

For Immediate Release

## HKBN FY2013 Results: Growth, Growth and more Growth

## Free-to-Go Revolution: Symmetric 100Mbps & Wi-Fi at \$188 (US\$25) per Month

(Hong Kong, 4 December 2013) Hong Kong Broadband Network Limited ("HKBN") today announced strong financial and business performance for the year ended 31 August 2013, which sets the foundation for the company's future growth. Furthermore, HKBN revolutionizes the industry with the launch of Free-to-Go broadband & Wi-Fi plan at only HK\$188/month\*, breaking the shackles of traditional 24-month contracts which has become the industry norm in Hong Kong.

HKBN has continued its strong financial and business performance since the management buy-out in May 2012 led by CVC Capital Partners and HKBN executives. Key figures of financial year 2013 include:

- EBITDA up 9.6% to HK\$711 million
- Operating Cash Flow (EBITDA minus CAPEX) up 34.6% to HK\$393 million
- New Contract Average Revenue Per Household (ARPH) increased 6.8% year on year to HK\$181
- Residential Broadband Subscription Market Share increased to 32.7%
- Consistently low Residential Broadband Average Monthly Churn Rate of below 1%

"We are proud that HKBN again recorded a strong growth momentum in both residential and enterprise businesses," said William Yeung, CEO & Co-Owner of HKBN. "HKBN continued to be the leader in residential high-speed broadband (100 Mbps & above) market, and we out-performed the broadband market by adding 34,000 subscriptions to our base, amid a contraction of 39,000 subscriptions in the total residential market in Hong Kong."

Enterprise business continued to show great progress with double-digit growth and strong synergy with broadband and Wi-Fi offerings in business market.

From 5 Dec 2013 to 31 Jan 2014, HKBN will offer a revolutionary new Free-To-Go-Anytime, symmetrical 100M broadband & Wi-Fi plan at only HK\$188 monthly\*. The plan comes with a 24-month price-cap guarantee, and if a subscriber wishes to terminate the plan, only a one-day prior notice is required. An installation fee of HK\$380 applies to new subscribers.

"HKBN is proud to break the market norm and give Hong Kong people the choice we deserve. HKBN believes that fair pricing, world-leading internet connection speed, longer cooling-off periods, and now, flexibility in the hands of customers, define the standard of good broadband service. Our customer stickiness will be based on customer experience rather the contractual barriers to exit. **This is the way broadband should be**!" William Yeung said.

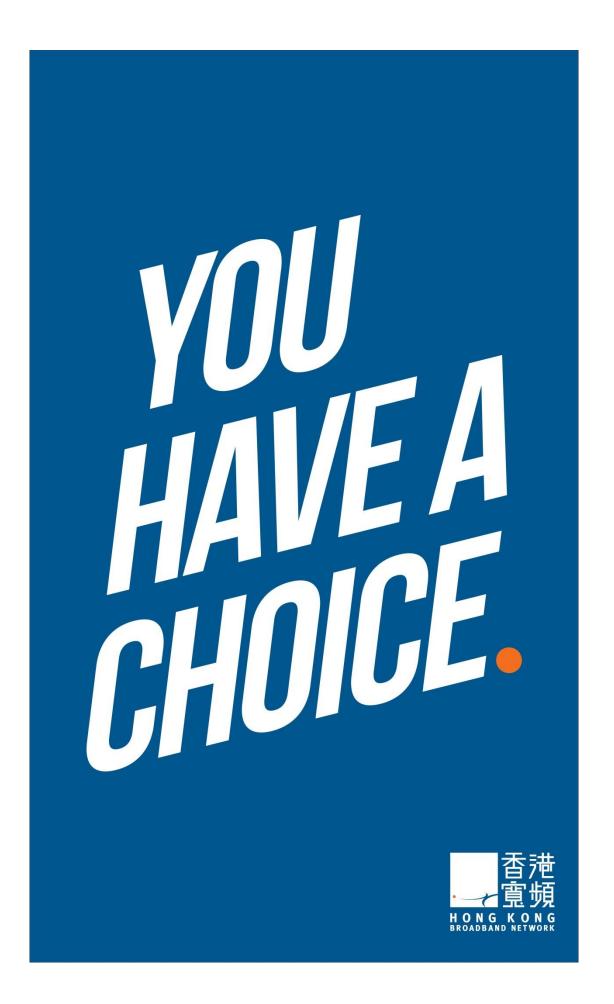
\* Terms and conditions apply. Please refer to the relevant registration form, or ask our staff for details.

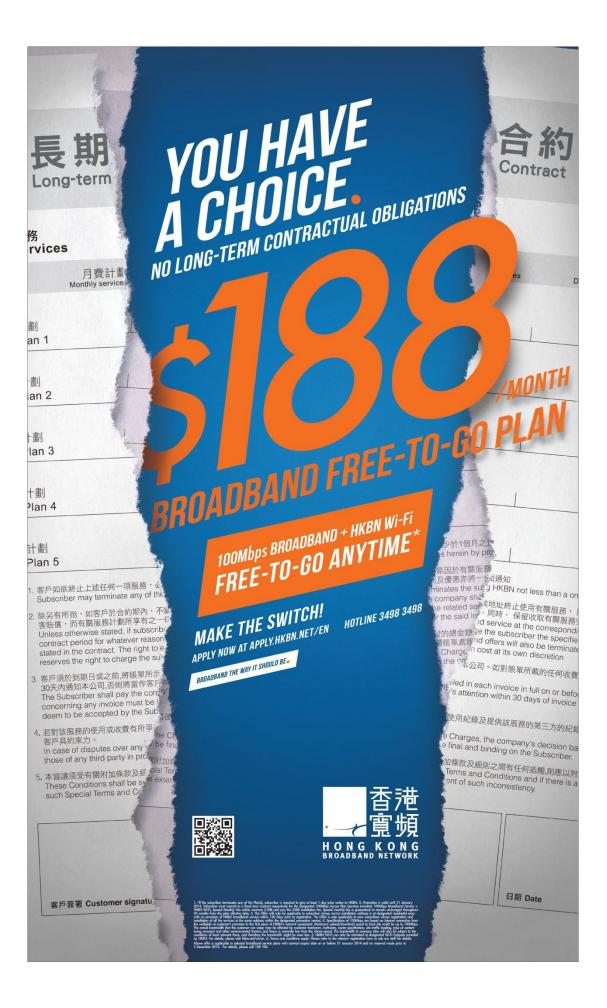


HKBN revolutionizes the industry by breaking the shackles of traditional 24-month contracts which is the industry norm in Hong Kong



William Yeung, Chief Executive Officer & Co-Owner of HKBN and Selina Chong, Chief Marketing Officer & Co-Owner of HKBN, announce the launch of Free-to-Go broadband & Wi-Fi plan at only HK\$188/month





## About Hong Kong Broadband Network Limited

Hong Kong Broadband Network Limited ("HKBN") is the leading provider of residential symmetric 100 Mbps and above broadband services in Hong Kong with a core purpose as to "Make our Hong Kong a Better Place to Live". HKBN offers a diversified portfolio of innovative residential, enterprise and carrier services in broadband and Wi-Fi access, communication and entertainment to 1.4 million subscribers.

HKBN takes great pride in developing its 2,500-strong Talent force into a competitive advantage. In May 2012, the company underwent a management buy-out and is now majority-owned by funds advised by CVC Capital Partners and 79 HKBN managers.

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## Issued by Hong Kong Broadband Network Ltd

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