

*For immediate release*

## **Hong Kong Broadband Unveils Travel Data SIM Card Just \$55 a Day for Easy Access in 39 Regions Worldwide**

(Hong Kong, 19 March 2015) Hong Kong Broadband Network Limited ("HKBN") today announced the launch of its all new "Travel Data SIM Card" \*. Offered at a flat rate of just \$55 per day, the SIM Card brings unparalleled value and convenient data access in 39 regions throughout the world so that customers can enjoy the benefits of round-the-clock mobile Internet connection, whenever they travel.

### **Online purchase with convenient doorstep delivery**

With ordering made easy, HKBN customers can purchase the Travel Data SIM Cards by simply logging on to [traveldata.hkbn.net](http://traveldata.hkbn.net). To meet the needs of any travel itinerary, customers may purchase the SIM Card with a onetime payment of \$30, and enjoy the use of 150MB of data at \$55 per day. For customers who purchase more than one day of service, the total data volume bought is flexibly available for cumulative consumption, removing the confinement of same-day consumption capped at 150MB. Customers may, at their own discretion, choose to use their data allotment all in one go or over the duration of their travels. Once the online order has been confirmed, the Travel Data SIM Card will be delivered to registered correspondence address of the customers. In addition, new or existing HKBN customers who wish to enjoy the superb value of the SIM Card can choose from a number of broadband service plans that include a Travel Data SIM Card when registering as a new user or renewing service contract.

### **Charged on a rolling 24-hour basis instead of per calendar day**

Once the SIM has been activated and connected to the local network, mobile data service comes into effect. Unlike other data SIM cards available on the market, HKBN's Travel Data SIM Card does not charge on a restrictive calendar day basis that begins daily at 12am midnight, instead service is calculated on a rolling 24-hour basis, starting from the time the Travel Data SIM Card is first connected to the Internet and ending 24 hours thereafter. Essentially, each single-day charge provides customers with unhindered data service even during travels to multiple countries within a 24-hour period. Each Travel Data SIM Card can provide service up to a maximum of 30 effective days. Introducing new levels of flexibility to the marketplace, consecutive-day usage is not a requirement of the Travel Data SIM Card. With no expiry date, customers can now enjoy using the SIM Card and its entitled days of service, whether consecutively or intermittently, according to their own needs. Top up of the SIM Card can also be done conveniently online any time.

### **One SIM Card for 39 regions**

HKBN's Travel Data SIM Card provides unhindered access across different 39 regions, comprising **Asia Pacific**: Taiwan, Japan, South Korea, Singapore, Malaysia, Thailand, Indonesia, Australia, New Zealand; **North America**: United States and Canada; **Europe**: United Kingdom, France, Germany, Italy, Spain, Switzerland, Austria, the Netherlands, Belgium, Greece, Finland, Sweden, Norway, Denmark, Albania, Armenia, Azerbaijan, Belarus, Ireland, Moldova, Croatia, Estonia, Latvia Lithuania, Ukraine; and **others**: Russia, South Africa, Ghana. For more details, please refer to [traveldata.hkbn.net](http://traveldata.hkbn.net).

