



Operations Review

The Group is advancing technology adoption and supporting digital transformation in Hong Kong by enhancing network capacity and coverage, showcasing resilience by providing innovative services for consumers and enterprises while prioritising sustainability and productivity.

Operations Review

The Group is poised at the forefront of the rapidly evolving digital landscape to promote the adoption of 5G technology, while enhancing its network capacity and coverage across key infrastructures in Hong Kong. Through its longstanding commitment to digital innovation, network excellence, and exceptional roaming capabilities, the Group demonstrates remarkable resilience and stability, contributing to its enduring strength in a challenging environment.

This strong foundation supports the Group's focus on driving productivity and fostering digital transformation for dynamic growth. By offering innovative services to consumers and enterprises, the Group enriches the digital lifestyle of users, enabling them to thrive in the digital era. With continuous improvements in network capabilities and quality, the Group remains dedicated to providing unparalleled services that address the diverse needs of customers across various sectors, ultimately empowering the city in applying cutting-edge technologies with a digital-centric approach.

Hong Kong

Enhancing 5G Network Capacity and Quality

The Group is dedicated to enhancing its 5G network, expanding capacity and coverage across key infrastructures. In 2024, the 3.5GHz "Golden Spectrum" was activated in major locations, including the Cross-Harbour Tunnels and Hong Kong International Airport, ensuring seamless connectivity for all users. The spectrum has also been deployed in prominent venues like AsiaWorld-Expo, Central Harbourfront Event Space and the Hong Kong Coliseum, with full coverage established at Kai Tak Sports Park for upcoming events.



■ A 5G network enhancement project is initiated at 24 high traffic MTR stations.

Following the relocation of satellite control stations in New Territories East, the Group activated the "Golden Spectrum" in Tai Po, Sha Tin, Ma On Shan and Science Park, enabling customers and innovation and technology institutions to access and enjoy superior high-speed 5G services. Recognising the importance of network connectivity in public transport, the Group has initiated a 5G network enhancement project at 24 high traffic MTR stations. Upgrades at Tin Hau, Wan Chai, Kowloon, Admiralty, Hong Kong and Tsim Sha Tsui stations are complete, while upgrades at remaining stations will continue throughout 2025 to further improve customer experience. In November 2024, the Group secured its radio spectrum, ensuring continued excellence in its network services and meeting the diverse demands for 5G applications across consumer and enterprise segments.

Consumer Market

In view of the growing numbers of customers travelling north for spending and outbound travel, the Group has launched enhanced roaming offers and innovative 5G Data Roam-like-Home monthly plans allowing customers to freely use their shared data in Hong Kong, mainland China and Macau at no extra charge. Notably, the Group was the first in Hong Kong to extend this service to Japan in October 2024.

To further enhance the seamless roaming experience, the Group has extended its "All-Net-Coverage Roaming" to Europe and the Middle East. With this service, customers can instantly connect to all local network operators upon arrival without changing SIM cards and automatically access the best available network at their destinations.



■ The 3.5GHz "Golden Spectrum" is activated across key infrastructures in Hong Kong.





■ The "All-Net-Coverage Roaming" service is extended to cover popular travel destinations in Europe and the Middle East.

As a leading local digital operator committed to innovation, the Group has launched a new satellite communications value-added service that ensures connectivity for customers with compatible mobile devices when a mobile network is not available.

The Group's prepaid business has long been a vital component of its comprehensive mobile network services, underpinned by robust growth in both subscribers and revenue. Through ongoing development and enhancement, the popularity of SoSIM is further amplified by expanded sales channels, including collaboration with additional retail outlets and introduction of a kiosk at the cross-border station in Tsim Sha Tsui. A key factor in SoSIM's success in establishing a foothold in the prepaid market is its unique offer of versatile and customer-centric mobile services. Customers can easily mix-and-match their roaming pass by selecting their destination, duration and data usage via the SoSIM App, with the new SO+ service ensuring the validity of their SIM cards and travel data. Customers can also enjoy more flexibility by using a supplementary SIM card to share their service package with family and multiple devices.

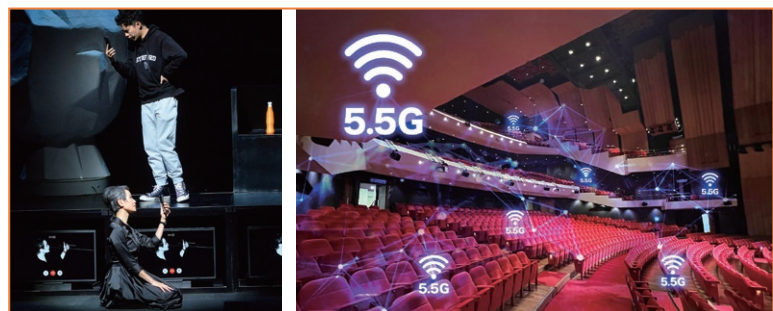
In line with the Group's multi-brand strategy, SUPREME is dedicated to offering unparalleled mobile services and elevating the digital lifestyle of its esteemed customers.

In 2024, SUPREME served as the official 5G partner and supported the "Boundless Reverie: Chinese Savoir-Faire and Contemporary Art" exhibition. As part of its overall aim to provide distinctive lifestyle experiences to customers, selected SUPREME customers were invited to experience firsthand the creativity and aesthetics of traditional Chinese craftsmanship through digital immersive art.

