



For Immediate Release

HKBN Launches First-in-Market 4-Device Unlimited Wi-Fi Monthly Plan at HK\$28 Unlimited Wi-Fi Access for 1 Mobile Device at only HK\$18

(Hong Kong, 15 January 2014) Hong Kong Broadband Network Limited (“HKBN”) today announced another innovative move to offer ultimate convenience to Wi-Fi users on the go. For the first time, Hong Kong people can enjoy access to high-quality outdoor Wi-Fi service for up to four devices concurrently under one single Wi-Fi login. At merely HK\$28 per month, a fraction of the tariffs of other Wi-Fi stand-alone plans in the market which limit service to only one device, HKBN Wi-Fi plan supports unlimited, concurrent Wi-Fi access for up to four mobile phones, tablets or laptops. For users who choose to have Wi-Fi connection for only one device at a time, the monthly subscription fee goes as low as HK\$18.

“These attractive and high-value Wi-Fi plans are to support the exponential growth of mobile data usage in our everyday life,” said Selina Chong, Chief Marketing Officer of HKBN.

“Wi-Fi should be everywhere, superfast and available at low cost,” continued Chong. “Our unlimited high-speed Wi-Fi supporting a broad range of devices is a perfect solution to ensure uninterrupted connectivity, especially in the face of a rising demand and a higher price tag of mobile data service.”

Combining the strength of HKBN’s fiber network backbone and Y5ZONE’s technological expertise in Wi-Fi deployment, HKBN Wi-Fi network is under rapid development with over 11,000 strategically located hotspots throughout Hong Kong, which include shopping malls, restaurants, cafes, department stores, leisure places and universities. Popular hotspots cover most outlets of Starbucks, McDonald’s, McCafé, Yoshinoya, AEON stores, 759 Stores, DSC, Maxim’s Chinese Cuisine, UA Cinemas, Super Star Group restaurants, D-mop stores and Café De Coral, as well as The ONE, ifc, New Town Plaza, sky100, Tai Po Mega Mall and some Vitasoy vending machines. Going forward, HKBN remains committed to its pledge of building a world-class Wi-Fi network, and bringing best-of-class Wi-Fi experience for customers at home or on the move, as well as for enterprises and retail businesses large or small.

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.

For further details, please visit www.hkbn.net.

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Issued by Hong Kong Broadband Network Ltd

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