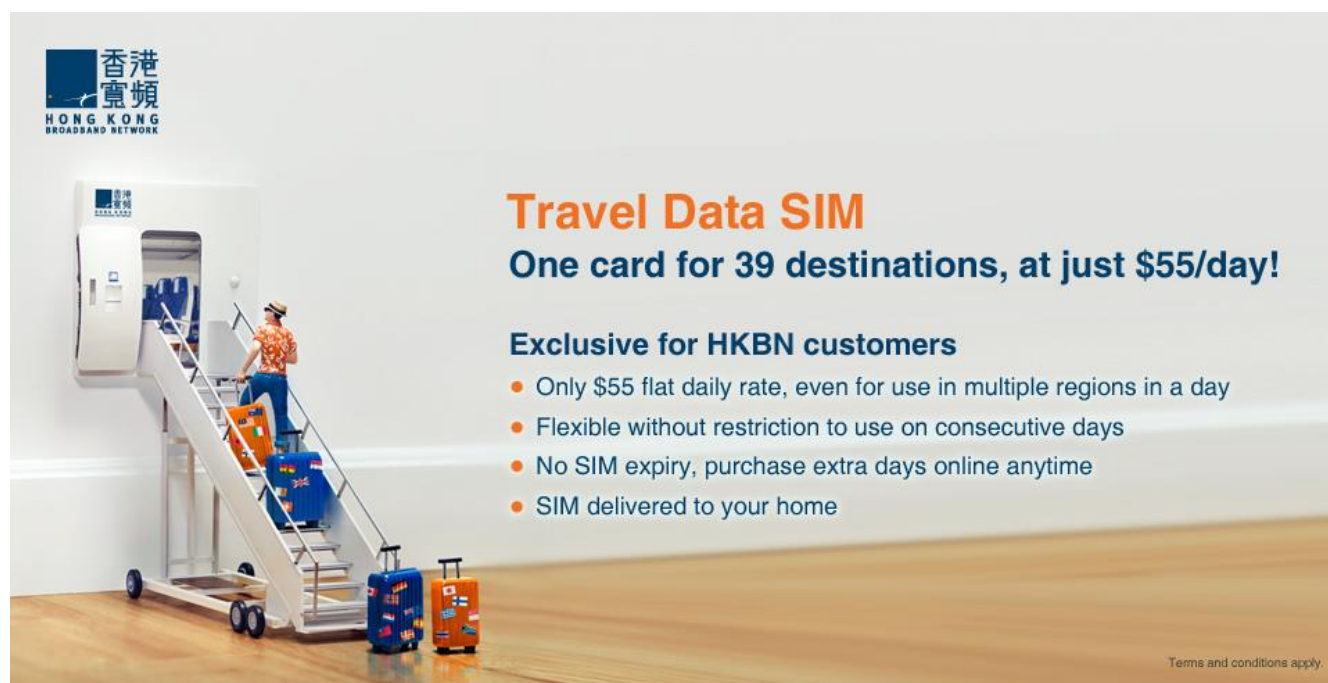
Each SIM will come packaged in a handy, compact jacket with easy-to-understand instructions. And in keeping with HKBN's pledge to do more for our customers, beginning in April, each purchase will include a credit card sized SIM Card holder. The nifty custom design features four pockets to store SIM cards in various sizes, as well as a purpose-made metallic pin to help iPhone users conveniently remove their SIMs.

Selina Chong, Chief Marketing Officer and Co-Owner of HKBN said, "As a leading broadband service provider, we fully understand the importance of always staying connected, especially to Hongkongers who travel often. Through the launch of our Travel Data SIM Card, we are allowing customers to enjoy the kind of consistent, high quality Internet experience that HKBN is known for, even when travelling abroad. With game-changing appeal, we're confident that customers will embrace this service through its undeniable value, unbeatable convenience and unprecedented flexibility."

\* Offer subject to service plans and the terms and conditions, please refer apply.hkbn.net:

Travel Internet SIM service comparison table:

Items	HKBN Travel Data SIM Card	Local SIM cards commonly seen in the market	Pocket Wi-Fi, HK-sourced SIM cards commonly seen in the market
Price	\$55/day (150MB)	Approx.\$100 - \$250 (7 days) Total data volume: 1.5GB and above	Asia: \$40 - \$70/day (200MB to unlimited data volume) Europe: \$80 - \$120/day (~200MB)
Country coverage	1 single SIM for 39 countries	1 SIM for each country	1 Pocket router and 1 SIM for each country
Multiple-country service in one day	One-day charge	Different SIMs, multi-day charges	Different routers/SIMs, multi-day charges
One-day duration	Full 24-hour rolling service	00:00 - 23:59 (Hong Kong / local time)	00:00- 23:59 (Hong Kong / local time)
Top-up	Online	Local prepaid top-up	Pre-specified dates for use
Flexibility of service	Use anytime, no need for consecutive day usage, no SIM expiry	Consecutive days or within validity (normally 6 months)	Pre-set consecutive days
Delivery/Deposit	Doorstep delivery by local mail	Locally sourced	Collection at designated shops or delivery to office Deposit / Surcharge required and Pocket Wi-Fi must be returned



**香港寬頻**  
HONG KONG BROADBAND NETWORK

## Travel Data SIM

**One card for 39 destinations, at just \$55/day!**

**Exclusive for HKBN customers**

- Only \$55 flat daily rate, even for use in multiple regions in a day
- Flexible without restriction to use on consecutive days
- No SIM expiry, purchase extra days online anytime
- SIM delivered to your home

Terms and conditions apply.

### About Hong Kong Broadband Network Limited

Hong Kong Broadband Network Limited ("HKBN") is the largest provider of residential fibre broadband 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 1,900 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).

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**Issued by Hong Kong Broadband Network Ltd**

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