



For Immediate Release

Microsoft Hong Kong Releases Office 365 Home Premium and Announces New Cloud Partnership with Hong Kong Broadband Network

New consumer cloud service works across multiple devices for around HK\$2 per day

HONG KONG – February 21, 2013 — Microsoft Hong Kong today announced the availability of a new consumer cloud service for Hong Kong consumers – Office 365 Home Premium. The launch of Office 365 Home Premium marks a big step in Microsoft’s transformation into a devices and services business. This is Office reinvented as a consumer cloud service with all the full-featured Office applications, together with impressive new cloud and social benefits – all for HK\$780 for an annual subscription, which is as low as around HK\$2 per day, or less than a single tram ride.

Microsoft also announced a new cloud partnership with Hong Kong Broadband Network Limited (HKBN) to jointly introduce exciting new home-productivity packages, enabling local households to enjoy the utmost in productivity and cloud flexibility, at home and while on the go, across different types of devices including Windows PCs and popular smart devices like tablets and smartphones.

“Office 365 Home Premium is designed to help busy households and people juggling ever-increasing work and family responsibilities. It demonstrates our clear commitment to fully empower people to save more time, stay connected easier and enjoy a better work-life balance,” said Horace Chow, general manager of Microsoft Hong Kong. “HKBN, with its extensive fiber broadband and Wi-Fi networks as well as a full range of premier telecommunication services for residential and business markets, is a natural partner for Microsoft. We believe that our new partnership will bring Hong Kong consumers exceptional end-to-end productivity and an unsurpassed cloud experience.”

“HKBN is pleased to partner with Microsoft and support the launch of its Office 365 cloud service, as we share the same vision of supporting Hong Kong’s development as a regional cloud hub by giving more users ubiquitous connectivity and productivity anytime, anywhere,” said William Yeung, CEO of HKBN. “With Microsoft’s software leadership, Office 365 Home Premium as a great solution for families or individuals with multiple devices, and HKBN’s network excellence, this partnership will bring true value and delightful capabilities to our mutual customers.”

New Partnership takes Consumers to the Cloud

With the new cloud partnership between Microsoft and HKBN comes a very special offer. New or selected existing HKBN customers who join or renew designated Access packages can enjoy 100M broadband service with steady speed guarantee, HKBN Wi-Fi service and a one-year subscription of Office 365 Home Premium. Monthly fee is as low as HK\$168[#] with a 24-month contract. Both companies will continue to explore more partnership opportunities in accelerating the adoption of cloud in Hong Kong.

Productivity Gain of 23 Days a Year if More Organized

Also unveiled at the launch were results of a Modern Family Lifestyle Survey*, commissioned by Microsoft and conducted by the Public Opinion Programme at the University of Hong Kong (HKUPOP) in January 2013. The survey findings reveal that Hong Kong families are highly digitized and user families on average are using more than 5 personal computers and/or mobile devices (such as desktops, laptops, tablets and smartphones) at home. More than 60% of respondents from these families agree technology can help them get more organized, and they feel that ultimately they can save an average of 1.5 hours a day if they can become more organized in managing personal matters. More than half of the respondents also said they are willing to use money to buy an extra hour each day, and they are willing to pay more than \$1,000 on average to buy an extra hour.

Office 365 Home Premium is designed to help people be more productive from virtually anywhere and find the flexibility to do the things they want at an attractive subscription price. Major survey findings include: -

