available for \$0!

Xiaomi Mi3, Xiaomi's third-generation flagship smartphone, runs on the Android 4.3 operating system and a Qualcomm Snapdragon 800 8274AB 2.3GHz quad-core processor - so combining the Mi3 with 3 Hong Kong's sophisticated network provides an ultrafast user experience.

The Mi3 also sports a 13-megapixel rear-facing camera with face beauty mode, which processes a picture to best effect. In addition, an MIUI V5 interface provides a wide array of upgraded features such as personalised themes, the MiSpace desktop design and a number of lockscreen choices - all enabling a user to personalise his or her device.

An attractive offer from 3 Hong Kong means customers subscribing to a \$238 plan can take advantage of an Mi3 handset offer for \$0³! They can also get triple data usage up to 2GB per month^{4,5}, plus 2,500 basic airtime minutes⁶ and unlimited Wi-Fi. Topping off this value-for-money offer, Xiaomi "Ask Mi" consultants are on hand at 3Shop outlets to show customers how to get the very best out of the Mi3.

Tying in with the Mi3 launch, customers are being challenged to "Hunt for Xiaomi Mi3" by calling at six pop-up stores in Central, Causeway Bay, Tsim Sha Tsui, MongKok, Tuen Mun and Shatin. Mi accessories and stuffed toys will soon become available at the pop-up stores.

oleGoK and Mi sound system provide a quality audio-visual experience

A partnership between 3 Hong Kong and Olevia has resulted in tomorrow's exclusive launch of the oleGok mobile karaoke application. Customers can download more than 10,000 karaoke songs from music labels that include Universal Music, EEG Music, WorldStar Music and Fung Hang Record. The download source is an Android platform that serves mobile phones, tablets or an Android Box, so customers can sing their hearts out anytime, anywhere. In addition, connecting a mobile phone or

tablet to an external speaker enables users to benefit from a professional mixing feature offered by the pocket-size oleGoMic.

oleGoK offers top karaoke songs and updates itself automatically to include various latest hit titles. Users can make recordings of their karaoke performances, featuring certain songs, to share immediately on social platforms such as Facebook and YouTube. This wonderfully-entertaining app is perfectly suited to the Mi3's full high-definition 5-inch IPS screen and unique Mi sound system. All this gives rise to an unprecedented audio-visual experience, as if the user were in a karaoke lounge.

Sing a choice of 10,000+ songs with the oleGoK app

An exclusive offer means customers can enjoy oleGoK by subscribing to a monthly plan for just \$49. What's more, customers subscribing for 12 months can get an oleGoMic to sing into. Those subscribing for 24 months can get two, opening up the opportunity to sing duets - any place, anytime. Meanwhile, a special feature allows customers to sing popular Cantonese operas for just \$88 a month.

For further details on the above products and services, please call our sales hotline on 3166 2222, see www.three.com.hk and 3mall.three.com.hk or visit any 3Shop.

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Notes:

Source: <http://www.idc.com/getdoc.jsp?containerId=prSG24697014> and <http://www.idc.com/getdoc.jsp?containerId=prUS24645514>

Price-to-performance ratio ranks a product's performance against price. Generally speaking, the higher the ratio, the more value-for-money is provided by the product.

Customers are required to subscribe to a designated monthly plan, and specific \$36 or more VAS package, with a designated contract commitment and prepayment (prepayment amount will be credited to customer's billing account in installments, from the second month of the contract period until the first month after the contract period ends). Customers are also required to pay the first month's monthly fee and an administration fee of \$12 per month.

Customers can get an additional 1036MB to 10GB data bonus (subject to monthly plan) during the contract period. Offer is valid until 15 April 2014.

Customers porting-in can get an additional 200MB data for 15 months.

The \$238 plan includes 1,800 basic minutes and 700 heart-to-heart minutes.

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.