

HKBN Press Conference

20 September 2017

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CEO and Co-Owner

GROWTH via ATTACK on Legacy Incumbent



A

T

M



3-Pronged Attack on Legacy Incumbent

- A** for A/xDSL broadband
- T** for home Telephone line
- M** for Mobile



ATM : A/xDSL Opportunity

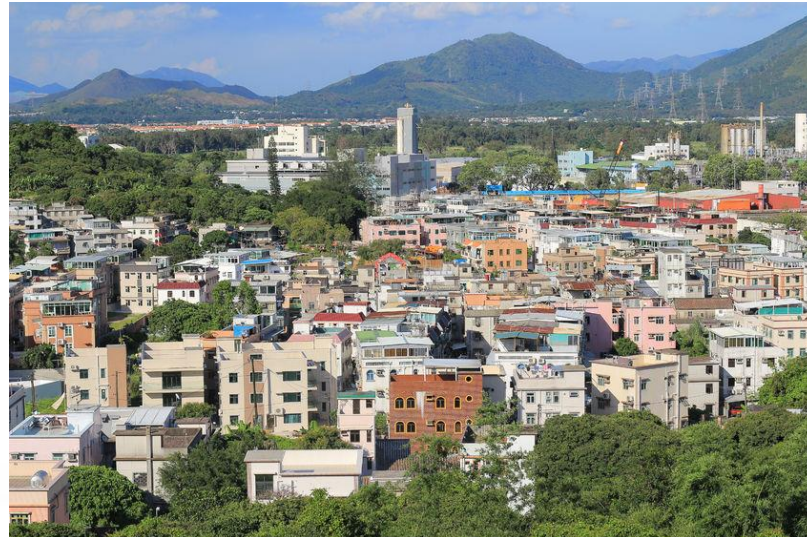


~2.6mn broadband access in HK
x 27.7% non-FTTH/B

= **729K** A/xDSL & coaxial lines **opportunity**



Expand fibre coverage to **50,000** village
broadband users in 12 months



ATM: Legacy Telephone Opportunity



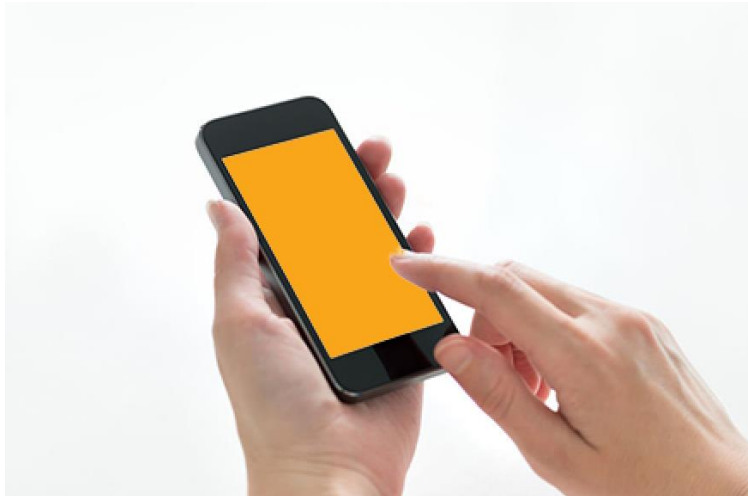
1.4mn home telephone lines **opportunity**



ATM: Legacy Mobile Opportunity



3.17mn post paid SIM x
exit ARPU HK\$230/mth x 12
= **HK\$8.7bn opportunity**



ATM: Legacy Mobile Opportunity

Monthly fee	\$218 up*
Data usage	12GB upgradable to Unlimited
Features	<ul style="list-style-type: none">• Auto-upgrade to unlimited data without speed throttling at only \$80 (regulated by Fair Usage Policy) when data usage exceeds 12GB in that month• \$18/mth administration fee waiver[^]• myTV SUPER Movie Pack and myTV SUPER App Alpha Pack[^]

*Inclusive of a \$30 monthly discount, applicable to customers port in numbers from csl /1010 /SUN Mobile, and existing HKBN home broadband and/or telephone service customers

