

### **3 Hong Kong to offer free 5GB data SIM cards enabling mobile users to watch 30 myTV SUPER thematic channels**

**HONG KONG, 16 February 2016-** 3 Hong Kong, the mobile communications division of Hutchison Telecommunications Hong Kong Holdings (HTHKH, stock code: 215), will offer free “myTV SUPER” 5GB data SIM cards at 3Shops and other designated outlets starting mid-March. The card enables mobile users to watch Television Broadcasts Limited (TVB) programmes from 30 thematic TV channels for 30 days via the new “myTV SUPER” paid mobile app. 3 Hong Kong’s ultra-fast 4G LTE network makes popular Hong Kong, Japanese and Korean dramas - along with classic Cantonese movies, animation, variety shows and children’s programmes - available to mobile users on the move. Offer available while stocks last.

#### **Free SIM cards available at 3Shops on a first-come-first-served basis**

Starting mid-March, 3 Hong Kong will offer free 5GB data SIM cards so members of the public can enjoy the ultimate mobile TV and entertainment experience on a smooth and stable 4G LTE network. Customers must register online to activate an account, before inserting the data SIM card and downloading the “myTV SUPER” app. This will allow them to enjoy 5GB of free data usage to access TVB’s 30 thematic channels for 30 days. 3 Hong Kong customers can use the “myTV SUPER” app for 30 days free of charge without changing SIM card.

#### **Be among the first to watch TV via the “myTV SUPER” app for free**

HTHKH Chief Operating Officer Jennifer Tan said: “We provide an open and neutral platform for various OTT content providers via our high-speed, high-capacity content delivery network, along with world-class data centre services. On this occasion, we are working as an integrated telecoms operator to combine the competitive advantages of our mobile, fixed-line and Wi-Fi networks while working closely with TVB on launch of new content-delivery services.”

She added: “Handing out free data SIM cards is an unprecedented way for us to promote 3 Hong Kong’s advanced network alongside compelling content from TVB. We aim to enable users to be the first to experience free TV programmes and enjoy the best ‘videotainment’ while on the move through use of the ‘myTV SUPER’ app on mobile devices. We believe this represents a new trend in mobile entertainment.”

In addition, 3 Hong Kong and 3Home Broadband will soon collaborate with TVB to launch new television and entertainment data service bundles. Stay tuned for details.



3 Hong Kong will offer free “myTV SUPER” 5GB data SIM cards starting mid-March, allowing mobile users to watch 30 “myTV SUPER” theme TV channels for 30 days .

Jennifer Tan, Chief Operating Officer of HTHKH and Cheong Shin-keong, Executive Director & General Manager of Television Broadcasts Limited

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#### **About 3 Hong Kong**

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the “3” brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at “3HKWiFiService” hotspots to serve Hong Kong’s major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit [www.three.com.hk](http://www.three.com.hk).

For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).