- **96%** of the user families have either broadband or Wi-Fi coverage at home.
- On average, Hong Kong families that use PCs or mobile devices consist of 3.5 members and have **more than five devices at home** (including desktops, laptops, tablets and smartphones).
- Almost **40%** have three or more Internet-connected desktop (PC/Mac/laptop) devices, while **65%** have three or more mobile devices.
- On average, people in these families spend **2.8 hours** a day using Internet-connected PCs or Macs and 35% of that time on work or education.
- The **top five applications** used include: looking for information (56%); entertainment (40%); keeping in touch with friends/relatives/colleagues (31%); emailing (30%); and networking via social media (26%).
- **Around 60%** of these people consider it important to access and share information flexibly using different devices throughout the day.
- **More than 60%** of these people agree that technology can help them get more organized and thus save time.
- The **top two tasks** for which these people need an effective IT tool are: sending and receiving emails (65%), and organizing events with friends/family (49%).
- **More than 70%** of these people have family, friends and/or business connections abroad and will use web-based instant messaging and video conferencing tools to communicate with them.
- Skype is the **most-used** tool to stay connected and **one-third** of respondents use Skype for video or voice conversation with families, friends and business connections abroad.
- **More than 60%** of these people think they can manage their personal matters effectively and can find time to doing things they love, and **most of them** also agree that technology can help them get more organized and thus save time.
- These people feel they can **save around 1.5 hours a day** on average if they can become more organized in managing personal matters.
- Over half of those surveyed spend **less than \$500 per month** on subscriptions for informational services.
- **More than half of the respondents** also said they are willing to use money to buy an extra hour each day, and they are willing to pay **more than \$1,000** on average to buy an extra hour.

About Office 365 Home Premium

With Office 365 Home Premium, subscription is around HK\$2 per day, users can ensure that their software is always kept current with the latest features and services via streamed updates. Other Office 365 Home Premium benefits include:

- The latest and most complete set of Office applications: Word, Excel, PowerPoint, OneNote, Outlook, Publisher and Access.
- One license for the entire household to use Office on up to five devices, including Windows tablets, PCs or Macs, plus Office on Demand from any internet-connected PC**.
- An additional 20 GB of [SkyDrive](#) cloud storage, nearly three times the amount available with a free SkyDrive account.
- 60 free [Skype](#) world calling minutes per month to call mobile phones, landlines or PCs around the world***.
- Future upgrades, so you always use the latest time-saving technology.

People can learn more about Office 365 Home Premium or try it free for 30 days at <http://www.office.com>.

Simultaneously, Microsoft Hong Kong today released Office 365 University for college or university students, faculty and staff at a price of just HK\$620 for a four-year subscription. The company also released updated versions of the traditional Office suite: Office Home and Student 2013 at HK\$1,099, Office Home and Business 2013 at HK\$1,699, and Office Professional 2013 HK\$3,099.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About Hong Kong Broadband Network

Hong Kong Broadband Network Limited is a leading telecommunications service provider with most high-speed residential broadband subscriptions (100Mbps and above) in Hong Kong, offering a diversified portfolio of innovative products in broadband and Wi-Fi access, communication and entertainment to over 1.3 million subscribers. As the owner and operator of one of the biggest fibre optic networks in Hong Kong which passes over 2 million homes and 1,700 commercial buildings, HKBN provides premier telecommunications services to both business and residential markets. In May 2012, HKBN underwent a management buy-out and is now majority-owned by funds advised by CVC Capital Partners and 62 HKBN managers.

###

#Terms and conditions apply. For details, please visit apply.hkbn.net

*Microsoft Hong Kong commissioned the University of Hong Kong to survey more than 500 local families.

**App availability varies by operating system, device and language.

***Skype world minutes not available in all countries, while calls can only be made to select countries.



For more information, press only:

At Microsoft

Alice Li

Tel: (852) 2804 4130

Email: aliceli@microsoft.com

Wence Wong

Tel: (852) 2804 4320

Email: v-wewong@microsoft.com

At Waggener Edstrom Worldwide

Angel Yip

Tel: (852) 2907 8620

Email: ayip@waggeneredstrom.com

Frances Hui

Tel: (852) 2578 2102

Email: francesh@waggeneredstrom.com

At Hong Kong Broadband Network

Gladys Cheng

Tel: (852) 9728 9289

Email: media@hkbn.com.hk



與你成就更厲害未來

厲害組合 • 破格體驗

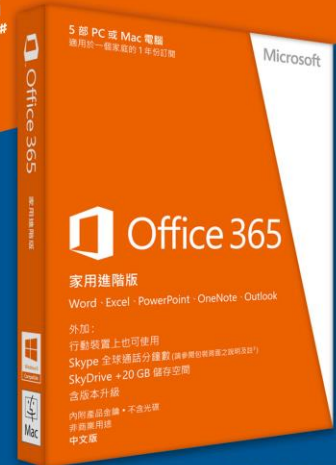
香港寬頻與 Microsoft Office 365 攜手帶來破格體驗，以極速光纖網絡及 HKBN Wi-Fi 作後盾，配合最新 Office 365 雲端辦公室平台，輕鬆隨心共享工作與生活。破格就是如此簡單。



