

For immediate release

HKBN Launches Shoppy Online Platform for Electronics Products 6-Day Phenomenal Offers Include HK\$2,000 Discount for Designated iPhone 14 Series Models

(Hong Kong – 23 March 2023) Hong Kong Broadband Network Limited ("HKBN") announced today the launch of its **electronics shopping website Shoppy** (<https://shoppy.hkbn.net?lang=en>) featuring the latest selection of technology and lifestyle products, with an aim to become **the most powerful electronics products hub in Hong Kong**. To celebrate its debut, Shoppy will launch a **6-day** campaign starting 27 March 2023 with **themed super deals on popular technology and lifestyle products every day**, including HK\$2,000 discounts for designated iPhones 14 series models*, special prices on TP-Link Wi-Fi 6E routers, Dyson products, and more – bringing customers happy e-shopping experience!

Shoppy = Shop Happy



Shoppy leverages HKBN's strong partnership network, and brings consumers the latest must-have electronics products, from smartphones to smart living, and gaming, audio-visual entertainment to home appliances, as well as food, beverages and lifestyle products. With dedicated product pages for technology brands like **Apple** and **Samsung**, customers can easily browse and buy what they need. With a meaning denoting "**Shop Happy**", Shoppy is the upgraded re-brand of HKBN's Jetso Zone and is open to general public who seek high quality electronics and lifestyle products.

HKBN Co-Owner & Chief Executive Officer – Residential Solutions Elinor Shiu said, "The launch of Shoppy provides customers electronics products with tremendous value, choices and convenience, as it further complements our Infinite-play strategy, and deepens engagement with the general public. Through HKBN, consumers can easily fulfil all their entertainment and lifestyle needs, like Internet and mobile service, audio-visual entertainment, cybersecurity, electronics, wellness, gourmet and much more – and they can shop online anytime, anywhere, opting to have goods delivered to the home, so as to meet the modern habits for easy and convenient shopping."

Daily Super Deals Kicks Off with HK2,000 Discount on Designated iPhone 14 Series Models*

From 27 March to 1 April 2023, Shoppy will offer six days of themed super deals available for grabs **at 12 noon daily!** The public can sign up in advance at <https://hkbn.net/myhkbn/en> now, while existing My HKBN users can log in to Shoppy with their account direct, to get ready to seamlessly grab special offers on Shoppy starting next Monday!



Online shopping platform for electronics products
Shoppify 6 consecutive days at 12:00 noon

- 27/3 Apple Day**: Save \$2,000. Designated iPhone 14 series models. From \$4,899 (From \$6,899)
- 28/3 Smart Home Day**: Wi-Fi 6E 60% off. TP-Link Archer AXE75 router. \$599 (From \$1,499)
- 29/3 Gaming Day**: Limited crossover items 44% off. ASUS ROG X EVA Gaming Gear Set. \$2,399 (From \$4,296)
- 30/3 Electronics Appliance Day**: Original Authorized Goods 37% off. Dyson Supersonic™ hair dryer HD08 (Iron/Fuchsia). \$2,299 (From \$3,680)
- 31/3 Healthy Living Day**: First-priority 50% off* Authorized Goods. 3M™ Shower Care SF100 + Replacement filter (2pcs/pack). \$368 (From \$736)
- 1/4 Eat, Drink and Be Merry Day**: Equivalent to half price. Hung Fook Tong Healthy Herbal Tea or Nourishing Deluxe Drinks e-Coupon (10pcs of e-Coupon per set). \$320/1 set (From \$640)

Promotional products available while stocks last (20 units of designated iPhone 14 series models; 10 units of TP-LINK Archer AXE75 router; 5 sets of ASUS ROG X EVA Gaming Gear Set; 50 units of Dyson Supersonic™ hair dryer HD08). The discounted price of the above products to valid from 12:00 noon of the promotion day until 11:59am on the following day. Photos are for reference only. Terms and conditions apply.

Shoppify Daily Super Deals (27 March to 1 April, 2023)* (All products are <i>authorised goods</i>)				
Date	Discount	Must-grab Products	Discounted Price	Daily Product Theme
27/3	【Save HK\$2,000】	Designated iPhone 14 Series Models	From HK\$4,899 (Value from HK\$6,899)	Apple day
28/3	【Wi-Fi 6E with 60% Off】	TP-Link Archer AXE75 Router	HK\$599 (Value HK\$1,499)	Smart home day
29/3	【Limited crossover items at almost half price】	ASUS ROG X EVA Gaming Gear Set	HK\$2,399 (Value HK\$4,296)	Gaming day
30/3	【37% off】	Dyson Supersonic™ Hair Dryer HD08 (Iron/Fuchsia)	HK\$2,299 (Value HK\$3,680)	Electronics appliances day
31/3	【First-priority 50% off】	3M™ - Shower Care SF100 + Replacement Filter (2pcs/pack)	HK\$368 (Value HK\$736)	Healthy living day
1/4	【Equivalent to half price】	Hung Fook Tong - Healthy Herbal Tea or Nourishing Deluxe Drinks e-Coupon Buy 1 set Get 1 set Free (10pcs per set)	HK\$320 (Value HK\$640)	Eat, drink and be merry day

The Discounted Price of “Must-grab Products” is effective from 12:00 noon of the day to 11:59 am of the next day. Terms and conditions apply.

*Availability of discounted products are limited in quantities and available while stocks last (Designated iPhone 14 series: 20; TP-Link Archer AXE75 router: 10; ASUS ROG X EVA limited edition gaming gear set: 5; and Dyson Supersonic™ hair dryer HD08: 50).