



# OPERATIONS REVIEW

The Group accelerated transformation across its operations by strengthening network infrastructure, enhancing customer experiences and enabling enterprises through AI and 5G innovative services, underpinning operational resilience and Hong Kong's evolving digital landscape.



Hello!  
How can I assist you today?

# Operations Review

2025 marked a year of transformation for HTHKH, as the Group continued to advance Hong Kong's telecoms landscape and empower customers and enterprises to embrace the future. This transformation not only addresses today's needs but also focuses on delivering cutting-edge connectivity, innovative digital solutions, and sustainable practices that will shape progress for tomorrow.

The Group's strategy is anchored on three pillars: strengthening network infrastructure, enriching consumer experiences, and enabling enterprises to accelerate digital transformation. By advancing the 5G network and next-generation technologies, the Group has elevated service quality and reliability, establishing a resilient platform for innovative applications that will drive Hong Kong's digital economy forward. This commitment reflects the Group's belief that transformation transcends technology—it is about creating opportunities, fostering resilience, and empowering communities for a smarter, more connected future.

## Hong Kong

### Steering excellence in connectivity

In 2025, the Group reinforced its leading position in telecoms by enhancing network capabilities to meet surging demand for high-speed, seamless connectivity. Strategic investments focused on expanding 5G coverage, optimising network performance and embedding sustainability into every facet of network operations.

The Group proactively deployed 5.5G network hotspots and augmented network capacity at mega venues including the Hong Kong Convention and Exhibition Centre, the West Kowloon Cultural District, and Kai Tak Sports Park to support Hong Kong's mega event economy.

Activation of the 3.5 GHz "golden spectrum" at strategic locations further enhanced 5G capacity and coverage, ensuring customers enjoy fast and quality mobile network services. Moving forward, widespread adoption of 5.5G will deliver seamless connectivity at high-traffic venues and enable ultra-fast private networks for high-definition live broadcasting and innovative solutions, benefitting both consumers and corporate customers.

Throughout the year, the Group also actively supported the government's Northern Metropolis development by strengthening its 5G network coverage at key transportation hubs, including Tai Lam Tunnel and the Kam Sheung Road section of the MTR Tuen Ma Line. The 5G network enhancement project also continued and extended to major MTR stations and the newly commissioned Central Kowloon Bypass (Yau Ma Tei Section), further strengthening network coverage and capacity, while elevating customer experience.

The Group also harnessed artificial intelligence to optimise network operations. By deploying advanced agentic AI and automation tools, real-time network monitoring, automated fault detection, and predictive maintenance were achieved. Energy efficiency was further improved by implementing an AI-based platform with energy-saving features. In parallel, the Group is modernising its network architecture with cloud-native platforms, enabling scalable, AI-powered operations and supporting rapid deployment of new 5G and Internet of Things services.

### Bringing seamless digital living to everyone

Capitalising on its strong network foundation, the Group continued to redefine the customer experience in 2025 by delivering innovative services and digital-lifestyle solutions. We go beyond conventional telecoms offerings to meet customers' diverse everyday needs through the introduction of "3 for You", our new brand value that enriches lives and fosters closer connections with customers.

The Group also advanced its customer-first strategy with personalised rewards and lifestyle privileges, reinforcing differentiation beyond price. By highlighting the unique advantage of global connectivity and deepening engagement with target customers, we continue to strengthen brand relevance and deliver distinctive experiences aligned with modern lifestyles. Customer feedback is our top priority. In a survey conducted by a market research agency in August 2025, over 90% of interviewed customers expressed satisfaction with our network quality.

To offer greater flexibility for everyday usage, the Group launched the World Plan in July 2025, offering customers hassle-free data service across Hong Kong and 222 destinations. As part of CK Hutchison Group Telecom, the Group leverages its unique edge to draw on extensive network and technical resources around the globe. Such groundbreaking mobile plan unlocked new business opportunities while delivering more convenient and seamless cross-regional mobile services worldwide.

In addition to outdoor mobility, the Group responded to evolving connectivity demands by extending the network to households with new 5G home broadband plans featuring Wi-Fi 7 routers. Offering exceptional speed, ultra-low latency, and robust connectivity for modern lifestyles, this upgrade ensures a seamless digital experience with consistent and reliable network performance, catering to diverse users including gamers, streamers and smart-home enthusiasts.

Your plan stops at Hong Kong?

