

Operations Review

Mobile Business

Our customers benefit from HTHKH's style of innovation via advanced mobile networks and services delivered in customer-centric fashion.



Three.com.hk

Mobile Business

Hong Kong

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

As of 31 December 2016, 3 served approximately 3.2 million customers in Hong Kong and Macau, of which approximately 1.5 million were postpaid.

Innovative Products and Services

Popularity around OTT content is growing on a global scale. 3 Hong Kong believes it represents a new trend in mobile entertainment and that watching television content on handheld devices will become common in Hong Kong. All this ushers users into a new era of mobile entertainment comprising rich content made available via an array of OTT applications.

3 Hong Kong is on constant lookout for innovations, with the aim of offering customers a truly top-notch infotainment experience in partnership with leading content providers.



• 5GB data SIM cards were handed out by 3 Hong Kong to promote the new OTT Service.

In March 2016, 3 Hong Kong drew on competitive advantages in mobile, fixed-line and Wi-Fi networks to launch new OTT services. Free data SIM cards were made available so users could watch TV programmes via an OTT application from one of the largest TV broadcasters in Hong Kong. In November 2016, 3 Hong Kong extended the collaboration to offer existing 4G users a free 12-month period to enjoy the premium content. These unprecedented moves promoted 3 Hong Kong's advanced network alongside compelling content, enabling users to sample the latest free TV programming while on the move.

To increase the variety of infotainment offers and enable customers to enjoy unlimited views of OTT programmes, 3 Hong Kong introduced the Night Fever Unlimited Data Pack, which grants unlimited 4G data from 11pm to 7am every day for a fixed monthly charge.

In August 2016, 3 Hong Kong collaborated with one of the largest OTT content providers in Greater China and launched the value-for-money Sports Pack featuring popular sports action. This provides our customers with high-quality global sports contents for viewing on mobile devices, as well as watching live sports events anytime, anywhere for an eminently affordable tariff.



• 3 Hong Kong is constantly on the lookout for ways to innovate.

Our collaboration with this content provider enabled us to launch a new service, so customers could watch spectacular live basketball action from one of the world-leading basketball leagues via superior network.

Creative Data and Roaming Packages

3 Hong Kong is committed to serving a variety of customer needs by introducing “3LikeHome” plans and “4G China Flexi” plan to suit frequent travellers. These plans offer data-usage entitlements to be shared between domestic and overseas use without incurring additional charges.

3 Hong Kong also launched other roaming initiatives such as “3 Days Macau Pass” and “10 Days Europe Pass” to meet growing demand from business travellers. These passes provided free-to-use voice and data entitlements tailored to customers visiting Macau as well as selected European nations.



- A variety of daily-roaming passes launched by 3 Hong Kong come complete with free-to-use voice and data entitlements.

Our collaboration with other global carriers forms one of the world’s largest mobile alliances to facilitate global corporate sales and provides preferential roaming services. In short, this collaboration enables customers to enjoy competitive roaming offers, supreme network coverage and quality of service while travelling around the globe.





- Sterling retail and online efforts place customers at the centre of the Group's universe.

Passionate Customer Service

Different campaigns and initiatives ran throughout 2016 to promote the premium mobility experience provided by 3 Hong Kong. Our retail and online services placed customers at the heart of our business, helping the Group become the only corporation in Hong Kong to win the "Smiling Enterprise Outstanding Award". This applauded 3 Hong Kong's frontline staff for adopting a particularly helpful and passionate attitude when serving customers.

The same customer-centric philosophy has been applied to online efforts exemplified by our helpful eSelf-service facility. The 24/7 online 3iChat customer interface generates warmth by using emoticons to create a friendly rapport. Meanwhile, the 3Meter application provides an easy way to check on consumption and top-up entitlement. Such new initiatives are giving rise to a swift, simple and good-natured customer experience.



- 3 Hong Kong launch Apple SIM, granting iPad users the convenience of choosing data plans on their own iPads.



- 3 Hong Kong was one of Asia's first operators to launch a VoWi-Fi service, so customers can make and receive voice calls on devices other than smartphones.



- Customers enjoy a stable, reliable and high-speed telecoms experience when connecting via 3 Hong Kong's Wi-Fi hotspots.



“ Network excellence is our primary focus ”



• 3 Hong Kong is building on the IoT concept by harnessing the power of our mobile and Wi-Fi networks.

Ongoing Network Enhancement

Network excellence is at the very heart 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.

Spectrum in the 900MHz band was reformed in June 2016 to provide better 4G LTE radio coverage. The highly-penetrative nature of the 900MHz band boosted 4G LTE reception, particularly inside buildings, while improving service quality and call continuity. In October 2016, 3 Hong Kong launched TDD-LTE service to support multi-mode mobile devices and equip 4G LTE customers with massive bandwidth.

3 Hong Kong was one of Asia's first operators to launch VoWi-Fi service with integrated IP Multimedia Subsystem, 4G LTE and Wi-Fi technology, enabling customers to

make and receive voice calls on devices other than smartphones. The move delivers unprecedented convenience by breaking free from the limitations normally associated with SIM cards.

Wi-Fi service is available at more than 25,000 hotspots in Hong Kong, with most served by a 1Gbps optical-fibre backhaul network to ensure smooth Internet access. An initiative to promote 3 Hong Kong's ultra-fast Wi-Fi network offered 90 minutes' free Wi-Fi service per day to all local mobile users, irrespective of service provider.

Looking ahead, 3 Hong Kong's 4G LTE network will undergo further enhancement as a result of efficient utilisation of available spectrum through a reformatting process. 3 Hong Kong will also deploy carrier aggregation in order to provide customers with high-quality high-speed mobile data services. In addition, infrastructure and business systems will be upgraded and revamped wherever possible to facilitate digital transformation in the big data era.



• Any local mobile user could enjoy 90 minutes' free daily Wi-Fi service - by courtesy of 3 Hong Kong - from July to September 2016.

Macau

3 Macau continues to launch innovative data offerings to attract yet more high-value smartphone users, following a succession of attractive IDD, roaming and data offers made available in Macau.

December 2016 saw full 4G LTE coverage serving 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 growth in subscriptions plus higher volumes of local data traffic.