[^] for customers port in from csl /1010 /SUN Mobile

GROWTH via ATTACK on Legacy Incumbent



A

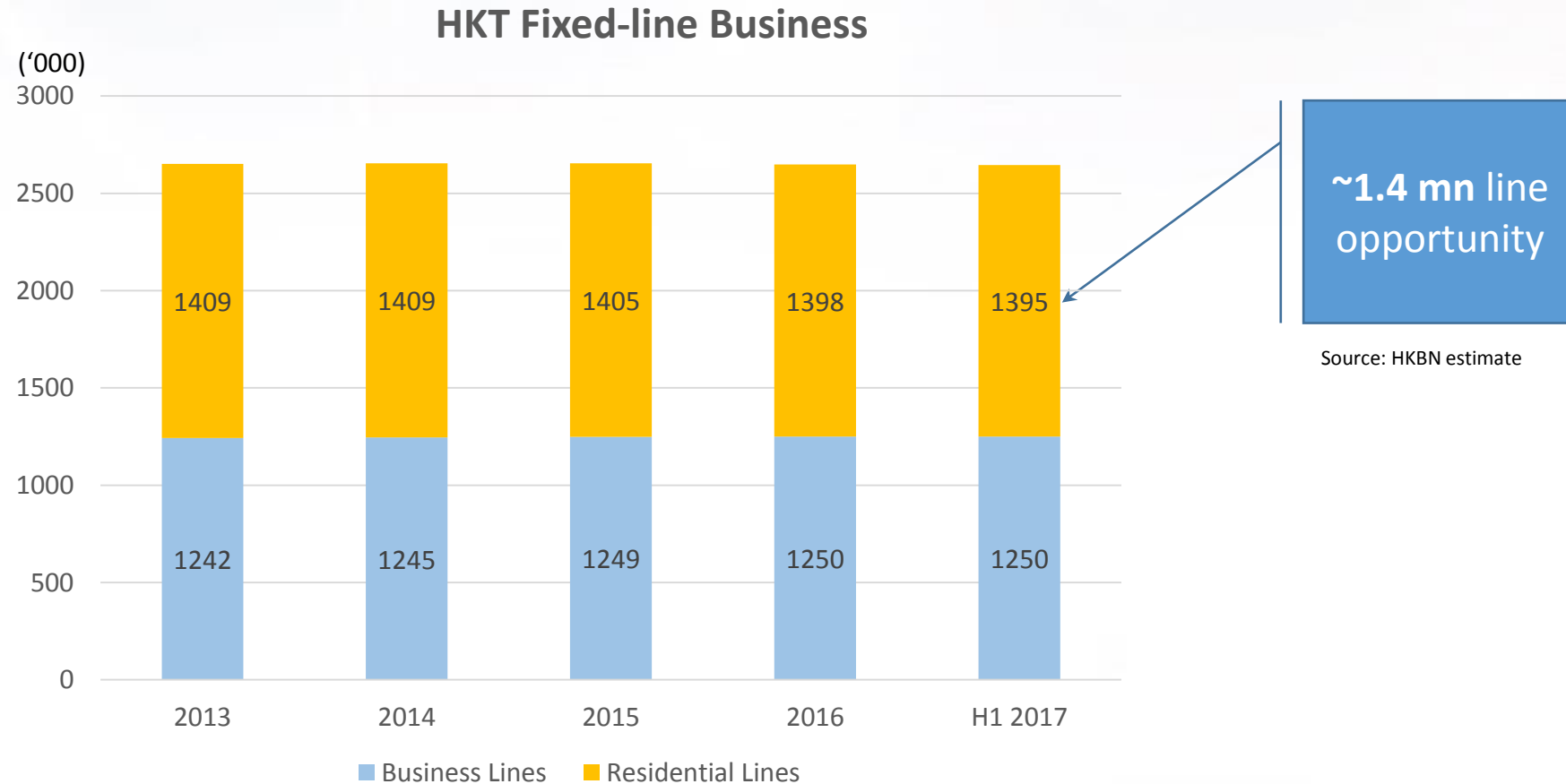
T

M



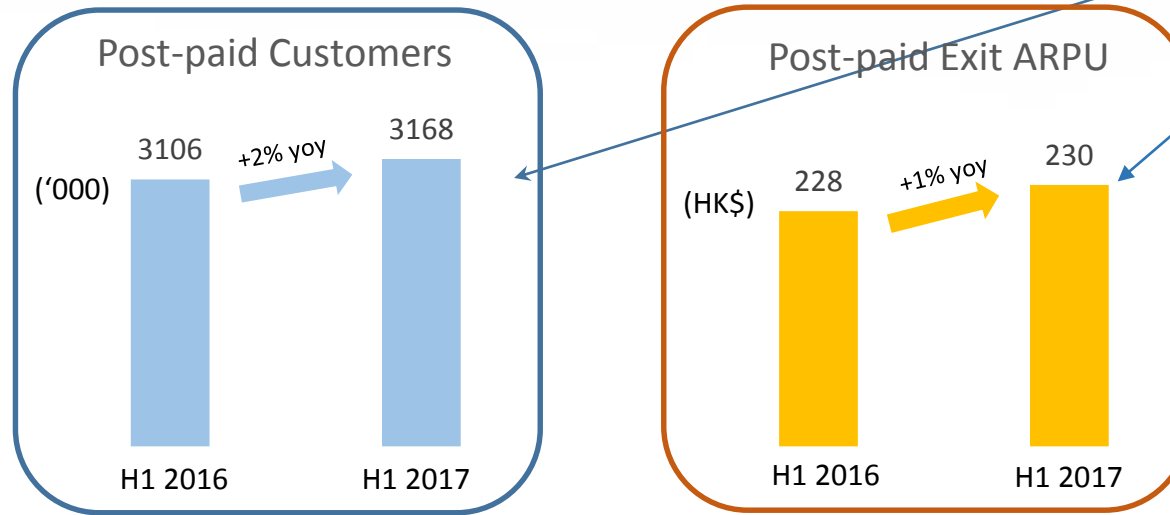
Appendices

ATM: Legacy Telephone Opportunity



ATM: The Legacy Mobile Opportunity

HKT Mobile Business



3.168 mn post paid
x exit ARPU
HK\$230/month x 12
=
**HK\$8.7 bn
opportunity**

Source: HKBN estimate