



OPERATIONS REVIEW

The Group leverages the latest technological advancements to enhance customer experience, capture new opportunities and embrace a digital-centric future.



Operations Review



In 2023, Hong Kong economy staged a gradual recovery and resumed normalcy in the aftermath of the pandemic. The Group continued to drive digital transformation for businesses and made remarkable progress in driving the adoption of 5G technology across diverse sectors including ports, education and entertainment as manifested in the creation of Hong Kong's first-ever 5G live broadcast concert from a cruise ship at sea. The Group also conducted network enhancement in various aspects. In addition, a wide spectrum of new corporate solutions has been introduced to cater to the growing needs of corporate clients. The Group strives to leverage the latest technological advancements to embrace a digital-centric future.

Hong Kong

Continuous 5G Network Enhancement

The Group has invested in its network expansion project in Hong Kong and has considerably increased the number of base stations to strengthen 5G network coverage with ample capacity in an effort to enhance customer experience. With its ongoing customer-centric strategy, the Group is committed to offering a reliable and seamless network connectivity experience by deploying advanced hardware and software technologies and equipment in the 700 MHz spectrum band which enhanced both land and sea network quality and coverage.



In 2023, the Group completed a network enhancement project covering 65 busy MTR stations across nine MTR lines and the High Speed Rail (Hong Kong Section). These measures facilitated better mobile data traffic flow and connectivity through network upgrades at stations and thus improved the overall customer experience. The Group also initiated network coverage expansion and equipment upgrades at major cross border control points to handle the surge in traffic volume arising from the explosive growth in the number of Hong Kong people travelling to mainland China.

The Group also successfully upgraded its network connectivity in multiple hotspots in Hong Kong seas with advanced technologies and equipment in the 700 MHz spectrum band, primarily covering the seas near Sai Wan, Sai Kung, Ap Lei Chau, Stanley and Cape D'Aguilar. Through enhancing the mobile hardware equipment and creating specific

antennas' configuration, the Group witnessed a considerable enhancement in 5G network coverage, network speed and stability at sea.

In pursuit of excellent network performance, the Group has introduced the Honey-Bee Campaign, aiming to identify any potential network blind spots in every district in Hong Kong as well as the outlying islands by using various customer-preferred social media and apps to conduct network performance tests for continuous network improvement.



- "Team Honey Bee", a special network testing squad, aims to optimise network performance across 18 districts for customers.

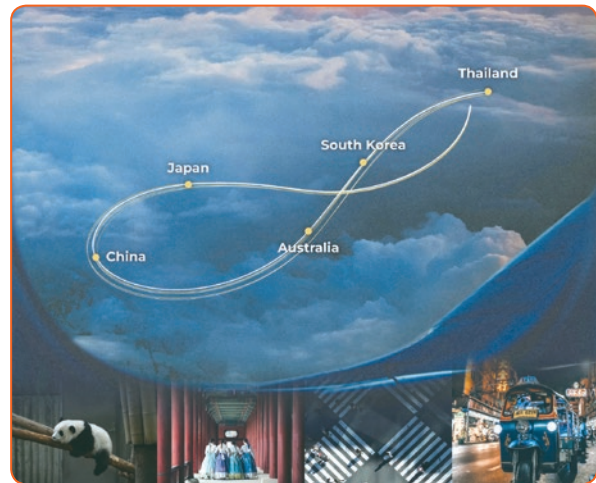
Extensive 5G Roaming Coverage

With over 200 5G roaming networks, the Group provides customers with best-in-class roaming services worldwide. Through strategic collaboration, it is also connected to all network providers in mainland China ^(Note), Japan, South Korea, Thailand and Australia to offer seamless “Cross-network Roaming” services to customers, setting the Group apart from its peers in the marketplace.

The Debut of SUPREME

In March 2023, the Group unveiled its premium brand, SUPREME, as part of its multi-brand strategy targeting esteemed customers. With its top-notch customer service team, world-class network and innovative services, SUPREME is dedicated to delivering an exceptional digital lifestyle to high-spending customers. On the back of the Group’s extensive 5G network coverage spanning 99% of Hong Kong, SUPREME offers customers an unparalleled network experience with priority network access alongside abundant network resources. Through collaborations with leading global

partners across various industries, SUPREME offers a range of privileges and benefits, including superior communications, personalised services and offerings, as well as privileges spanning across culture, entertainment, dining and leisure, to meet the discerning customer needs.



■ The Group’s “Cross-network Roaming” service provides seamless network connectivity across popular travel destinations.



■ SUPREME, official 5G sponsor partner of the world’s wettest music party - S20 Hong Kong Songkran Music Festival 2023, provides the entire venue with high-speed 5G services.

Note:

China Broadnet does not provide inbound roaming service.

