

HKBN Glossary of Terms

Learn to speak HKBNese as spoken by HKBNers

Fourth Edition Autumn 2019

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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:eɪt [wʌn ˈɛl/

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.

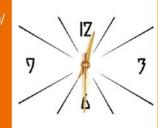
n. [U] /naɪn eɪm tu: fazv pi:em/

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 'θ3:ti pi:em/ The time we leave the

office for our monthly half-day off Friday, living



awesome

adj. / 'o:s(ə)m/

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

blow water phrase /blag 'wo:ta/

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



change or die phrase /tseind3 o: dni/

Stagnation means death. It's why we never rest on our laurels.

Means mini awesome.

Also means "approved" in

context of management

approval of requests.

cool

adj. /ku:l/

Co-Owners n. [C] /kəʊˈəʊnəz/

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:/ /ɛfɛsi:/

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:ɛsaɪ/

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

prə 'tek sn/

seniority! All our Talents, regardless of title or rank, enjoy the same level of medical insurance protection.

failed attempt

phrase /feɪld ə tem(p)t/

A prerequisite to success and innovation.

HKBNer

n. [C] /eɪt∫keɪbiːɛnə/ 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] /hoŋ 'koŋ/

Our home; our pride.

protection phrase / 'i:kwəl 'medɪkl

At HKBN, health trumps

KA abbr. /keɪeɪ/

Kick Ass -

Getting things done efficiently in HKBN style.



KABT

abbr. /keɪeɪbi:ti:/

Kick Ass Big Time -Enhanced Kick Ass.

kick & kiss

phrase /kik and kis/

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

LIFE-work priority

appetite for learning.

humbly arrogant

adj. / h h mbli arəg(ə)nt/

An important attribute of all HKBNers – to

stand tall, to celebrate our successes while

staying hungry and foolish with insatiable

phrase /lnif wa:k prai'o:rəti/

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

LUCA

abbr. /ɛlju:si:eɪ/

Legal Unfair Competitive Advantage. At HKBN, we are always trying to "Find LUCA".

make our home a better place to live

phrase /meɪk aʊə həʊm ə beta pleis to liv/

This is why we are passionate about our work.

HKBN customers enjoy exceptional

multi-play

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/

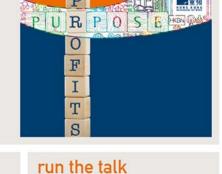
back its execution by investing part of their salary. Once KPIs are achieved, fails, their investment goes to charity.

No pain no gain! When Talents have an

purposeful profits phrase / 'ps:.pəs.fəl 'profits/

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

The state of being a quail, a mid-sized

game bird of the pheasant family, its cowardice. This is the attitude that HKBNers despise.



quail & eagle n. [C] /kweɪl ənd 'l:g(ə)l/

Quail - A person who is being a

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

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

phrase /rʌn ðə tɔːk/

skin in the game phrase / skin in ða geim/

live underneath with their families! We put money where our mouth is by investing in HKBN.

HKBN does not have

any staff... we only

n. [C] / talent/

quail.

The best way to ensure a bridge is

properly built is to get the builders to

triversity n. [U] /traɪ ˈvɜːsəti/ have Talents.

vike

The way HKBNers talk to each other,

regardless of our titles or seniority.

Money isn't everything! Our Talents are incentivised

total rewards

through appealing total rewards that include LIFE-work

n. [C] / təʊtl rɪ wɔ:dz/

priority, life-long career development, Co-Ownership, performance-based remuneration, and opportunities to make a difference to Hong Kong.

We are Hong Kong's only telecom

carrier with a triple-reliable HKBN x NWT x WTT network infrastructure, offering unprecedented network diversity.

Very like.

v. / 'vaɪk/

Very cool.

vool

adj. / 'vu:l/

WOW

To surprise and delight; deliver beyond customer expectations.

n. [U] /waʊ/

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

