



For immediate release

HKBN and HOME+ Join Forces to Deliver Breakthrough Shopping Rewards to 5G Mobile Services Customers

(Hong Kong – 23 April 2021) HKBN Group (“HKBN”) and HOME+ are thrilled to spoil HKBN’s 5G mobile services customers with up to HK\$2,800 in online shopping e-coupons. By subscribing to HKBN’s brand new 5G mobile plans, customers will enjoy not just blazing speed of a quality 5G network but also free HOME+ e-cash coupons, allowing them to experience the convenience and quality products at HOME+. An HKBN’s latest unlimited data 5G mobile plans (first 20GB at 5G speeds, unlimited 4.5G thereafter) starts at just HK\$298*.

One-stop e-shopping platform HOME+ is jointly operated by HKBN with leaders of multiple industries. HKBN enjoys a unique market edge with HOME+, bringing wave after wave of exciting offers to its 1 million residential customers, penetrating 1/3rd of all Hong Kong households, and over 100,000 corporate customers.

Ben Yeung, Co-Owner & Chief Commercial Officer – Business Development & Partnership of HKBN said, “Offering market-disruptive packages is part of our DNA that sustains HKBN’s pioneering status. Our debut of high calibre 5G services for personal and corporate customers, bundled with generous HOME+ e-cash coupon giveaways, is a breakthrough value combination for the market.”

June Lam, CEO of HOME+ said, “We help businesses do more business on our rapidly growing e-shopping platform by not charging merchants fixed slotting fees or annual fees, allowing them to extend their marketing reach at far lower costs. We’re pleased to work with HKBN to offer its 5G users HOME+ e-cash coupons, which they can use to shop around 10,000 products on HOME+. In addition, we offer an extensive range of latest 5G smartphones at very attractive prices.”

Customers of HKBN’s 5G mobile services will be able to access 3 Hong Kong’s strongest 5G network enjoying a blazing fast speeds and ultra-low latency 5G experience. To date, 3 Hong Kong boasts 5G coverage of 99%[^] including over 600 indoor and outdoor premises and facilities across Hong Kong, like major transportation systems, shopping malls, skyscrapers, hospital complexes, hotels and university campuses and more.

Brand New HKBN 5G Mobile Services Plans				
	Unlimited Data* Plans		Basic Plans	
Monthly fee*	HK\$298	HK\$338	HK\$238	HK\$278
Non existing selected HKBN residential customers	Additional HK\$10			
Data speed	5G			
Local data	20GB	30GB	20GB	30GB
Local data speed thereafter	Unlimited local data* at 4.5G speeds upon reaching the above 5G local data limit		Top-up local 5G data at HK\$388/100GB or HK\$30/5GB	
Contract period	24 months			
Admin fee	HK\$18			
Bonus rewards	HK\$2,000 e-cash coupons for e-shopping platform HOME+	HK\$2,400 e-cash coupons for e-shopping platform HOME+	HK\$600 e-cash coupons for e-shopping platform HOME+	HK\$800 e-cash coupons for e-shopping platform HOME+
	+ Free 6-mth HKBN SAFE cybersecurity solution (3 Devices) + Free 12-mth myTV Super Box (Alpha Pack) + Free 12-day Travel Pocket Wi-Fi			

HKBN's 5G mobile services will allow its customers, especially users of flagship devices, to experience downloading a 1GB file in 10 seconds – 10 times faster than 4G. This opens up not just infinite entertainment possibilities but a whole new paradigm of business efficiency and applications for enterprises. For a limited time, residential customers signing up for HKBN's 5G mobile services plans will enjoy HK1,300 discount off Samsung Galaxy S21 5G series handsets. For more details about HKBN's mobile services, please visit:

<https://www.hkbn.net/personal/mobile/en/select-plan/5G>



Brand new 5G services plans are also available for HKBN Enterprise Solutions customers. Please call the hotline 128 1111 for details.

* Applicable for existing selected residential customers. Terms and Conditions apply. Subject to the Fair Usage Policy (C).

^ Based on 3HK's test results in relation to 3HK's 5G network and population distribution of Hong Kong conducted in January 2021.

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