

Open Letter

4 June 2014

Reed Hastings, Founder and CEO,
Netflix
100 Winchester Circle, Los Gatos, CA 95032,
United States of America

Dear Reed,

RE: HKBN embraces Net Neutrality \ Invitation to Netflix to come to Hong Kong

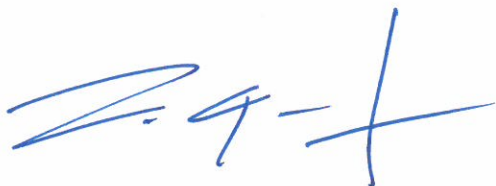
Hong Kong Broadband Network (HKBN) is a new entrant and the largest symmetric 100Mbps and above residential internet service provider in Hong Kong. Unlike many legacy incumbents around the world, we embrace Over-The-Top (OTT) content as we consider this to be an essential part of the ecosystem in the fiber era of unlimited bandwidth constraints.

As such, we hereby extend a direct invitation for Netflix to formally launch your services here in Hong Kong. We will facilitate direct local access to our fiber network without bandwidth throttling such that Hong Kong customers can enjoy 4K HD Netflix innovation as the norm rather than exception.

We are proud to lead Hong Kong to a global leadership position, with our city rated as the highest Average Peak Connection Speed destination in the World by Akamai's Q4, 2013 State of the Internet Report; Hong Kong is rated at 65Mbps and for reference, HKBN at 87Mbps, US at 44Mbps and Global at 23 Mbps.

At HKBN, we strongly concur with your vision that with strong net neutrality, new services requiring high-speed Internet can emerge and become popular, spurring even more demand for the lucrative high speed packages that we offer. Bandwidth without engaging content is meaningless, which is why in inviting Netflix to Hong Kong, we are executing on our corporate core purpose to "Make our Hong Kong a better place to live". Hong Kong can certainly do with a new "House of Cards".

Sincerely Yours



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