

For immediate release

**HKBN's "Price Guardian" Vows to End Era of Exorbitant Roaming Charges
All-new Global Phone + 5GB Local Data + 5GB Global Data for \$198/month!
Pre-installed 4 TVB apps for worldwide enjoyment**

(12 April 2018 – Hong Kong) Hong Kong Broadband Network ("HKBN") and TVB today have unveiled their latest offering "Global Phone Service Plan", giving customers an unprecedented, hassle-free global data connections across more than 60 popular countries and regions at very competitive prices. To spread the message, HKBN is set to launch a bold new marketing campaign starring the company's latest talisman, "The Price Guardian", a virtuous hero who has pledged to fend off money-draining Roaming Monsters and end the era of exorbitant roaming charges!

Tailored to the needs of frequent travelers, the all-new Global Phone Service Plan includes one Global Phone, 5GB/month local data and 5GB/month global data[#] for as low as just \$198/month. Combining a smart phone with the convenience of global data accessibility, the Global Phone features patented CloudSIM technology, empowering customers to stay connected across over 60 major countries and regions on one single device without ever needing to swap SIM cards. In addition, this technology automatically detects and switches to the strongest 4G network signal available^{**} to ensure high-speed global data connectivity. Equipped with Dual SIM functionality, local mobile network service is conveniently available by simply inserting any local SIM into the device. Global Phone also features a 5.5-inch full HD display, a 13 megapixel camera and is powered by Android OS. Starting today, whether at home in Hong Kong or overseas, users are good to go with just one Global Phone!

For added value and functionality, Global Phone Service Plan also includes myTV SUPER app (Alpha Pack) and TVB Anywhere app (Plan Bee) for 24 months. Other popular apps such as big big channel, TVB News, MusicOne, Mobile Office Plus, and more are also pre-installed on the Global Phone, allowing users to stay connected with the latest in current affairs, lifestyle and entertainment from Hong Kong, even when they are abroad!

Global Phone Service Plan is HKBN's latest move at tackling expensive roaming charges in the market, HKBN Co-Owner and CEO William Yeung said, "For over a decade we have been breaking norms - from IDD, high-speed fibre broadband, OTT & broadband bundles to mobile services, we have delivered real benefits for Hong Kongers, driving down prices with the brand-new services we introduce. Today, many Hong Kongers and companies are still paying a lot for roaming. We're determined to put an end to the era of exorbitant roaming charges, so that Hong Kongers can enjoy

high-speed, high-quality mobile data services at great prices, at home AND abroad!”

The technology development and global mobile data service of Global Phone are supported by uCloudlink. “This is a significant milestone for us to partner with HKBN and TVB. The Global Phone, powered by GlocalMe® inside and its patented CloudSIM technology, brings new innovations to the telecommunications market. The Global Phone enables users to enjoy stable, reliable and speedy Internet experiences all over the world. Eliminating roaming charges or the need for extra SIM cards, Global Phone can share its network connection with 5 mobile devices simultaneously. With just one Global Phone in hand, you can freely explore the globe,” said Zhu Tan, uCloudlink co-founder and Chief Marketing Officer.

TVB is a content partner to the Global Phone. Mr. Mark Lee, Group Chief Executive Officer, Television Broadcasts Limited said, “We believe that CHANGE is the key to sustaining growth. Innovation is the overarching theme of our strategic plan in recent years. To this end, TVB has launched OTT platforms myTV SUPER and TVB Anywhere; social and entertainment media big big channel; and TVB News app, spanning entertainment, social network, news and information. Today I am glad to announce our further cooperation with HKBN by participating in the Global Phone project, which is an amalgamation of the unique technology by uCloudlink, the quality mobile and global data services by HKBN, and the aforesaid four TVB new media platforms. With Global Phone, users will continue to be connected with Hong Kong, have access to the latest TVB news and entertainment programmes anytime, anywhere.”

Global Phone Global Data Service Plan [#]			
Special monthly fee for customers porting numbers from csl, 1010 or SUN Mobile	\$198	\$268	\$338
Monthly fee for other customers	\$218 up*	\$288 up*	\$358 up*
Monthly administration fee	\$18		
Monthly global data usage	5GB [^]		
Global Phone	1 Global Phone for free (Value at \$2,500)		

Monthly local data usage	3GB Additional 2GB for all port-in numbers from any other mobile operator, a total of 5GB	6GB	12GB When monthly local data usage exceeds the plan data entitlement, service will automatically be upgraded to unlimited local data without speed throttling for \$80 extra charge. (Fair Usage Policy (A) applies)
Local network	4G Maximum local download speed 21Mbps	4G	4.5G
Local voice (mins)	3,000	3,700	Unlimited
Contract period	24 months		
4 TVB apps	<ul style="list-style-type: none"> ● 24-month myTV SUPER App (Alpha Pack) <Value at \$680/24 months; For use within Hong Kong> ● 24-month TVB Anywhere app (Plan Bee) <Value at \$1,200/24 months; For use in Mainland China and other overseas countries and regions> ● big big channel ● TVB News 		

