

For Immediate Release

HKBN Mobile Services Launches Market Changing 4G Plans \$90 for 5GB Data, myTV SUPER App and Home Telephone Service

(20 February 2017 – Hong Kong) Hong Kong Broadband Network Limited (“HKBN”) announced today it will bolster the strategic partnership with China Mobile Hong Kong Limited (“CMHK”) by launching more exceptional quality, high value options for telecom service. Featured in this launch are the all-new 4G monthly plans. When customers port over their mobile number to HKBN, they will enjoy 5GB of mobile data, access to myTV SUPER app (regularly priced at \$380 for 12 months; averaging \$31.6/month) and home telephone service (regularly priced at \$98/month), all for just \$90/month*; add in HKBN fibre broadband service and customers can enjoy a 4-in-1 bundled service starting at just \$266/month**.

Establishing a new paradigm for the market, this all-new subscription plan features a tremendously attractive price that combines 4G mobile service, on-the-go entertainment and home telephone service to bring customers an unparalleled value experience.

HKBN CEO and Co-Owner William Yeung said, “We’re demonstrating to Hong Kongers that their enjoyment of superb mobile service is not contingent on paying expensive monthly fees. The great value of our 3-in-1 and 4-in-1 bundles directly provides consumers with benefits they need. CMHK operates a powerful 4G network, which it is constantly enhancing to give users an outstanding experience. We are thrilled for enriching this partnership, as it will deliver lasting benefits to customers and shareholders of both our companies.”

The all-new 4G bundle plans will be available starting today at all HKBN points of sale. For details, please visit: <https://apply.hkbn.net/mobile>

All-new 4G plan details*:

Monthly fee	\$90	
Administrative fee	\$18	
Local data	3GB (2GB bonus when number is ported over, total 5GB)	
Maximum local data speed	21 Mbps [^]	
Local airtime	2,000 mins, \$ 0.9 per additional minute	
Local SMS	Intra-network [#]	10,000; \$ 0.2 per additional SMS
	Inter-network	\$ 0.6 per SMS
HKBN Wi-Fi	Over 11,000 hotspots in Hong Kong	
myTV SUPER app ^{##}	Free for 24 months (only for new or renewing customers)	
Home telephone	Free for 24 months (only for number porting customers)	
Free value-added services	Voice mail, call waiting, caller number display, call forwarding, call waiting, incoming/outgoing call barring, incoming call barring (when overseas)	
Paid value-added services	Roaming Data Day Plan and IDD 0300 service	

Remarks:

* Terms and Conditions apply. For details, please visit: <https://apply.hkbn.net/mobile>

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[^] After the allotted local data amount is consumed, customers can enjoy a maximum local data speed of 128kbps.

[#] Applicable to customers using HKBN mobile services supported by CMHK

^{##} myTV SUPER App content includes the Basic Pack, TVB Premium SVOD and the Premium Basic Pack