

*For immediate release*

**Hong Kong Broadband Network Advocates Customer Rights Protection  
by Pioneering a 14-day Cooling-off Period  
for New Customers Entering into Fixed Telecommunications Network Service Contracts**

(Hong Kong, 25 March 2013) Leading broadband service provider Hong Kong Broadband Network Limited (“HKBN”) today announces the launch of a 14-day cooling-off period to new customers, which makes it the first telecom service provider in Hong Kong to raise customer rights safeguard to a new level. New customers signed up for residential fixed telecommunications network service contracts are protected by a 14-day cooling off period\*, which allows them to change their mind without incurring any penalty.

Stipulated by the Office of the Communications Authority and telecom service providers, the *<Code of Practice for Telecommunications Service Contracts>* currently protects consumers by giving a 7-day cooling off period for contracts concluded during unsolicited visits, when customers may cancel the contracts without incurring any payment liability or other obligation. For contracts concluded through other sales channels, no cooling-off period is applicable. With a view to offering enhanced customer rights protection, HKBN, though does not carry out unsolicited sales visits, now initiates a 14-day cooling-off period covering residential fixed telecommunications network service contracts signed by new customers via all sales channels (except those which have completed service installation and activation, or have redeemed or collected related devices or gifts).

“To live our core purpose as to ‘make our Hong Kong a better place to live’, we have built an extensive and world-class fiber network, providing high-speed broadband service (100Mbps and above) to 650,000 subscriptions in residential market, and contributing to Hong Kong’s pride in topping global internet connection speed. We attach importance to trustworthiness, and the 14-day cooling-off period is our commitment to quality service. We are dedicated to being the choice telecom service provider to Hong Kong,” said William Yeung, CEO of HKBN.

“We take initiative to go beyond regulatory requirements and to exceed customer expectations. We wish to inspire other players in the market to do the same and to take trustworthiness and corporate social responsibilities to heart,” continued Yeung.

\*New customer is entitled to a 14-day cooling-off period commencing from the date following the residential fixed telecommunications network service registration (including Broadband, Home Telephone and bbTV services). Subscriber may cancel the service registered within the cooling-off period without any charges by calling us at 128100. The cooling-off period will cease to apply upon the occurrence of any of the following: (i) the fixed telecommunications network service has been installed; or (ii) the customer has collected any device or gift.

- End -

**About Hong Kong Broadband Network Limited**

Hong Kong Broadband Network Limited is a leading telecommunications service provider with most residential high-speed 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 fiber optic networks in Hong Kong which passes over 2 million homes and 1,800 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.

**Issued by Hong Kong Broadband Network Ltd**

For media enquiry, please contact:  
Gladys Cheng  
Corporate Communications Department  
Tel: +852 9728 9289  
Fax: +852 3999 7349  
Email: [media@hkbn.com.hk](mailto:media@hkbn.com.hk)