



3Home Broadband launches "3Home Karaoke" - Hong Kong's first genuine home broadband karaoke service

Opening up a new era in home entertainment!

- 3Home Broadband covers nearly 80% of all households in Hong Kong
- Approximately 70% of users subscribe to high-speed broadband service of 100M or more
- Exclusive launch of Android K Box enables users to record their performances with an add-on webcam and share via social networks
- 3Home Karaoke offers nearly 1,000 songs for a special offer price of just \$20 a month

Hong Kong, 4 December 2012 - Hutchison Global Communications Limited (HGC), the fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code 215), today announced exclusive launch of 3Home Karaoke, Hong Kong's first genuine and hassle-free home broadband karaoke service.

Just under 1,000 karaoke songs from the Emperor Entertainment Group (EEG) can be delivered to customers via HGC's extensive fibre network and the Olevia Android K Box - starting a whole new trend in home entertainment from the 3Home Broadband residential fixed-line service.

High-speed broadband popularity opens up a new era in home entertainment

A recent overseas survey¹ revealed that the average local peak broadband connectivity speed more than doubles that of the rest of the world, underscoring Hong Kong's track record in broadband excellence.

HGC Managing Director Jennifer Tan said: "3Home Broadband covers nearly 80% of all households in Hong Kong and about 70% of our customers subscribe to high-speed broadband service of 100M or more. This demonstrates that high-speed home broadband service is gaining popularity and becoming a strong local market trend."

She added: "HGC had the foresight to evolve from a conventional network service-based operator and took the initiative to provide an increasing number of one-stop solutions and value-added services, which open up new income streams and increase revenue. With this in mind, our leading-edge full fibre network places us in the ideal position to provide innovative offerings and open up a new era in home entertainment."

Exclusive Android K Box/3Home Karaoke combo ideal for singing and sharing

3Home Broadband has launched the Android K Box. Once installed, by simply plugging into our high-speed broadband and a home TV, the device enables 3Home Karaoke subscribers to access music from EEG Music. Nearly 1,000 songs range from popular hits originally released by canto-pop stars Joey Yung, Leo Ku, Twins, Raymond Lam, William Chan, Vincy Chan and Adason Lo. The 3Home Karaoke song list will be updated automatically to include all the latest and greatest hits. In addition, customers can



plug a webcam² into the Android K Box to make video recordings of karaoke performances that can be shared via social networks.

Running on the Android 4.0 platform, the Android K Box comes complete with built-in tri-core 1.2GHz processor plus access to Google Play, and allows customers to download apps to extend the device's functionality, as well surf the Internet, watch movies and check email.

Sing your heart out with nearly 1,000 songs for a special offer price of \$20 a month!

3Home Broadband customers can purchase an Android K Box for a special offer price of \$1,500³ (normal price: \$2,399) - and get a Lefant Fly Mouse, component cable and karaoke microphone as a complimentary gift set. Subscription to 3Home Karaoke service for just \$20 per month completes the means by which a room in a customer's home can be magically transformed into a karaoke parlour. Alternatively, customers can opt for the \$323⁴ monthly 3Home Karaoke 1G broadband plan, which bundles 1G Fibre-to-the-Home service with the Android K Box and 3Home Karaoke service in one easy package.

During the promotion period, three \$100 Neway Karaoke coupons (available while stocks last) will be given with the Android K Box for 3Home Broadband customers' enjoyment.

For more 3Home Karaoke information, please call the hotline on 3166 2222, visit any 3Shop or visit www.threebb.com.hk.

Remarks:

- 1. Source: Akamai Q2 2012 "State of the Internet report" available at www.akamai.com/stateoftheinternet*
- 2. Webcam must be purchased separately.*
- 3. Customer needs to prepay \$500 for the Android K Box and subscribe to 3Home Broadband (monthly fee \$20) simultaneously.*
- 4. Customer must sign a two-year service contract and make a prepayment for broadband installation and 3 months' service fee.*

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Media enquiries:

Ada Yeung
Corporate Communications
Work: +852 2128 3108
Email: ada.yeung@hthk.com

Jan Chan
Corporate Communications
Work: +852 2128 3162
Email: jan.chan@hthk.com