

*For Immediate Release*

## **HKBN Raises Industry Standard and Customer Rights to a Higher Level Pioneers Dual 14-Day Cooling-off Period for Enterprises & Residential Customers**

(Hong Kong, 24 February 2014) Further to the launch of a revolutionary 14-day cooling-off period after service registration last year, today Hong Kong Broadband Network Limited (“HKBN”) announced another ground-breaking move to honor further consumer rights to its customers - a 14-day cooling-off period after service installation. From today onwards, new subscribers who have registered to selected long-term business broadband service plans or designated residential long-term fixed line service plans can enjoy the right of cancelling their plans within 14 days after service registration, as well as within 14 days after installation is completed. For the terms and conditions of cooling-off periods after registration and installation, please refer to HKBN website\*.

Dual 14-day cooling-off period is not a government or regulatory requirement. Unbound by the market norm, HKBN takes initiatives to offer dual cooling-off period. This move is based on HKBN’s conviction that telecom services should put consumers’ rights and benefits at the forefront, and choices should be presented to consumers for their free selection.

William Yeung, CEO of HKBN said, “The pioneering of the unprecedented dual 14-day cooling-off periods is another step forward to honor our commitment to quality service. It is also driven by our sheer confidence in our service excellence. With our ultrafast and reliable broadband network, we are confident that HKBN will always be the preferred choice of both enterprises and residential customers.

Subsequent to the launch of non-contract binding Free-to-Go Anytime plan last December, dual cooling-off period is another initiative of HKBN to put choice and flexibility in the hand of customers.

“We are steadfast in living HKBN’s core purpose - Make our Hong Kong a Better Place to Live. We don’t just talk about it. We act upon it. We give leading telecom services, reasonable pricing, comprehensive support and full respect for customers’ rights, so that our customers have a better life at work and after work. It is the way broadband should be,” William Yeung added.

\* For the terms and conditions of cooling-off period after registration and installation, please refer to HKBN website <http://www.hkbn.net/new/en/14-day.shtml>



Our dual commitment to service excellence

	<b>HKBN</b>	Other local broadband service providers
<b>14-day</b> cooling-off period after contract signing	✓	?
<b>14-day</b> cooling-off period after installation	✓	?

All new residential and enterprise customers can benefit from a double cooling-off period!

**BROADBAND THE WAY IT SHOULD BE.** [www.hkbn.net/en](http://www.hkbn.net/en)

Terms and Conditions of Cooling-off Period after Registration of Residential Fixed Telecommunication Network Services: Subscriber may cancel the service (after registration) within the cooling-off period. Terms and Conditions of Cooling-off Period after Installation of Residential Fixed Telecommunication Network Services: Subscriber may cancel the service (after registration) within the cooling-off period commencing from the date following the installation date of designated service point of Residential Fixed Telecommunication Network Services. Subscriber may cancel the service (after registration) within the cooling-off period and shall pay the following amount: (i) a pro-rata fee according to the number of days of the service (please refer to charge of any relevant service based on actual usage before termination); and (ii) \$200 for each plan (subscriber being installation charge extra).  
Terms and Conditions of Cooling-off Period after Registration of Business Broadband/Business Line Services: Subscriber is entitled to a 14-day cooling-off period commencing from the date following the registration of the selected business Broadband/Business Line Service plan. Subscriber may cancel the service (after registration) within the cooling-off period and shall pay the charges for the set up and/or provision of the Business Broadband/Business Line Service. Terms and Conditions of Cooling-off Period after Installation of Business Broadband/Business Line Services: Subscriber is entitled to a 14-day cooling-off period commencing from the date following the installation date of the selected business Broadband/Business Line Service plan. Subscriber may cancel the service (after registration) within the cooling-off period and shall pay the following amount: (i) a pro-rata fee according to the number of days of the service (please refer to charge of any relevant service based on actual usage before termination); (ii) \$200 for each plan of the Business Broadband/Business Line Service; and (iii) \$175 for each line of the Business Line Service (subscriber being installation charge extra) and (iv) all fees and charges for the set up and/or provision of the Business Broadband/Business Line Service.



## **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 78 HKBN managers.

For further details, please visit [www.hkbn.net](http://www.hkbn.net).

## **Issued by Hong Kong Broadband Network Ltd**

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