Global Phone Service also makes available an exclusive travel global data plan which does not include local data service. Existing customers of HKBN broadband/home telephone/mobile services who register to this plan can enjoy a \$58 monthly fee discount, details are as follows:

Global Phone Global Data Service Plan — Travel Package (excluding local data) #	
Monthly fee	\$198
Special monthly fee for existing customers of HKBN home broadband/ home telephone/ mobile services	\$140
Global Phone	1 Global Phone for free (value at \$2,500)
Global data usage per month	5GB[^]

Contract period	24 months
4 TVB Apps	<ul style="list-style-type: none"> ● 24-month myTV SUPER App (Alpha Pack) <Value at \$680/24 months; For use within Hong Kong> ● 24-month TVB Anywhere app (Plan Bee) <Value at \$1,200/24 months; For use in Mainland China and other overseas countries and regions> ● big big channel ● TVB News

Terms and Conditions apply. Please refer to apply.hkbn.net for details

* For monthly service fee details, please refer to apply.hkbn.net or contact our sales staff

^ After using up 5GB global data, customers can choose to top-up 500MB data in that month for extra charge \$28

** Depends on related local network operators capabilities

For more details about Global Phone Service Plan, please visit:
<https://www.hkbn.net/new/en/mobile-plan.shtml#global-phone>

Photos and captions:



TVBI General Manager Desmond Chan (left), HKBN Co-Owner and CEO William Yeung (centre), and uCloudlink Co-founder and CMO Simon Tan (right) unite as one to launch Global Phone Service Plan.



Signaling a resolve to end costly roaming for the sake of consumers, all 1,500+ HKBNers, partners and guests donned “The Price Guardian” masks at our launch event!



Pre-loaded with TVB’s 4 most popular infotainment APPs, the Global Phone leverages patented CloudSIM technology to give users seamless data access across more than 60 regions worldwide.



香港寬頻
HONG KONG
BROADBAND NETWORK

The Price Guardian

SLAY THE ROAMING MONSTERS



Unbeatable Global Phone Service Plan
Exclusive offer for csl, 1010, and SUN Mobile customers

\$198 /Month **5GB Local Data** + **5GB Global Data**

The travel essential for business & leisure
FREE Global Phone (Value: \$2,500)

Pre-loaded with a full array of TVB infotainment APPs



myTV SUPER
(Value: \$680/2years)



TVBAnywhere
(Value: \$1,200/2years)



big big Channel



NEWS

Residential & Enterprise Solutions Customer :
(Other plans also available for business customers)

Call Our Rescue Hotline ☎ 3999 1010 hkbn.net

Call now to wipe out your roaming service:

csl: 2512 3123 1010: 2888 1010 SUN Mobile: 7777 1010

1. Promotion is valid until 31 May 2018. Subscriber must commit to and activate the designated local Mobile Services Plan and Global Phone Service Plan for 24 months. 2. This 5GB Local Mobile Services Plan is \$98/month, with an additional administration fee of \$18/month. Subscriber who has successfully registered and activated the plan will enjoy \$20 monthly fee discount and myTV SUPER App Alpha Pack for 12 months from the date of activation. The 5GB Global Phone Service Plan is \$198/month. csl/1010/SUN Mobile existing mobile subscribers who port-in their numbers to designated HKBN Mobile Services Plan will enjoy \$78 monthly fee discount within during the Minimum Commitment Period, together with myTV SUPER App Alpha Pack and TVB Anywhere App Plan Pack for 24 months from the date of activation. TVB Apps are subject to relevant terms and conditions. 3. Maximum download speed for the first 5GB (applicable to port-in numbers) is 24Mbps. Maximum upload and download speed for data access thereafter is 128Kbps. 4. The global data limit for Global Phone Service Plan is 5GB/month. Subscriber is required to use the Global Phone to enjoy Global Data Service and access GlobalMe Connect Service. Global Phone Service is provided by uCloudLink Network Technology Limited ("uCloudLink") please visit: <https://www.ucloudlink.com>. This Service is only applicable in designated regions and/or countries (http://hkbn.net/news/pdf/global_phone_Coverage_List.pdf). HKBN is not liable for any disputes incurred due to network coverage. 5. Subscriber is required to pre-pay \$1,200, and the prepayment will be reimbursed into Subscriber's account via installments on certain months during the Minimum Commitment Period of designated Global Phone Service Plan. Global Phone is a premium, it is not exchangeable for cash, transferable, or refundable. 6. The reference value of roaming day plan service which HKBN provides is between \$50/day to \$120/day (subject to countries/regions). 7. All services are subject to Terms and Conditions. For details, please visit hkbn.net or speak to our salesperson. In case of any disputes, the decision of HKBN shall be final and conclusive.

Featuring its latest talisman, "The Price Guardian", HKBN's newest print ad highlights the company's heroic pledge to fend off money-draining Roaming Monsters and end the era of exorbitant roaming charges!

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