立即登記/特選客戶請約指定 **極速王組合**
每月只需 \$168 起*，可享

- 100M 光纖寬頻 + 穩定速度保證
- HKBN Wi-Fi 流動寬頻 — 超過 7,000 個熱點
- 最新 Microsoft Office 365 家用進階版 (1 年版) 訂閱軟件*

*續約 24 個月
*有關 Office 365 詳情請瀏覽 www.Office.com/hk



(建議零售價 \$780)



登記熱線：3498 3498
登記網址：apply.hkbn.net

1. 優惠期至 2013 年 3 月 31 日止。2. 特選現有寬頻上網服務客戶及新寬頻上網服務客戶須另外符合以下之條款及細則，方可享用 Office 365 家用進階版的一年訂閱服務(「有關禮品」)。3. Office 365 家用進階版適用作業系統包括: Windows 7、Windows 8、Windows 2008 R2 搭配 .NET 3.5 以上版本 (PC); Mac OS X 10.6 以上版本 (Mac)。4. Office 365 家用進階版的一年訂閱服務，由客戶第一次於網上激活(Activate)產品開始起計。5. 不論任何原因如有關禮品王組合於合約期內截止，客戶須支付有關組合的剩餘月費或 \$90 (以較高者為準) 作為指定損害賠償。6. 100M/500M/1000M 寬頻上網本地上下行速度最高分別為 100Mbps/500Mbps/1000Mbps。海外網址並不包括在內。7. 香港地區及用戶寬頻安裝服務費或由用戶自付。8. 保證 100M 穩定速度：24 小時由用戶家中機房直接連接 HKIX2 不低於 80Mbps，否則將根據 100M「穩定速度保證」之條款及細則，按契約日數之比例提供服務月費「賠償等項」。詳情請瀏覽 hkbn.net/tncr/SSO.html。9. 優惠及組合服務受條款及細則約束，詳情請參閱有關登記表格，亦可向銷售人員查詢。
適用於現有寬頻上網服務客戶：1. 此優惠只適用於特選現有寬頻上網服務住宅客戶，並須於優惠期內處的合約期為 24 個月之指定 100M 極速王組合(包括 100M 寬頻上網 + HKBN Wi-Fi；月費 \$168) 或指定 500M 極速王組合(包括 500M 寬頻上網 + HKBN Wi-Fi；月費 \$268，豁免合約期內第 13 個月月費)，方可享用有關禮品。2. 若現時客戶於同一帳戶內已有兩份寬頻上網服務合約，則不可登記此優惠計劃。3. 特選以外的寬頻上網服務住宅客戶：尚有其他 Microsoft Office 365 組合的計劃可供選擇，惟須視乎客戶現有服務狀況同時預約或額外登記好禮品組合。4. 贈送計劃適用於現有寬頻服務計劃合約的完結後方可生效，惟有關禮品則可於客戶登記計劃後 4 星期內領取。
適用於新寬頻上網服務客戶：1. 此優惠組合只適用於指定住宅地區及安裝服務之地址於登記前 120 日內未曾使用香港寬頻之寬頻上網服務。客戶必須於優惠期內登記及成功安裝合約期為 24 個月之指定 100M 極速王組合(包括 100M 寬頻上網 + HKBN Wi-Fi；月費 \$168) 或指定 500M 極速王組合(包括 500M 寬頻上網 + HKBN Wi-Fi；月費 \$268) 或指定 1000M 極速王組合(包括 1000M 寬頻上網 + HKBN Wi-Fi；月費 \$368，豁免合約期內第 13 個月月費)，並須繳 \$400 服務月費(有關服務將於合約正式生效後首月開始向新客戶)方可享用有關禮品。2. 兩個組合同時及一次購本安裝費，不論任何原因均適合於合約期內截止。3. 香港寬頻有權收取每個組合基本安裝費 \$480。3. 客戶將於有關服務王組合生效後 4-8 個星期內收取禮品等項以換取有關禮品。
*建議零售價 \$780