

Operations Review Mobile Business

CUSTOMER-
CENTRIC
SERVICES



Three.com.hk

3 aims to provide customers with the **benefits of innovation** via advanced mobile networks and services

As a major operator in Hong Kong and Macau, 3 aims to provide customers with the benefits of innovation via advanced mobile networks and services delivered in customer-centric fashion.

3 served approximately 3.0 million customers in Hong Kong and Macau as at 31 December 2015, of which approximately 1.5 million were postpaid customers.

Striving for a Better Customer Experience

In 2015, 3 Hong Kong launched a campaign comprising various initiatives

to focus on a fully-rounded mobility experience that features enhanced services and superior 4G Long Term Evolution ("4G LTE") network infrastructure. Our retail and online services put customers at the centre of our business, building on 3 Hong Kong's commitment to providing ever-rising levels of service.

3 Hong Kong upgraded the "3iChat" online service to allow existing and prospective customers to enquire about our services and the latest offers. The Super Switch data transfer service was also enhanced so customers could transfer

information from old to new smartphones more quickly. An electronic point-of-sale application has been deployed throughout all 3Shops to enhance the sales flow and boost efficiency, thereby reducing the need to print on paper. In addition, 3 Hong Kong introduced the new easy-to-remember four-digit customer service hotline 1033 and sales hotline 1032 to facilitate prompt connection with our representatives.



3 Hong Kong and 3 Macau launch the "Making Better" marketing campaign to promote the "Better at 3" philosophy.

Data Roaming Daily Pass coverage now extends to more than **over 150 destinations** and **over 210 networks**



3's retail operation places special emphasis on customer centricity.



3's cross-platform Super Switch performs rapid transfer of data from one handset to another.

Innovative Products and Services

3 Hong Kong draws on more than 30 years' experience in the Hong Kong mobile market and brings focus to bear on customer needs and the quality of our mobile communications products and services. Mobility and flexibility are critical to today's on-the-move lifestyle. With this in mind, 3 Hong Kong introduced various top-up Data Pack options to meet differing customer demands.

Growing popularity of mobile commerce, including purchase of applications and games, prompted 3 Hong Kong to launch billing options so customers can use various devices and different

operating systems to make purchases as conveniently as possible. This is achieved by eliminating the need to disclose credit card details and having charges clearly presented in monthly mobile bills.

3 Hong Kong customers are also entitled to year-round privileges in the form of numerous flagship smartphone launch offers, handset functionality workshops, pre-ordered gifts and special bundle bargains.

Full Range of Data and Roaming Packages

3 Hong Kong collaborated with the rest of the 3 Group, as well as other global carriers, to provide preferential roaming

services and a unique value proposition for millions of customers worldwide. This collaboration enables 3 Hong Kong users to enjoy competitive roaming offers, supreme network coverage and enhanced quality of service.

3 Hong Kong's Data Roaming Daily Pass coverage now extends to more than 150 destinations and 210 networks. In order to serve a variety of customer needs, 3 Hong Kong developed an Asia roaming package that includes data roaming and voice features for making roaming calls. 3 Hong Kong also collaborated with leading instant messaging developer WhatsApp to launch the WhatsApp Premium Roaming Pass for voice and messaging communications.

VWi-Fi enhances indoor voice-calling quality and facilitates seamless handover between VWi-Fi and VoLTE

Ongoing Network Enhancement

Network excellence is at the very heart of this mobile world and is therefore the primary focus of 3 Hong Kong. 3 Hong Kong is currently the only local operator commanding a collection of spectrum in the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong deploys carrier aggregation in the 1800MHz and 2600MHz paired spectrum, enabling us to utilise valuable resources to the full and devise long-term plans for LTE-A network deployment. This enables 3 Hong Kong to continue enhancing data services. We are also in the process of

refarming part of the 900MHz spectrum for 4G service enhancement, boosting indoor LTE coverage, network capacity and speed to deliver yet more value to customers.

In another technological development, 3 Hong Kong is developing TDD spectrum in the 2300MHz band, which was acquired in 2012, to enhance our 4G LTE network infrastructure. 3 Hong Kong also launched VWi-Fi in 2015 for customers seeking a better voice-calling experience. VWi-Fi enhances indoor voice-calling quality and facilitates seamless handover between VWi-Fi and VoLTE.

Macau

3 Macau celebrated 15 years of service to customers in 2015 and continues to launch innovative data offerings to attract yet more high-value smartphone users. A succession of attractive international direct dialing, roaming and data offers have been developed in Macau.

December 2015 saw launch of 4G LTE service with coverage exceeding 90% of outdoor areas including all major hotels, casinos, business districts and other busy locations. 3 Macau is committed to continuous improvement of customer service and network quality - laying the groundwork for greater growth in subscriber numbers and higher volumes of data traffic.



3 Hong Kong launches the WhatsApp Voice Data Pack.



3 Macau launched 4G LTE service in December 2015.