

For immediate release

HKBN Launches All-new Mobile Services Transcending Status Quo to Free Customers from Contract Restraints

(13 September 2016 – Hong Kong) Hong Kong Broadband Network Limited (“HKBN”) announced today the launch of its all-new HKBN mobile services, bringing a superior high value choice to Hong Kong’s mobile communications market, with prices to start from \$88 for basic monthly plans, and further discounts when bundled with its fixed line services.

Disrupting industry norms

Continuing with its penchant to shakeup industry norms, HKBN introduces unprecedented quad-play free-to-go bundle plans, enabling customers to flexibly enjoy mobile services, fibre broadband, OTT entertainment and home telephone for as low as \$248/month, all without signing a fixed term contract.

HKBN CEO and Co-Owner William Yeung said, “HKBN’s goal is crystal clear. We have achieved our 100,000 residential subscriber target for the Financial Year ended 31 Aug 2016, and have now shifted from growing our subscriber base to focus on growth of our revenue market share. We will leverage an integrated quad price with unprecedented household savings and service convenience to disrupt the legacy broadband, fixed-voice, content and mobile standalone segments.”

A selection of top-value superior quality service plans

HKBN’s all-new mobile services plans are designed to accommodate all users and their wide-ranging demand for data and communication. Basic monthly plans range in price from \$88 up to \$446. By choosing any quad-play service bundle, customers can enjoy a further tariff discount of about 30%, and a waiver of the \$18 monthly administrative fee ordinarily charged by other mobile operators. For customers who port-over their existing mobile number to HKBN and opt for the \$108 3GB data plan, a 2GB data bonus will be offered free of charge (for a total of 5GB). For details, please contact HKBN sales personnel or visit apply.hkbn.net/en.

HKBN Mobile Services Plans¹

	S	M	L	XL	∞
Monthly fee ²	\$88	\$108	\$198	\$248	\$446
Local data network	<384kbps	<21Mbps	4G	4G	4G
Local data usage	Unlimited ³	3GB + 2GB (extra data for mobile number port-in)	3GB	6GB	Unlimited ³
Local voice (mins)	2,000	3,000	3,700	Unlimited	Unlimited
Wi-Fi	Over 11,000 hotspots across Hong Kong				
Free value-added services	Voice mail, call waiting, caller number display, call forwarding and conference call				
Paid value-added services	Roaming data day plan lite and IDD 0030				

¹ Terms and conditions applied. Please visit www.hkbn.net/en/mobileservices for details.

² Customer must commit to a 24-month contract with credit card payment. Admin fee of \$18 per month will be levied throughout the contract period.

³ Unlimited data usage is subject to Fair Usage Policy. Please visit www.hkbn.net/tnc/en/mobile/FUP for details.

An example of HKBN quad-play bundle plans⁴

(Please contact HKBN sales personnel for more choices)

Services plan	Quad-play free-to-go bundle plan
Contract period	None
Monthly fee	\$248 up
1) Broadband & Wi-Fi	100Mbps (installation fee waived) Unlimited HKBN Wi-Fi (Over 11,000 hotspots across Hong Kong)
2) Mobile services	Local data usage 3GB + 2GB (extra data for mobile number port-in) 3,000 mins local voice Network: up to 21Mbps \$18 monthly administration fee waived 5 free value-added services: voice mail, call waiting, caller number display, call forwarding and conference call
3) Home Tel & IDD	Home telephone services 30 mins free IDD 0030 international calling to designated countries
4) myTV SUPER	Over 30 linear channels and over 19,000 hours of TVB self-produced and acquired programmes, plus mobile app

⁴ Terms and conditions applied. Please visit www.hkbn.net/tnc/en/mobile/quad-play-plan for details