

For immediate release

**HKBN Enterprise Solutions Partners with Sigfox Operator ThinXtra as
First to Launch 0G IoT Solutions in Hong Kong
Low-cost, Low Maintenance Platform to Unlock IoT's Full Potential for Businesses**

(19 December 2019 – Hong Kong) HKBN Enterprise Solutions is proud to announce that it has partnered with ThinXtra to be the very first telecom carrier in Hong Kong to launch game-changing IoT (Internet of Things) platform solutions based on Sigfox's technology standard. As part of this partnership, HKBN Enterprise Solutions has also provided connectivity support to expand the ThinXtra operated, Sigfox 0G network to achieve a population coverage of 97% in Hong Kong, making its IoT network connectivity one of the highest in the world.

As the innovator of the global 0G network standard, Sigfox is the world's leading connectivity provider for IoT. Its global network has connected billions of devices to the Internet in more than 65 countries. Through this partnership with ThinXtra, the local Sigfox Operator for Australia, New Zealand, Hong Kong and Macau, HKBN Enterprise Solutions seeks to eliminate legacy IoT barriers and pave the way for businesses to thrive in an everything-connected world.

Removing legacy IoT barriers

Unlike conventional IoT approaches which struggle with the drawbacks of traditional network solutions (e.g. steep pricing, high bandwidth footprint, high energy consumption, and complexity of deployment and maintenance), the 0G standard relies on a compact radio protocol (each uplink message has up to just 12-bytes of payload), meaning low power consumption, low data footprint, low cost, more reliable, and easier to deploy, maintain and scale. Because the overwhelming majority of IoT use cases require wireless sensors to send small data messages, Sigfox's unique low-energy, low-cost device-to-cloud approach makes it the ideal platform for companies to build and expand innovation via IoT.

Unleashing IoT's business potential

By leveraging Sigfox's 0G network technology, HKBN Enterprise Solutions' customers from both public and private sectors will be able to unlock the limitless potential of IoT in a simple and cost-effective manner. From IoT-based solutions that focus on energy savings (e.g. automated lighting, air conditioning) and health & safety (e.g. sanitation leakage monitoring, indoor air quality monitoring) to transformative smart city technologies (e.g. city-wide intelligent waste management, public transport tracking), the opportunities and applications for enterprises are virtually endless.

HKBN Co-Owner and CEO — Enterprise Solutions Billy Yeung said, "We're proud to be the first telecom carrier in Hong Kong to deliver Sigfox's world-class IoT technology and applications. Our work with ThinXtra will empower our customers with game-changing technology and IoT applications to significantly enhance their operational efficiency and generate new business opportunities."

“ThinXtra, as the local Sigfox operator for Hong Kong, is thrilled to work with HKBN Enterprise Solutions to enable 97% population coverage in Hong Kong, and we share HKBN Enterprise Solutions' vision of mass IoT business solutions. We are proud to accelerate this significant relationship with HKBN Enterprise Solutions that will open up the benefits of IoT solutions to a broader market. The key to successful IoT mass deployment is the power to provide proven end-to-end business solutions that deliver long term value. This is exactly what this strategic partnership between ThinXtra and HKBN Enterprise Solutions delivers, reaching from connectivity to devices and supporting services,” said Joe Sun, ThinXtra, General Manager Hong Kong & Macau.

“We are excited to partner with HKBN Enterprise Solutions, a true innovator and pioneer of the fast growing IoT space. Globally, the Sigfox 0G technology is becoming the standard for mass IoT solutions, and HKBN Enterprise Solutions is clearly positioned to lead the local Hong Kong IoT market,” said Loic Barancourt, CEO ThinXtra.

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