Enterprise Market

Enterprise solutions have always been a strategic priority for the Group, particularly as 5G technology is the key enabler of "new quality productive forces", achieving a qualitative leap in productivity for businesses. To address the evolving demands of corporate customers, 3Business is dedicated to providing comprehensive 5G solutions coupled with innovative services to drive game-changing digital transformation across different sectors.

The Group has successfully supported the deployment of the 5G "Intelligent Steward" Robotic Solution by HK Electric, enabling round-the-clock surveillance of a confined cable tunnel and significantly increasing service efficiency and safety. Furthermore, the Group provides comprehensive support to enhance the operations of 5G robots across various sectors, including retail, catering, property management and education. This initiative meets the diverse needs of different industries, accelerating their digital transformation journeys while contributing to the smart city development in Hong Kong.



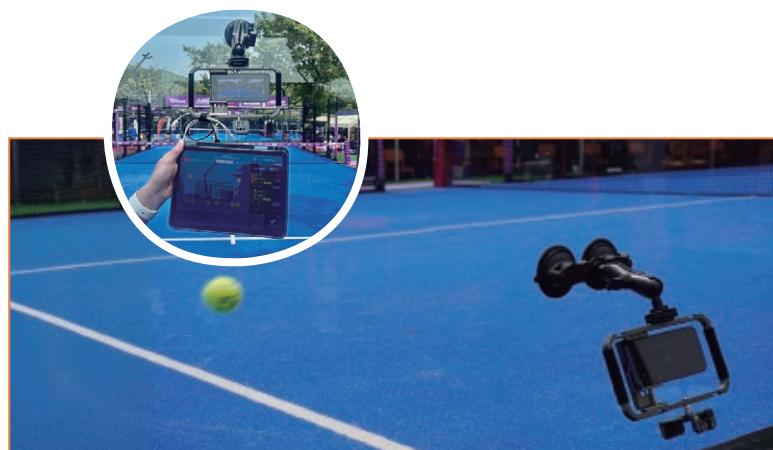
■ The Group collaborates with a local performing arts group to produce Hong Kong's first 5.5G drama, enabling audiences to experience an immersive theatre.

Leveraging the close relationship with CK Group of companies, the Group serves as the designated network partner for Cheung Kong Center II. Through the fixed mobile convergence solution and tailored one-stop services including block wiring, our building management office solution and advanced smart office systems have helped transform the building into a smart office, allowing tenants to enjoy the Group's excellent 5G network. The Group also works closely with its sister company AS Watson Group to develop comprehensive store network solutions for 300 retail stores within their network, boosting their productivity with stable and trusted network services.

Additionally, the Group utilises fixed mobile convergence technology to deliver 5G and broadband connectivity for over 300 carparks of Link, enabling them to implement smart carpark solutions which streamline operations in carparks by providing essential connectivity.

The Group aims to empower enterprises across all sectors to achieve greater productivity and connectivity in a rapidly evolving digital landscape. The continued growth in 5G broadband subscribers underscores the increasing customer demand for flexible and convenient network services. As the official 5G partner for various indoor and outdoor events, the Group has showcased its capability to provide seamless and robust 5G connectivity across expansive venues for enterprise use that require high network capacity. In 2024, the Group collaborated with a renowned local performing arts group to produce Hong Kong's first 5.5G drama. This innovative ArtTech project enabled audiences to experience immersive theatre at the performance venue, further advancing the development of arts technology in Hong Kong. In December 2024, the Group also supported the "One Beat, One World: Connecting Through the Drum" Drum Carnival and Hong Kong's first outdoor 5.5G live music event, delivering vibrant performances with ultra-clear and smooth motion.

In support of local SportTech development, 3Business provided dedicated 5G mobile services to support the first international padel tournament held in Hong Kong. The Group's high-speed, low-latency 5G network facilitated the seamless operation of the video assistant referee (VAR) feature during the tournament, expediting match decisions with minimal delays and elevating spectators' viewing experience.



3Business provides dedicated 5G services to facilitate the seamless operation of the video assistant referee (VAR) system during an international padel tournament.

3Business has also introduced the Big Data Marketing Solution to empower businesses to better understand consumer needs and preferences in order to provide personalised products and services. For instance, the solution can assist luxury brands in identifying target customers who have shown interest in high-end products and services while sending promotional messages to customers near the store instantly based on its geographic data, thereby increasing sales opportunities and ultimately driving increased engagement and loyalty.

While AI technology is revolutionising learning and training in the education sector, 3Education has been actively participating in this transformative journey with the introduction of various EdTech. In the summer of 2024, a local school deployed 3Education's AI-powered learning robot on campus, providing guided practice and engaging two-way interactions for students leveraging ChatGPT's voice technology. The robot can also be customised to accommodate students with special educational needs, allowing teachers to assess their learning progress and provide timely assistance.

Macau

3 Macau is dedicated to maintaining its superior network performance and customer experience. To meet customer demands for reliable and stable mobile data services, 3 Macau optimises its network coverage and capacity and ensures the availability of ample spectrum resources. Moreover, substantial efforts have been devoted to cultivating strong customer engagement through in-store activities, allowing staff to facilitate timely adjustments to services to enhance customer satisfaction.