

HKBN Glossary of Terms

Learn to speak HKBNese as spoken by HKBNers

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In the past 20 years, we at HKBN have developed our own HKBNese language spoken by HKBNers. For new business partners, sometimes our language can be difficult to understand, which is why we have created this *HKBN Glossary of Terms*.

Get to know our unique culture better from our website: hkbn.net/aboutus/en

3Cs

abbr. /θri:si:s/

Co-ownership, Core purpose and Culture – HKBN's driving force.

3H1L

abbr. /θri:ɛɪfʊwɪn'ɛl/

3 Highs & 1 Low – Description of our consistent 3 new highs in revenue, EBITDA and subscription number, and 1 low in churn rate in recent years.

3 p.m.

n. [U] /θri: pi: ɛm/

The time when we leave the office for our once-per-month early-off Friday, living our "LIFE-work priority".



5Ps

abbr. /fɪvpi:s/

Prior Preparation Prevents Poor Performance.

awesome

adj. /'ɔ:s(ə)m/

Means really cool. Also means "approved" in context of management approval of requests.

blow water

phrase /bləʊ 'wɔ:tə/

Something we do prior to actually moving water with our execution. Related to "run the talk".



cool

adj. /ku:l/

Means mini awesome. Also means "approved" in context of management approval of requests.

Co-Owners

n. [C] /kəʊ'əʊnəz/

The majority of qualified supervisors and above HKBN Talents, who chose to invest their savings to acquire HKBN shares under Co-Ownership Plan II.

CPE

abbr. /si:pi:i/

Certified Professional Engineer – a cool-looking technical Talent of HKBN who brings our fibre broadband to our customers' homes and offices.



failed attempt

phrase /feɪld ə'tɛm(p)t/

A prerequisite to success and innovation.

HKBNer

n. [C] /ɛɪfkeɪbi:ənə/

A Talent of HKBN; someone who loves Hong Kong and is passionate about "making our Hong Kong a better place to live".



Hong Kong

n. [U] /hɒŋ 'kɒŋ/

Our home; our pride.

humbly arrogant

adj. /'hʌmbli 'arəg(ə)nt/

An important attribute of all HKBNers – to stand tall, to celebrate our successes while staying hungry and foolish with insatiable appetite for learning.

KA

abbr. /keɪtɪ/

Kick Ass – Getting things done efficiently in HKBN style.



KABT

abbr. /keɪtɪbi:ti/

Kick Ass Big Time – Enhanced Kick Ass.

kick & kiss

phrase /kɪk ənd kɪs/

Harsher penalties and bigger rewards. We do both to motivate great performance.

legacy xDSL over copper

phrase /'legəsi ɛksdi:ɛs'el 'əʊvə kɒpə/

Something that we don't do.

LIFE-work priority

phrase /laɪf wɜ:k pɹɪ'ɔ:ti/

The right priority for work-life balance – Personal health first, then family, then work.

LUCA

abbr. /ɛljʊ:si:ɛɪ/

At HKBN, we are always trying to "Find LUCA", a term we use to describe our competitive advantage.

make our Hong Kong a better place to live

phrase /meɪk əʊə hɒŋ 'kɒŋ ə 'betə pleɪs tə li:v/

This is why we are passionate about our work.

OTT

abbr. /əʊti:'ti:/

Over-The-Top – something that we embrace.

quaildom / quailhood

n. [U] /'kwɛɪldəm/ /'kwɛɪlhʊd/

The state of being a quail, a mid-sized game bird of the pheasant family, usually farm-raised and well known for its cowardice. This is the attitude that HKBNers despise.



quail & eagle

n. [C] /'kwɛɪl ənd 'i:g(ə)l/

Quail – A person who is being a quail.

Eagle – A bird that eats quails for snacks; HKBNer prefers to be an eagle rather than a quail.

reverse digital gap

phrase /rɪ'vɜ:s 'dɪdʒɪt(ə)l gæp/

The opposite of digital gap. In Hong Kong, the high density mass market can enjoy HKBN hi-speed fibre broadband services.

run the talk

phrase /rʌn ðə tɔ:k/

Execute what we talk about. The way that HKBNers do things.

symmetric

adj. /sə'metrik/

The only way we do broadband.

Talent

n. [C] /'tælənt/

HKBN does not have any staff... we only have Talents.

talk FLAT

phrase /tɔ:k flæt/

The way HKBNers talk to each other, regardless of our titles or seniority.

vike

v. /'vɪɪk/

Very like.

voool

adj. /'vu:l/

Very cool.

WOW

v. /waʊ/

To surprise & delight; deliver beyond customers' expectations.

n. [U] /waʊ/

The sound that comes out of our customers' mouths upon being surprised & delighted.

WOWification

n. [U] /,waʊɪfɪ'keɪʃ(ə)n/

The act of turning something normal into WOW.