

HKBN Glossary of Terms

Learn to speak HKBNese as spoken by HKBNers

Fourth Edition Autumn 2019

LIFE-work priority

humbly arrogant

Talent

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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:ɛtʃwʌn '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.

9 a.m. – 5 p.m.
n. [U] /naɪn ɛɪm tu: faɪv pi:em/
Without lowering pay, we work a shortened office workday from 9 a.m. – 5 p.m., instead of 9 a.m. – 6 p.m.

12:30 p.m.
n. [U] /twelv 'θɜ:ti pi:em/
The time we leave the office for our monthly half-day off Friday, living our 'LIFE-work priority'.



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".



change or die
phrase /tʃeɪndʒ ɔ: daɪ/
Stagnation means death. It's why we never rest on our laurels.

cool
adj. /ku:l/
Means mini awesome. Also means "approved" in context of management approval of requests.

Co-Owners
n. [C] /kəʊ 'əʊnəz/
Talents who have chosen to be more than just employees by investing their family savings to acquire HKBN shares under our Co-Ownership Plans.



CPE / FSE
n. [C] /si:pi:i/ /fesi:/
Certified Professional Engineer/Field Service Engineer. Rain or shine, our rock-solid technical experts bring HKBN's services to customers across Hong Kong.



CSI
abbr. /si:esɪ/
Short for Corporate Social Investment. We avoid donation-only philanthropy and say an absolute yes to investments / collaborations that create long-term, sustainable good for our local communities.

equal medical protection
phrase /'i:kwəl 'medɪkl prə 'tektʃn/
At HKBN, health trumps seniority! All our Talents, regardless of title or rank, enjoy the same level of medical insurance protection.

failed attempt
phrase /feɪld ə 'tɛm(p)t/
A prerequisite to success and innovation.

HKBNer
n. [C] /ɛɪtʃkeɪbi: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. /keɪɪ/
Kick Ass – Getting things done efficiently in HKBN style.



KABT
abbr. /keɪɪbi: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.

LIFE-work priority
phrase /laɪf wɜ:k praɪ 'ɔ:rəti/
The right priority for work-life balance – Personal health first, then family, then work.

LUCA
abbr. /ɛljʊ:si:ɛɪ/
Legal Unfair Competitive Advantage. At HKBN, we are always trying to "Find LUCA".

make our home a better place to live
phrase /meɪk əʊə hæʊm ə 'betə ples tə li:v/
This is why we are passionate about our work.

multi-play
n. [U] /mʌlti pleɪ/
HKBN customers enjoy exceptional value-for-money through multi-play plans that combine broadband, mobile, OTT entertainment, home telephone services and more, on a single integrated bill.

OTT
abbr. /əʊti: 'ti:/
Over-The-Top – something that we embrace.

pain / GAIN
n. [U] /peɪn geɪn/
No pain no gain! When Talents have an out-of-the-box idea, we invite them to back its execution by investing part of their salary. Once KPIs are achieved, Talents are handsomely rewarded! If it fails, their investment goes to charity.

purposeful profits
phrase /'pɜ:pəs.fəl 'prɒfɪts/
At HKBN, profit is not the only endgame. By doing the right thing and pursuing purpose, we work passionately to deliver amazing innovation, excellent service and great profits!



quaildom / quailhood
n. [U] /'kwæɪldəm/ /'kwæɪlhʊd/
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] /kwæɪl 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.

run the talk
phrase /rʌn ðə tɔ:k/
Execute what we talk about. The way that HKBNers do things.

skin in the game
phrase /'skɪn ɪn ðə geɪm/
The best way to ensure a bridge is properly built is to get the builders to live underneath with their families! We put money where our mouth is by investing in HKBN.

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.

total rewards
n. [C] /'təʊtl rɪ'wɔ:dz/
Money isn't everything! Our Talents are incentivised through appealing total rewards that include LIFE-work priority, life-long career development, Co-Ownership, performance-based remuneration, and opportunities to make a difference to Hong Kong.

triversity
n. [U] /traɪ 'vɜ:səti/
We are Hong Kong's only telecom carrier with a triple-reliable HKBN x NWT x WTT network infrastructure, offering unprecedented network diversity.

vike
v. /'vaɪk/
Very like.

voool
adj. /'vu:l/
Very cool.

WOW
v. /wəʊ/
To surprise and delight; deliver beyond customer expectations.
n. [U] /wəʊ/
The sound that comes out of our customers' mouths upon being surprised and delighted.

