



5G Supreme Network

Heading into the 5G Era

More Innovation, More Diversity

With the new 5G communications era on the horizon, the Group is committed to offering more innovative products and services to facilitate its customer's ever-growing needs. The Group is transforming into a digitally-enabled operator offering more diversified solutions to enhance overall customer experience in both the mass and corporate markets while driving revenue and profit growth.

A Passion for Customer Service

A series of campaigns and initiatives were launched in 2019 to promote 3 Hong Kong's premium mobile experience. "3.OneWorld", our main theme for 2019, illustrated our focus and strategy to support customers' international



One World



digital lifestyles. 3 Hong Kong also offered travellers a genuinely hassle-free and travel-when-ever-you-like mobile experience by drawing on CKHH Group's global telecommunications operations, as well as 3 Group's collaborative efforts with first class telecoms, Internet and technology partners.

In 2019, 3 Hong Kong introduced handset vouchers for bundled tariff plans. Customers can enjoy peace-of-mind handset selection and priority in ordering popular and new smartphones especially 5G handsets. 3 Hong Kong also launched handset switch service for its customers who want to change new handsets for any reason. By paying a fixed monthly fee, customers can get faster access to enjoyment of new smartphones and are entitled to change their handsets for two times during the contract period.

3 Hong Kong has also revamped the 3Supreme service brand with unique digital lifestyle offerings available to high-end customers. Some of our retail shops have been refurbished as 3Supreme shops with well-trained service representatives assigned to

provide advice and superior customer services to valuable customers. The Group aims to improve customer loyalty by offering unique privileges such as selected premium activities and functions ranging from finance, insurance, health and beauty, music, and entertainment.

In addition to the 3Supreme brand for high-tier spending customers, 3 Hong Kong continued utilising its well-recognised 3 brand to serve mid-tier customers. Meanwhile, the MO+ brand targets young adults and casual users. This well-defined customer segmentation strategy helps us better serve our customers with various needs.

The My3 application was revamped with enhanced functionality in 2019. The enhanced features allow customers to locate latest service information and membership benefits with the utmost ease. Other new features include various self-service functions, for example customer can easily renew the existing contracts or make value-added services subscriptions.



• The outdoor advertising in Central highlights the Group's effort in network enhancement focusing on "speed, coverage and responsiveness".



• 3 Hong Kong's well-defined customer segmentation strategy helps us better serve our customers.



In 2019, 3 Hong Kong launched Net+ service to customers who are looking for superior network speed. Customers subscribing to this service are prioritised on our network with more resources allocated, and can enjoy a seamless experience even in congested areas.

Tailored Roaming Packages

The Group's collaborations with telecommunications operators of the CKHH Group, as well as other global carriers, enable 3 Hong Kong to develop value-for-money roaming packages with extensive overseas network coverage.

To provide the ultimate flexibility for customers with a passion for travel, 3 Hong Kong introduced the "3 Getaway" value-added travel service. Customers can enjoy care-free data and voice call in over a hundred countries and regions.

Injecting Solutions in a Digital Economy Ecosystem

3 Hong Kong promotes Hong Kong as a smart city in preparation for the 5G era and a new digital internet economy. 3 Hong Kong launched the 3Innocity



• A 3Supreme shop with well-trained service representatives assigned to give mobile advice and application consultation.

programme to support start-ups, industry leaders and scientific research talent to build a digital economy ecosystem.

3 Hong Kong collaborates with these start-ups and other sources of talent to develop and promote enterprise solutions. Riding on the success of the 3Innocity programme to accelerate development of commercial and corporate solutions, 3 Hong Kong established a corporate sales force to promote its digital solution offerings including Enterprise and IT mobility, smartcity, IoT and big data. It helps to meet customer adoption to forefront communication technology, enhances

productivity and communications, as well as meeting compliance and security requirements.

One key example of these solution offerings was the collaboration with a technology giant on a one-stop-shop solution for device management. This simple, fast and automated deployment solution enables corporate customers to pre-configure settings and manage applications for various departments, which reduces the dependency on IT support and simplifies the delivery and activation process.



• The 3Innocity programme supports start-ups, industry leaders and scientific research talent to build a digital economy ecosystem.



• Customers subscribing to Net+ service are prioritised on 3 Hong Kong's network with more resources.



In January 2020, 3 Hong Kong collaborated with CK Asset Holdings Limited ("CK Asset") to build CK Asset's first 5G-enabled shopping mall in Tsuen Wan. 3 Hong Kong plans to extend collaborations to other industries with the latest IoT applications, for example, data analytics and smart parking, to bring advanced user experience to corporate and mass customers.

Network Excellence

In 2019, the Group acquired 5G spectrum resources in the 3300MHz band and 3500MHz band for a total spectrum utilisation fee of HK\$401.5 million. This acquisition represented the Group's effort in network infrastructure enhancement, while ensuring customers to enjoy advanced mobile service despite surging data usage and demands. This deployment fits well with its plans to integrate the Group's existing network, re-farm some of the existing spectrum to facilitate provision of 5G services, and unleash new business opportunities.

As the industry moves steadily towards 5G and the era of IoT, 3 Hong Kong continues to enhance the existing network infrastructure. In agreement with a well-known professional event management and operating company, the Group works as lead operator to install an integrated 5G radio system and develop a platform with the latest smart technologies.

The Group continues to invest in network performance, service reliability and network security, and its enhanced 4G LTE coverage for new development areas. In addition, the Group has implemented various mobile and IT system projects to strengthen security control and safeguard personal data and other sensitive information.

Digital Transformation

A digital transformation project has been designed to streamline and automate internal business processes. This transformational journey will enable 3 Hong Kong to respond swiftly to market demands and to provide more lifestyle-enhancing services. Advancements in analytics will provide 3 Hong Kong with real-time, predictive capabilities. Furthermore, it will transform 3 Hong Kong's business operations to achieve an even greater degree of interaction with customers, enabling the Group to demonstrate agility when responding to dynamic customer needs.

Macau Development

3 Macau continues to launch innovative data products, including tri-city (Macau-Hong Kong-Mainland China) pool sharing plans, as well as appealing roaming solutions to attract more high-value smartphone users.



3 Hong Kong is committed to deploying a 5G network and developing more innovative services to provide customers with a revolutionary mobile experience.

2019 saw continued enhancement of 4G LTE coverage serving all major hotels, casinos, business districts and other busy locations including the Lotus Bridge Cotai Frontier Post.

3 Macau is committed to continuous improvement of customer service, network quality and security – preparing the way for subscription growth and higher volumes of local and roaming traffic in the future.



3 Hong Kong helps CK Asset build its first 5G-enabled shopping mall, OP Mall, in Tsuen Wan.