

*For immediate release*

## **From Intern to Digital Transformation Leader: HKBN Proudly Appoints Samuel Hui as Chief Transformation Officer**

(Hong Kong – 19 February 2020) HKBN Group ("HKBN" or the "Group") is proud to announce that it has appointed Samuel Hui in a newly created role of Chief Transformation Officer ("CTO"), responsible for driving the Group's digital transformation, enhancing overall customer experiences and helping enterprise partners transform digitally.

Looking to leverage technology, data analytics and most importantly, Talent ingenuity to create seamless digital experiences tailored around consumers, this appointment facilitates HKBN and its 6,000+ Talent-force to transform as a Group and deliver exceptional – and constantly evolving – customer experiences for great business results.

### **Transforming HKBN with fresh leadership vision**

Samuel's appointment as CTO follows HKBN's recent high-profile appointments of Sam Tan as Chief Innovation Officer ("CIO"), and CY Chan as Chief Talent & Purpose Officer ("CT&PO"). By design, these three newly created roles embody HKBN's commitment to unleash 180-degree change, enhancing all aspects of its business starting from Talent thinking, innovation, purpose, and Co-Ownership to automation, digitalisation, customer engagement strategies and new agile ways of working together. The Transformation office will preside over three Centers of Excellences – namely Digital, Big Data & AI, and IoT – working with key strategic partners and HKBN itself to architect and deliver impactful customer experiences and business transformations.

### **From intern to CTO**

Samuel's HKBN journey is an extraordinary one that began in 2008, when he joined as a summer intern. After earning dual Bachelor Degrees in Mechanical Engineering from Dartmouth College in the United States, Samuel further matured by joining leading New York-based management consulting firm, Oliver Wyman, advising senior executives on transformation strategies.

In 2016, Samuel was headhunted by HKBN to relocate back to Kwai Chung, Hong Kong and make a difference for our home. Despite being hired without a specific role, on his first day at work, Samuel was given the task of helping start HKBN Mobile Services. His team launched the new product in just four short months and grew the business to over 200,000 subscribers in its first year. Through this accomplishment, HKBN evolved into a 'quad-play' business, offering unprecedented value across broadband, telephone, OTT and mobile service. Shortly after, Samuel created a new digital customer referral programme for HKBN. Following this success, he was promoted to lead a team of digital specialists overseeing the Group's multichannel customer experience, as well as digital engagement and CRM strategy across both B2C and B2B customers.

HKBN Co-Owner and Group CEO NiQ Lai said, "This appointment, together with our new CIO and new CT&PO, means we now have 2x Sams + a CY to ensure our transformation happens. At HKBN, we eat what we cook before we sell it, i.e. transform ourselves first before we help our partners do so for theirs."

HKBN Co-Owner and CTO Samuel Hui added, "Transformation starts with Talents, rather than with

technology. My role will be to drive a quantum improvement rather than incremental gains to the business, to augment our Talents rather than to replace them, and to upgrade them from riding a horse to driving a Maserati.”



Photo caption: From an intern in 2008 to the company’s youngest CXO in 2020, Samuel is set for the next big step to drive HKBN Group’s digital transformation.



Photo caption: Speaking at the world’s biggest “cloud carnival” at Dreamforce 2019, Samuel (right) shared HKBN’s digital transformation journey, highlighting how Talent, not technology, is the most important factor for transformation success.

- End -