



For Immediate Release

HKBN's Fibre Network Extended to City One Shatin

Innovative Marketing Campaigns Target City One Shatin, Taikoo Shing and Tsuen Wan

(Hong Kong, 23 May 2014) Hong Kong Broadband Network Limited ("HKBN") announced that its network will soon be extended to cover City One Shatin. In the last 14 years, HKBN has invested over HK\$4 billion to build its own fibre-optic network and was the first internet service provider in Hong Kong to provide 1,000M Fibre-To-The-Home residential broadband service. Today, HKBN has become the leading service provider in high-speed broadband residential market (100Mbps and above), and it is further expanding its network coverage to different areas in Hong Kong. Starting from this June, HKBN broadband service will be extended to City One Shatin, the largest private estate in Shatin. Fiber-optic installation in all the 52 residential buildings in City One Shatin will be carried out next month and completed by end of July.

"HKBN is here to provide top-class internet service, giving residents here a better value choice," Selina Chong, Chief Marketing Officer and Co-Owner of HKBN said.

As an innovative brand which keeps on breaking market norms and delighting customers, HKBN introduces specially designed cartoon characters - *HKBN Family* - to be the company's ambassadors in a wave of strong marketing campaigns. There are four *HKBN Family* members: mother, father, son and grandma – called "Mada", "Fada", "Baada" and "Paul Paul" respectively to reflect the Cantonese pronunciations of the family roles. The adorable family members are the newly arrived neighbors, and create heart-warming feelings and emotional bond with residents in the neighborhoods.

Selina Chong said, "*HKBN Family* represents modern families in Hong Kong. Each family member has high expectations for their home broadband, telephone and entertainment services. The comprehensive service provided by HKBN can best meet each family member's needs, regardless of their gender and age. By executing these campaigns, we are stepping out to engage the community and become part of it. Typically, telecommunication companies rely on one-dimensional communication with customers. HKBN is different. We break the norm by reaching out to hear what the community has to say. That's broadband the way it should be."

In addition to City One Shatin, HKBN's marketing campaigns will also cover Taikoo Shing, Tsuen Wan, and other areas in Hong Kong. Four members of the *HKBN family*, together with their beloved family pet, Boris the hamster, can be seen extensively on large-scale outdoor advertisement billboards at the Eastern Corridor and entrance of Eastern Harbor Crossing, MTR stations, bus shelters, bus bodies and interiors, as well as in out-of-the-box direct mailers. Full-sized mascots will also visit the neighborhoods and bring joy to residents there.

Details of HKBN's privileged offers can be found at HKBN website at apply.hkbn.net.



HKBN Family announces HKBN fiber network is extending to City One Shatin.

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 details of HKBN, please visit www.hkbn.net

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