

For immediate release

iPhone X, iPhone 8, and iPhone 8 Plus Arrive at HKBN on Friday December 15 Pre-order Starts Today

(8 December 2017 – Hong Kong) Hong Kong Broadband Network Limited (“HKBN”) today announced it will offer Apple’s latest products including iPhone X, the future of the smartphone, as well as the new generation iPhone 8 and iPhone 8 Plus.

Customers will be able to pre-order iPhone X, iPhone 8, and iPhone 8 Plus beginning today at www.hkbn.net/en and HKBN stores, and all three iPhones will be available at www.hkbn.net/en and HKBN stores beginning December 15. For pricing details, please visit www.hkbn.net/iPhone/en-plans .

HKBN CEO and Co-Owner William Yeung said, “Over the past year, HKBN has successfully disrupted the mobile market by surprising customers with superb value across a full range of low-to-high volume data plans. Now we are excited to further enhance our quad-play offerings with the much-anticipated iPhone X, iPhone 8, and iPhone 8 Plus, which we believe will absolutely delight customers across our residential and enterprise users.”

iPhone X features a gorgeous all-glass and stainless steel design with a beautiful 5.8-inch Super Retina display, A11 Bionic chip with neural engine for powerful machine learning, augmented reality and immersive 3D gaming experiences, wireless charging and Face ID, delivering an innovative and secure new way to unlock, authenticate and pay. The TrueDepth camera that enables Face ID brings Portrait mode with Portrait Lighting to the front camera for beautiful selfies with a depth-of-field effect and enables Animoji, which captures and analyzes over 50 different facial muscle movements to bring emoji to life in a fun new way. A redesigned rear camera with dual optical image stabilization includes a new color filter, deeper pixels, an improved Apple-designed image signal processor and features Portrait mode with Portrait Lighting allowing customers to capture stunning photos and videos. The all-glass front and back on iPhone X feature the most durable glass ever in a smartphone in two beautiful finishes, silver and space gray.

iPhone 8 and iPhone 8 Plus are a new generation of iPhone featuring a new glass and aluminum design in three beautiful finishes - space gray, silver and a new gold – made with the most durable glass ever in a smartphone, Retina HD displays, A11 Bionic chip and is designed for the ultimate augmented experience. The world’s most popular camera gets even better and wireless charging brings a powerful new capability to iPhone. iPhone 8 Plus

features dual 12-megapixel cameras and introduces Portrait mode with Portrait Lighting, bringing dramatic studio lighting effects to iPhone, allowing customers to capture stunning portraits with a shallow depth of field effect in five different lighting styles.

For terms and conditions and plan details, please visit www.hkbn.net/iPhone/en-plans. For more details on iPhone, please visit www.apple.com.

- End -