# WORLD PLAN

One monthly fee — enjoy data from **Hong Kong to the world!**

Play freely across 222 destinations

**3** One World One Plan for you

## Operations Review

The Group's premium brand, 3SUPREME, continues to cater high-spending customers with exclusive and superior services and lifestyle privileges. Through curated collaborations and bespoke experiences, including priority access to events, dedicated personal executives, luxury brand offers, and priority network privileges, 3SUPREME transcends conventional telecoms services to deliver a prestige-driven customer experience.

This pursuit of excellence was further recognised when 3SUPREME earned the prestigious Grand Award at the 2025 Outstanding Quality Tourism Services (QTS) Merchant and Service Staff Award organised by the Hong Kong Tourism Board, achieving the highest score across industries. The accolade reflects the brand's unique strength: personalised, attentive service supported by a world-class network and innovative offerings.

Alongside the premium segment, the Group also serves the mass market with SoSIM, a trusted prepaid SIM brand that is a key part of the business and is popular for its flexibility and affordability. To keep pace with customer expectations, SoSIM is evolving beyond mobile services with a range of innovative lifestyle offerings introduced during the year. An example is the Global Travel Pro Pass which combines comprehensive two-year global travel insurance with two years global mobile data packages tailored for frequent travellers. SoSIM customers also benefit from the Smart Watch eSIM service which provides connectivity for smart wearables even when the paired mobile device is not nearby.

With spontaneous travel becoming increasingly popular, demand for diverse travel products has surged. To tap into this market momentum, the Group launched Ai Travel SIM in 2025, delivering flexible data-roaming options by duration and destination, while addressing common pain points of conventional travel SIMs with features such as eSIM conversion, 24-hour daily basis roaming, and multi-destination usage.

## Empowering enterprises through AI and 5G innovation

While advancing consumer initiatives, the Group reaffirmed its role as a catalyst for enterprise transformation, serving as a technology enabler for businesses of all sizes to thrive in an increasingly digital economy. Recognising the profound impact of AI on future competitiveness, 3Business, the Group's corporate brand, introduced a comprehensive suite of offerings that integrate cutting-edge 5G capabilities with deep industry expertise, helping companies accelerate digital adoption and unlock new opportunities for growth.

Building on this foundation, the Group unveiled innovative product offerings that redefine operational efficiency and revenue generation. Focusing on SMEs as a strategic segment, the Group launched affordable managed IT services with flexible subscription plans, delivering comprehensive and professional assistance tailored to evolving business needs. These offerings provide a clear and accessible pathway for enterprises to embrace next-generation connectivity and digitalisation without heavy investment in IT staff and equipment.

To accelerate AI adoption across industries, the Group forged strategic alliances and ecosystem collaborations that amplify its role as a technology enabler. Collaborating with Ricoh, 3Business offers the 3Business Empower CTO AI Service to businesses and serves as the official partner for Ricoh InnoAI Hub, driving AI solutions for education, retail, and hospitality sectors.

The Group is also collaborating with a leading global cloud services provider to establish a digital platform for AI solutions, offering enterprises a diverse portfolio of tools for industries such as construction, property management, logistics, and professional services. Moreover, the 3Business team will provide enterprises with expert AI consultation, tailored training, and technical support to help them maximise the benefits of AI tools.

In September 2025, the Group hosted its inaugural 3Business EMPOWER Partnership Summit, convening more than 1,500 decision-makers and technology pioneers. The summit underscored the Group's leadership in driving next-generation connectivity and AI adoption, offering a platform for strategic dialogue and hands-on innovation. Featuring cutting-edge showcases such as AI robots, drones, and immersive tech experiences, the event demonstrated the Group's pivotal role in shaping industry trends and enabling enterprises to achieve sustainable, technology-driven growth.



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- 1 The Group's first 3Business EMPOWER Partnership Summit gathers more than 1,500 decision makers and tech pioneers.
- 2 A flagship mobile device sales gala generates strong customer interest and demand.
- 3 The Group serves the mass market through SoSIM, a trusted prepaid SIM brand known for its flexibility and affordability.
- 4 3Business partners with industry leaders to drive the AI transformation of enterprises across Hong Kong.
- 5 The Group's 5G enhancement project now covers the new Central Kowloon Bypass (Yau Ma Tei Section) and major MTR stations, further strengthening network coverage and enhancing overall customer experience.



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