

*For immediate release*

**HKBN and Letv Team up to Deliver Entertainment & Sports Content to Masses**  
***New and Renewing HKBN Customers to Enjoy Free Le TV Box Content for 12 months***

(8 October 2015 - Hong Kong) In order to disrupt the market and bring exceptional value to customers, Hong Kong Broadband Network Limited (“HKBN”) and Le Corporation Limited (“Letv”) today announced their strategic partnership to offer 12-month content services of Le TV Box 4K for free to new customers of HKBN, as well as existing customers for contract renewals\*. Bundled prices for broadband + Letv services start from as low as \$138.

Letv services include	Cost to HKBN customers*
<ul style="list-style-type: none"> <li>Le TV Box 4K</li> <li>12-month access to content**</li> <li>12-month 4K Ultra High Definition service</li> <li>4 TVOD (Transactional Video on Demand) coupons</li> <li>Free first month of Le Sports' Package (including football matches) in 2016/2017 season^</li> </ul>	<p>\$0</p>

While full pricing details for Le Sports' Package (including football matches) will be announced at a later date, HKBN is committed to bringing disruptive value for money for the benefit of customers. Effective from 9 Oct, the first 5,000 customers successfully registered can enjoy unbelievable bundled plans beginning at \$272 per month on average^, which include 24-month broadband and Le TV Box 4K services, plus 14-month Le Sports' Package (including football matches) after the new football season kicks off in August 2016^.

Separately, new customers who acquire Le TV Box 4K from other retail sales channels of Letv can enjoy free 100Mbps broadband service offered by HKBN for six months#. Customers can register for the free service on [hkbn.net/letvf6](http://hkbn.net/letvf6) starting from 15 Oct 2015.

William Yeung, HKBN CEO and Co-Owner said, “We want Hong Kong to know that world-class broadband and OTT entertainment do not have to be expensive. People can enjoy their favourite

football matches and entertainment at breakthrough prices. Both HKBN and Letv strive to disrupt the market in innovative ways, and we are pleased to work with Letv to redefine the way Hong Kong people enjoy their Internet entertainment.”

By taking advantage of HKBN’s ultra-fast and reliable fibre broadband network, which begins at a speedy 100Mbps entry level service and goes upwards to a blistering fast 1000Mbps, all HKBN customers will be instantly ready to enjoy an unprecedented smooth viewing experience of 4K Ultra HD programming. According to the latest benchmarks, an optimal experience of streamed 4K content requires a connection speed of at least 10Mbps, equivalent to only one-tenth of HKBN’s minimum offering.

Tin Mok, Vice President of Le Holdings (Beijing) Co. Ltd. and CEO, APAC said, “We are happy to have HKBN as our strategic partner. HKBN has the largest number of customers in Hong Kong using 100Mbps or above residential fibre broadband services. They are 4K ready and their number continues to grow at an aggressive pace. Leveraging on HKBN’s hi-speed fibre network and our 600 CDN (Content Delivery Network) nodes around the world and 10T bandwidth, we can deliver a blazing fast and reliable experience of our full range of remarkable content. We will be investing substantially to facilitate our joint promotions, with a view to growing the subscription base of our two companies to 1 million in the shortest time possible.”

To learn more about offer details, please visit [www.hkbn.net](http://www.hkbn.net) and LeMall.com from 9 Oct 2015 onwards.

\* For designated residential broadband service plans. Terms & conditions apply.

\*\* Not inclusive of pay-per-view and additional a la carte content.

^ Valid for subscriptions which have successfully registered on or before 1 Nov 2015, completed HKBN broadband installations on or before 20 Nov 2015, and activated Letv membership on or before 3 Dec 2015. Terms & conditions apply.

^^ Calculation based on a 24-month contract period, with \$138/month for the first 10 months, and \$368/month beginning Aug 2016.

# Applicable to selected new subscribers of HKBN. Terms & conditions apply.



Tin Mok, Vice President of Le Holdings (Beijing) Co. Ltd. and CEO, APAC (left) and William Yeung, HKBN CEO and Co-Owner

### About Hong Kong Broadband Network Limited

Hong Kong Broadband Network Limited ("HKBN") is the largest provider of residential fibre broadband (symmetrical 100Mbps & above) services in Hong Kong by number of residential subscriptions, with a core purpose to "Make Our Hong Kong a Better Place to Live". HKBN offers an array of world-class enterprise solutions, including broadband and data connectivity, voice communication, managed Wi-Fi solutions, Cloud solutions and IT advisory services, as well as a diversified portfolio of residential broadband and Wi-Fi access, communication and entertainment services. HKBN owns an extensive fibre network in Hong Kong, which covers over 2.1 million residential homes passed, representing approximately 79% of Hong Kong's total residential units, and more than 2,000 commercial buildings. HKBN takes great pride in developing its 2,400 plus Talents into a competitive advantage. HKBN is a subsidiary of HKBN Ltd (SEHK Stock Code: 1310).

### About Letv

Founded in November 2004 by Jia Yueting, Letv Group is committed to creating the "Letv Ecosystem," a next-generation Internet engine that is vertically-integrated to offer an online platform completed with content, terminals and applications. The Group is engaged in a rich array of businesses, spanning from Internet TV, video production and distribution, smart gadgets and large-screen applications to

e-commerce, eco-agriculture and Internet-linked super-electric cars, which were launched in late 2014. The Group comprises a number of subsidiaries, including Letv.com, Leshi Zhi Xin, Le Vision Pictures, Wangjiu.com, Letv Holding, Letv Investment Management and Le Mobile. In 2014, the aggregate sales of the Group amounted to approximately RMB 10 billion.

Letv.com made history on August 12, 2010 when it was listed on the Shenzhen Stock Exchange, making it the world's first IPO Company in the sector. Letv.com was also the first video company listed on China's A-share market. As of June 8, 2015, the market value of Letv amounted to RMB 77.5 billion. Prolific as well as successful, Letv.com currently offers more than 100,000 episodes of TV dramas and over 5,000 movie titles. In addition, the site draws an estimated 250 million page views per day, 350 million users per month, 100 million daily content viewers on mobile devices, and 10 million daily content viewers on large-screen TVs.

Letv Hong Kong, as the headquarters of Asia Pacific region, was officially set up in August 2014, marking an important milestone of the company's expansion in the overseas market. The company provides Hong Kong with an established vertically integrated ecosystem of "Platform + Content + Terminal + Application". Letv has held 13 online flash sales in Hong Kong, with thousands of smart devices sold on every occasion. Currently, Letv Hong Kong offers various sales channels for users, including online pre-ordering services and 100+ offline outlets in Hong Kong and Macau. As the only entertainment platform with over 1,000 hours of 4K programmes in Hong Kong, Letv has always been committed to providing rich and diverse online content including movies, dramas, variety shows and concerts to its fans.

— End —

### **Issued by Hong Kong Broadband Network Limited & Le Corporation Limited**

For media enquiry, please contact:

Franky Chan

Assistant Manager – Corporate Communications

Hong Kong Broadband Network Limited

Tel : +852 3999 8251 / +852 9728 9289

Fax : +852 3999 7349

Email : [media@hkbn.com.hk](mailto:media@hkbn.com.hk)

Will Ip

Senior Public Relations Manager

Letv

Tel : +852 3128 9305 / +852 9252 8725

Email : [willip@letv.com](mailto:willip@letv.com)