In the summer of 2023, SUPREME supported the first world-class outdoor water music party in Hong Kong hosted by S20. As the official 5G sponsor partner of the event, the Group provided network solutions to the event with comprehensive and ultra fast 5G services to ensure a smooth running of the digital systems, on-site electronic transactions and internet access for both merchants and organiser throughout the event.

5G Broadband Drives Digital Transformation

The Group spares no efforts in driving digital transformation in all sectors by introducing 5G Broadband services. Enterprises of all sizes, including small and medium businesses, benefit from reliable 5G broadband services which facilitate seamless electronic payments by customers and enable merchants to connect devices on 5G in outdoor venues.

Enterprise Solutions

Enterprise solutions, which are among the focus areas of the Group, are poised for further growth. In a bid to cater to corporate customer needs in today's business landscape, 3Business has been proactive in introducing leading-edge corporate solutions including a myriad of new and customised end-to-end solutions for businesses to enhance operational efficiencies and market competitiveness of corporate customers on different fronts.

The Group also expanded its strategic collaboration with fixed-line operators in 2023 to achieve the synergies of fixed mobile convergence through the integration of information and communication technology services with fixed-line telecoms solutions, with a view to catering to the growing demands from the corporate market.



■ DIGIBOX, the Group's 5G solution hub, helps enterprises in their digital transformation and drives the sustainable development of a smart city.

DIGIBOX, the Group's 5G solution hub, was officially launched in December 2023. Spanning across seven dedicated zones, DIGIBOX showcases over 40 innovative 5G solutions involving integration of cutting-edge technologies such as artificial intelligence, blockchain, cloud computing, big data and edge computing. The Group aims to share technological achievements, foster innovation and provide a platform for various industries to explore and adopt these solutions.

Riding on its close ties with members of the CKHH Group to achieve synergistic effects, the Group has entered into a strategic collaboration with Hutchison Port Holdings Trust ("HPH Trust") to deploy advanced 5G technology and to implement a host of innovative pilot projects within its Hong Kong terminals, which have proven effective in operating cost reduction, accuracy improvement and enhancements in both safety performance and operational efficiency. With this digitally-connected infrastructure in place, the terminals are empowered to unlock new levels of remote execution capabilities, facilitate a greater number of connected devices and implement virtual private real-time networks.

The Group introduced the 5G Flood Detection Solution for Smart Car Parks in light of the frequent occurrences of flooding caused by extreme weather conditions in 2023. Tailored to the specific features of each car park, the new solution alerts users to take preventive measures and helps mitigate the impact of climate change.



■ The 5G Flood Detection Solution for Smart Car Parks has been introduced in light of the frequent flooding caused by extreme weather in 2023.

The Group's new 5G innovative solutions include advanced 5G smart robots designed to effectively monitor sealed environments, in particular tunnels. Leveraging the Group's robust 5G network, the robots can transmit real-time videos to facilitate seamless monitoring of tunnel conditions. In the event of any anomalies, such as the emission of hazardous



■ The Group sets up 5G base stations within HPH Trust Hong Kong terminals, enabling HPH Trust to become the first container terminals to become 5G-operated in Hong Kong.

gases or overheating of high-voltage cables, 5G smart robots can promptly send alerts to the control centre, triggering immediate actions required. Moreover, these robots are able to inspect specific damaged areas within tunnels during emergencies, such as fire incidents or structural collapses, effectively minimising safety risks and consequences.

In March 2023, the Group collaborated with Resorts World Cruises and Hong Kong Chinese Orchestra (“HKCO”) to showcase Hong Kong’s first-ever 5G live broadcast concert from a cruise ship, enabling global audiences to participate in the momentous music event in Hong Kong on social media. The success of the debut broadcast concert underscores the Group’s advanced 5G network capabilities and the unlimited possibilities of 5G applications across various venues and industries.

The Group also strives to tap into the immense potential of 5G applications in the education sector. Through its successful implementation of 5G mobile network coverage across the entire campus of the Spanish School of Hong Kong, the Group has made it among the first international schools in Hong Kong to adopt 5G technology, creating a smart campus.



■ A variety of 5G solutions are tailored for schools and the education sector to help create smart campuses and advance smart education.

Macau

3 Macau is committed to the continuous enhancement of its network performance and customer experience. To accommodate the ever-growing customer demands for reliable and stable mobile data services, the Group strives to enhance its network coverage such as equipping its main mobile network with dual protection. SoSIM prepaid SIM card introduced to the enclave in 2021 has proved a huge success. 3 Macau maintained its points of sale at over 20 Watsons and PARKnSHOP stores throughout Macau to cater to the growing needs amidst post-pandemic economic and tourism recovery.



■ 3 Macau is committed to the continuous enhancement of its network performance and customer experience.

Meanwhile, the simple user interface of 3 Macau’s 3Mall online application sparks a quick and easy shopping experience, enabling hassle-free applications for contract renewal and new subscriptions online, as well as offering various special and monthly promotions with easy access to the 3Fans membership and the 3Care programme.