

Immediate release

HKBN Wins Marketing Excellence Awards - Gold Award for Excellence in Location-Based Marketing ***HKBN Family* Brings the Joys of Broadband to Families across Hong Kong**

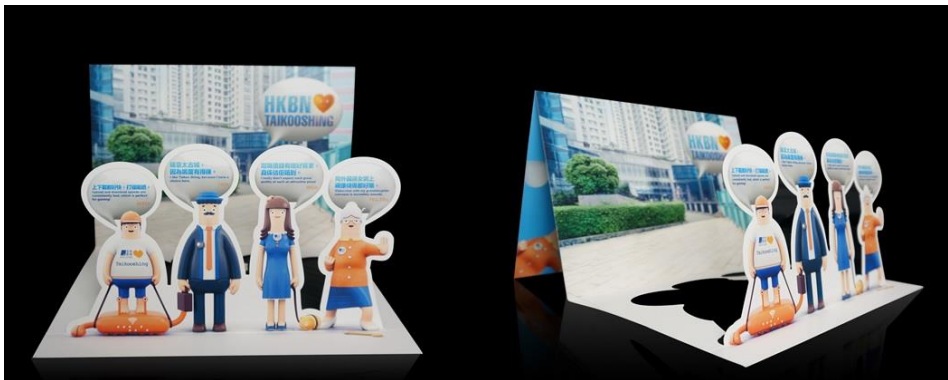
(Hong Kong, 19 November 2014) Hong Kong Broadband Network Limited (“HKBN”) announced it has received the Marketing Excellence Awards 2014 - Gold Award for Excellence in Location-Based Marketing organized by *Marketing Magazine*. The award recognizes the success of HKBN’s location-based marketing strategy which witnessed the real-life exploits of its whimsical cartoon ambassadors, the *HKBN Family*, as they dropped in on various neighborhoods and attracted amusement from local residents.

As a brand focused on innovation, HKBN believes that broadband Internet, like members in a family, has become an essential part of everyone’s daily life. First introduced in May 2014, the specially designed *HKBN Family* successfully connected with residents across different districts through a highly strategic marketing campaign. Noteworthy approaches of this campaign featured: 1) highly-localized media placement; 2) location-based marketing imagery of HKBN Family members photographed at familiar and iconic landmarks centrally placed in areas like key transportation hubs, parks and community centers; and 3) numerous *HKBN Family* on-the-ground activities. These lively activities encompassed many parts of Hong Kong, including Taikoo Shing, Sha Tin, Mei Foo, Tsuen Wan and even the outlying island, Discovery Bay. Consistently throughout, public reactions have been extremely positive as many residents, young and old, became charmed by HKBN and its brand image.

HKBN Family comprises four family members. They are mother, father, son and grandma, affectionately named “Mada”, “Fada”, “Baada” and “Paul Paul” respectively to reflect the Cantonese pronunciations of each member’s role in the family. What’s more, individually they embody how HKBN fulfills the different demographic needs and preferences required by a typical Hong Kong family when using broadband service. Executing a clear and outstanding promotional strategy, HKBN is well deserving of the Location-Based Marketing Award.

“We are very pleased to receive this award. It further acknowledges the effectiveness of our marketing strategy, which is always aligned with the point of view of our customers, ensuring that what we do caters to their needs for broadband service. Looking forward, we’ll stay a step ahead of both the market and customers by bringing a portfolio of top-value broadband services along with notable promotion strategies,” said Selina Chong, Chief Marketing Officer and Co-Owner of HKBN.

HKBN Family visits Hong Kong's neighborhoods as ambassadors to deliver highly strategic and customized messages about HKBN broadband services.



Refreshingly designed marketing collaterals highlight the playful spirit of HKBN Family.



Chief Marketing Officer and Co-Owner Selina Chong accepts the award with the HKBN team



HKBN recognized with a Gold Award for Excellence in Location-based Marketing.

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 to “Make Our Hong Kong a Better Place to Live”. HKBN offers an array of world-class enterprise solutions, carrier services, as well as a diversified portfolio of innovative residential broadband and Wi-Fi access, communication and entertainment services 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 87 HKBN managers. For details of HKBN, please visit www.hkbn.net/en.

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