

## **3Hong Kong and 3Home Broadband launch 3Delight to grant customers access to attractive buy-1-get-1-free deals from 250 merchants**

Lifestyle privileges from the worlds of dining, entertainment, leisure and travel now being made available to customers

- 3Delight app now available from App Store and Google Play offers buy-1-get-1-free deals covering lifestyle choices such as wining & dining, leisure attractions and travel.
- Handpicked merchants include the city's popular restaurants, theme parks, beauty salons and spas, plus five-star hotels overseas.
- 3Delight's free trial version opens up deals from 40 merchants locally and overseas. Starting today, 3HK's 4G users, 3Home Broadband and 3Home Telephone customers have priority to register and download the app for a free trial that will be extended to all non-3 users on 12 December.
- 3Delight's premium version offers deals from 250 merchants locally and overseas. 3 users<sup>1</sup> can enjoy the service for \$188 (normally \$388) during the promotional period. Designated users can enjoy the service for free.
- Mobile users can register for the app and download a free trial version during 3Delight parades at Causeway Bay and Mongkok on 3 and 10 December respectively.

**Hong Kong - 29 November 2016** - 3 Hong Kong and Hutchison Global Communications Limited (HGC) - the mobile and fixed-line divisions of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) - today announced launch of the 3Delight application. This offers buy-1-get-1-free deals from some 250 local and overseas merchants. The new app combines a superb telecoms experience with lifestyle privileges, enabling customers to enjoy attractive propositions under subject headings such as wining & dining, entertainment, leisure and travel.

**'3S' goal - enjoy a SUPERIOR service, SAVE more and SHARE more**

A global survey<sup>2</sup> revealed more than four in 10 respondents use their mobile devices to search for coupons or bargains, suggesting such devices are now commonly used to find product information and attractive offers.

Jennifer Tan, Chief Operating Officer of HTHKH, said: “Market competition in telecoms has transcended basic services such as voice and data, so we have extended our scope to deliver lifestyle apps to customers who want to enjoy great deals. Launch of 3Delight helps achieve our ‘3S’ goal in helping customers to enjoy a SUPERIOR service, SAVE more and SHARE more.”

#### **Choose offers from more than 250 merchants locally and overseas**

The 3Delight app is tailored to those fond of entertainment, leisure and travel activities, and comes in premium or trial versions. Users can get buy-1-get-1-free offers from a variety of local restaurants, beauty salons and fitness centres, as well as leisure and entertainment attractions and hotels. The app even accesses Google Maps automatically so users can search for the handiest merchants offering promotions. Special offers can be used with the utmost ease simply by showing the 3Delight app at local restaurants when paying a bill.

3Delight’s selection of local merchants provides a choice of compelling offers. Participating merchants include the XTC Gelato Italian ice-cream and dessert shop, along with the Lai Bun Fu Cantonese restaurant, Michelin-starred Qi House of Sichuan eatery and agnès b. Café. 3Delight also opens up the way to leisure and entertainment venues such as Ocean Park, the BOUNCE indoor playground, Azzita balancing-scooter playing field and the large-scale Play House indoor funhouse for youngsters. Customers can also avail themselves of popular beauty and spa centres such as L’Occitane Facial, Sense of Touch and Let’s Spa.

What’s more, 3Delight provides travellers with buy-1-get-1-free offers featuring accommodation at five-star hotels such as Thailand’s Banyan Tree Hotel, the Taj Exotica Resort & Spa in the Maldives and the Bali InterContinental Resort in Indonesia. A single promotional offer can help save a customer more than HK\$4,000.

#### **Get the premium version for the special price of \$188, while trial version is free**

Starting today, 3 Hong Kong1 and 3Home Broadband customers can subscribe to 3Delight’s premium version for the promotional price of \$188 (normally \$388) and gain access to special offers from 250 merchants locally and overseas. Designated 3 Hong Kong and 3Home Broadband customers can enjoy the service for free until 30 December 2017.

3Delight’s trial version is free and features promotional offers from 40 merchants locally and overseas. 3 Hong Kong’s 4G customers will start receiving an SMS invitation to enjoy 3Delight’s trial version for free. 3Home Broadband and 3Home Telephone subscribers can also register to use the free service via e-Account at 3Home Broadband’s website.

All Hong Kong's mobile users can register for the service for free starting 12 December. Starting 12 December, virtually anyone is welcome to register as a 3Delight member at [www.three.com.hk/3delight](http://www.three.com.hk/3delight). They can then use the trial version for free on a first-come-first-served-basis while stocks last.

Details as follows:

<b>3Delight app</b>		
	<b>Premium version</b>	<b>Trial version</b>
Fee	<ul style="list-style-type: none"> <li>• Promotional price for 3 Hong Kong and 3Home Broadband customers: \$188</li> <li>• Non-3 customers: \$388</li> <li>• Designated 3 Hong Kong and 3Home Broadband customers can use for free</li> </ul>	<ul style="list-style-type: none"> <li>• Starting 29 November, 3 Hong Kong's 4G customers will start receiving an SMS invitation, while 3Home Broadband and 3Home Telephone subscribers can register at e-Account and use the service for free</li> <li>• Starting 12 December, non-3 customers can register for a free trial version</li> </ul>
Number of participating merchants in Hong Kong	150	30 (trial version may vary depending on account)
Number of accommodation possibilities and hotels globally	100	10

Offers customers can enjoy at each merchant	<ul style="list-style-type: none"> <li>• Local merchants: 3 coupons</li> <li>• Global accommodation and hotels: 1 coupon</li> </ul>	1 coupon
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**Look out for 3Delight parades at Causeway Bay (3 Dec) and Mongkok (10 Dec)**

3 Hong Kong and 3 Home Broadband will stage parades in Causeway Bay and Mongkok from 3pm to 7pm on 3 and 10 December respectively. These will involve 3Delight ambassadors providing mobile users with on-the-street help, so they can register and download a trial version of the new app and activate service. All mobile users welcome!

**“3Delight Share Your Moments” campaign**

3 Hong Kong is mounting a “3Delight Share Your Moments” campaign to attract customers to the 3Delight platform. Winners of three categories - “share the most delightful and memorable story”, “top savings” and “visit most merchants” - will be in the running to get a Moto Z handset (Hong Kong’s white limited edition) or other fabulous prizes. Please visit 3 Hong Kong’s Facebook page for details.

For more details on the 3Delight app, please see [www.three.com.hk/3Delight](http://www.three.com.hk/3Delight).

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1. 3 Hong Kong customers can subscribe to 3Delight’s premium version via 3Care at a later stage.
2. Source: <http://www.nielsen.com/hk/en/insights/news/2016/device-and-conquer-global-consumers-let-their-fingers-do-the-shopping.html>

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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 3 Hong Kong WiFi 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).