



*For Immediate Release*

## **HKBN FY2013 Results: Growth, Growth and more Growth**

### ***Free-to-Go Revolution: Symmetric 100Mbps & Wi-Fi at \$188 (US\$25) per Month***

(Hong Kong, 4 December 2013) Hong Kong Broadband Network Limited (“HKBN”) today announced strong financial and business performance for the year ended 31 August 2013, which sets the foundation for the company’s future growth. Furthermore, HKBN revolutionizes the industry with the launch of Free-to-Go broadband & Wi-Fi plan at only HK\$188/month\*, breaking the shackles of traditional 24-month contracts which has become the industry norm in Hong Kong.

HKBN has continued its strong financial and business performance since the management buy-out in May 2012 led by CVC Capital Partners and HKBN executives. Key figures of financial year 2013 include:

- EBITDA up 9.6% to HK\$711 million
- Operating Cash Flow (EBITDA minus CAPEX) up 34.6% to HK\$393 million
- New Contract Average Revenue Per Household (ARPH) increased 6.8% year on year to HK\$181
- Residential Broadband Subscription Market Share increased to 32.7%
- Consistently low Residential Broadband Average Monthly Churn Rate of below 1%

“We are proud that HKBN again recorded a strong growth momentum in both residential and enterprise businesses,” said William Yeung, CEO & Co-Owner of HKBN. “HKBN continued to be the leader in residential high-speed broadband (100 Mbps & above) market, and we out-performed the broadband market by adding 34,000 subscriptions to our base, amid a contraction of 39,000 subscriptions in the total residential market in Hong Kong.”

Enterprise business continued to show great progress with double-digit growth and strong synergy with broadband and Wi-Fi offerings in business market.

From 5 Dec 2013 to 31 Jan 2014, HKBN will offer a revolutionary new Free-To-Go-Anytime, symmetrical 100M broadband & Wi-Fi plan at only HK\$188 monthly\*. The plan comes with a 24-month price-cap guarantee, and if a subscriber wishes to terminate the plan, only a one-day prior notice is required. An installation fee of HK\$380 applies to new subscribers.

“HKBN is proud to break the market norm and give Hong Kong people the choice we deserve. HKBN believes that fair pricing, world-leading internet connection speed, longer cooling-off periods, and now, flexibility in the hands of customers, define the standard of good broadband service. Our customer stickiness will be based on customer experience rather the contractual barriers to exit. **This is the way broadband should be!**” William Yeung said.

\* Terms and conditions apply. Please refer to the relevant registration form, or ask our staff for details.



HKBN revolutionizes the industry by breaking the shackles of traditional 24-month contracts which is the industry norm in Hong Kong



William Yeung, Chief Executive Officer & Co-Owner of HKBN and Selina Chong, Chief Marketing Officer & Co-Owner of HKBN, announce the launch of Free-to-Go broadband & Wi-Fi plan at only HK\$188/month

**YOU  
HAVE A  
CHOICE.**

長期  
Long-term

合約  
Contract

務  
Services

月費計劃  
Monthly service

劃  
Plan 1

劃  
Plan 2

劃  
Plan 3

劃  
Plan 4

劃  
Plan 5

1. 客戶如欲終止上述任何一項服務，必須先通知本公司。Subscriber may terminate any of the services herein by providing written notice to HKBN not less than a month before the plan effective date.
2. 除另有所指，如客戶於合約期內，不論何種原因終止服務，而有關服務計劃所享有之一切優惠及特惠亦將一併取消。Unless otherwise stated, if subscriber terminates the service at any time during the contract period for whatever reason, all special terms and conditions and offers will also be terminated. The right to charge the subscriber a termination charge in cost at its own discretion shall be reserved.
3. 客戶須於到期日之前，將賬單所示之款項交予本公司。否則將當作客戶欠賬。The Subscriber shall pay the amount due on each invoice in full on or before the due date. Failure to do so will be deemed to be accepted by the Subscriber.
4. 若對該服務的使用或收費有所爭議，客戶具約束力。In case of disputes over any use of the services or charges, the company's decision shall be final and binding on the Subscriber.
5. 本協議須受有關附加條款及細則之約束。These Conditions shall be subject to such Special Terms and Conditions as may be applicable to the relevant registration form or other use tool for details.

YOU HAVE  
A CHOICE.  
NO LONG-TERM CONTRACTUAL OBLIGATIONS

\$188 /MONTH  
BROADBAND FREE-TO-GO PLAN

100Mbps BROADBAND + HKBN Wi-Fi  
FREE-TO-GO ANYTIME\*

MAKE THE SWITCH!  
APPLY NOW AT [APPLY.HKBN.NET/EN](http://APPLY.HKBN.NET/EN) HOTLINE 3498 3498

BROADBAND THE WAY IT SHOULD BE.



香港  
寬頻  
HONG KONG  
BROADBAND NETWORK

客戶簽署 Customer signature

日期 Date

1. \*If the subscriber terminates any of the Plans, subscriber is required to give at least 1 day prior notice to HKBN. 2. Promotion is valid until 31 January 2014. Subscriber must remain on a fixed line contract immediately for the designated 100Mbps Anytime Plan services included 100Mbps Broadband Service, HKBN Wi-Fi, Special Monthly Fee within contract 3188 and pay the 2300 installation fee. Special monthly fee is guaranteed to remain unchanged throughout 24 months from the plan effective date. 3. The Offer will only be applicable to subscriber whose service bandwidth address is not designated residential zone with no provision of HKBN broadband services within 120 days prior to registration. The Offer is only applicable to new subscribers whose registration and installation of the service of the same address within the designated promotion period. 4. Special terms and conditions of 100Mbps are based on internet connection from the website of customer's premises to the first premise of HKBN's network equipment. Maximum download speed is limited to keep the speed at up to 100Mbps. The actual bandwidth of the customer may vary due to the network congestion. Network congestion may occur during peak hours, such as during the hours of local network events, and therefore the bandwidth might be even less. 5. HKBN Wi-Fi can only be activated if designated Wi-Fi hotspots provided by HKBN. For details, please visit [hkbn.net/EN](http://hkbn.net/EN). 6. Terms and conditions apply. Please refer to the relevant registration form or other use tool for details. Above offer is applicable to selected broadband service plans with contract expiry date on or before 31 January 2014 and no renewal made prior to 3 December 2013. \*For details, please call 3498 3498.

**About Hong Kong Broadband Network Limited**

Hong Kong Broadband Network Limited (“HKBN”) is the leading provider of residential symmetric 100 Mbps and above broadband services in Hong Kong with a core purpose as to “Make our Hong Kong a Better Place to Live”. HKBN offers a diversified portfolio of innovative residential, enterprise and carrier services in broadband and Wi-Fi access, communication and entertainment to 1.4 million subscribers.

HKBN takes great pride in developing its 2,500-strong Talent force into a competitive advantage. In May 2012, the company underwent a management buy-out and is now majority-owned by funds advised by CVC Capital Partners and 79 HKBN managers.

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**Issued by Hong Kong Broadband Network Ltd**

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