

Press Release

3ree Broadband Launches 1000M Residential Broadband Service

3 Mobile and Broadband Customers to Exclusively Enjoy 3ree Broadband - George Lam "Made in Love" Concert

- With the brand-new 1000M residential broadband service, it requires 69 seconds[^] only to download a 1-hour high-definition movie, which is 125 times faster than via the traditional broadband. The high speed can well be maintained even though many people browse the web simultaneously.
- Customers registering the 1000M residential broadband service at the Hong Kong Computer & Communications Festival 2010, can enjoy the special privileged monthly plan at HK\$148 only, plus a host of fabulous gifts.

Hong Kong, 20 August 2010 - "3ree Broadband", an integrated broadband communications service brand of Hutchison Telecommunications Hong Kong Holdings Limited ("Hutchison Telecom Hong Kong Holdings"; Stock Code: 215), today announced the launch of its brand-new 1000M residential broadband service and its title sponsorship to 3ree Broadband - George Lam "Made in Love" Concert, which will be held exclusively for 3 mobile and broadband customers on 28 September 2010.

Fibre-to-the-home (FTTH) network helps leap forward to a high-speed era

Raymond Ho, Head of Consumer Market, Fixed Services of HGC states that Hong Kong is one of the regions with highest broadband penetration rate. As of April 2010, there were altogether over 2 million registered broadband-service users* and more than 80% of households were using the broadband service*. In response to the increasing popularity of the local broadband service together with the growing demand for the bandwidth, the Group, which reigns as the No.1 telecom services provider owning the most extensive fibre-to-the-building network in Hong Kong, introduced the 1000M broadband service to the commercial market long time ago. "3ree Broadband" now extends its provision of 1000M residential broadband service to all



households to cater to the market demand for the high-speed broadband service, enabling simultaneous web-browsing by many people, including the use of hottest iPad, smartphones and playing tv games. "3ree Broadband" will further lead the trend of the broadband service, to let its customers experience and enjoy the benefits yielded from the high-speed optical-fibre network broadband service.

** Reference: "Key Telecommunications Statistics" announced by the Office of the Telecommunications Authority in July 2010.*

125 times[^] faster than traditional broadband

High speed can be kept with many people online simultaneously

The 1000M optical-fibre network broadband service by "3ree Broadband" is provided via the FTTH network. For instance, it requires 69 seconds[^] only to download a 1-hour high-definition movie of 8GB, which is 125 times faster than via the traditional 8M broadband service. In addition, with the sufficient supply of the bandwidth, the high speed can well be maintained even though there are 10 Internet devices functioning at the same time.

[^] The above examples are calculated under testing and theoretical value

1000M residential broadband service and a host of special offers at HK\$148 monthly only

To celebrate the debut of "3ree Broadband", customers subscribing for the brand-new 1000M residential broadband service at the Hong Kong Computer & Communications Festival 2010, which is held at the Hong Kong Convention and Exhibition Centre on 20 - 23 August 2010, will be able to enjoy the special privileged monthly plan at HK\$148[#] only plus a host of fabulous gifts. These include "3Screen Annual Movie Pass", HK\$300 3 Hong Kong's handset voucher and numbers of complimentary value-added services including Unlimited Outdoor Wi-Fi Service, Home eFax Service, 2-month KKBOX Unlimited Music Download Service, 2-month Anti-hacker Service and many more.

[#] Customers are required to sign a 24-month service contract and an installation fee of HK\$ 330 applies.

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Furthermore, "3ree Broadband" sponsors the 3ree Broadband - George Lam "Made in Love" Concert, which will be held on 28 September 2010. The first 10 customers subscribing for "3ree Broadband's" 1000M residential broadband service during the Hong Kong Computer & Communications Festival 2010, will be entitled to two complimentary concert tickets. From 1 September 2010 onwards, 3 Hong Kong's 3Supreme Club members purchasing any Sony Ericsson handset plus mobile subscription or handset upgrade in any 3Shop will also be entitled to two complimentary concert tickets, on a first-come-first-served basis.

For more information on pricing and tariff plans of "3ree Broadband's" 1000M residential broadband service, please call our customer hotline at 3166-2222 or visit 3Shops or browse our website at www.threebb.com.hk.

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