

For immediate release

HKBN Proudly Appoints CY Chan as Chief Talent & Purpose Officer

(Hong Kong – 20 January 2020) HKBN Group (“HKBN” or the “Group”) is pleased to announce that it has appointed Chun Yu (aka CY) Chan as Chief Talent & Purpose Officer (“CT&PO”), overseeing strategy and development of the Group’s Talent culture, Talent engagement, core purpose and corporate social investment. As a home-grown Talent, CY’s appointment, which follows a journey of growth across many different roles and responsibilities over his 9 years with HKBN, will further drive the evolution of HKBN’s Talent culture and leverage its Talent advantage to achieve strong business growth in a purposeful way.

Driving HKBN’s Co-Ownership culture

HKBN’s unique Talent culture and core purpose have played a crucial role in pioneering the Group’s industry-leading growth. As an advocate of entrepreneurial thinking, CY has helped spur performance by implementing innovative skin-in-the-game schemes like Co-Ownership, wherein Talents voluntarily invest their personal savings into HKBN shares for intrinsic motivation and interest alignment to deliver extraordinary business results.

A transforming Talent force guided by purpose

After a series of mergers and acquisitions, which include 6 leading telecom and ICT (Information and Communications Technology) brands, HKBN has now transformed into a premier one-stop integrated telecommunications and technology services provider in Asia, with 6,000 Talents in Hong Kong, Singapore, Malaysia, mainland China and Macau. To reflect the Group’s expanded presence in different parts of Asia, it has recently evolved its core purpose from “Make our Hong Kong a Better Place to Live” to “Make our Home a Better Place to Live”, and CY is ready to lead all HKBN Talents with one common mission to improve society wherever it operates or calls home.

Since first joining HKBN in 2011 as a Learning & Development Manager, CY has grown to lead the Group’s Talent acquisition, Talent engagement & development, and administration efforts. In 2017, he was given further responsibilities to lead the Group’s Corporate Social Investment.

HKBN Co-Owner and Group Chief Executive Officer NiQ Lai said, “We are a Talent-obsessed company and believe we must first WOW our Talents before they can WOW our customers

and other stakeholders. As Chief Talent & Purpose Officer, CY will go far beyond what a legacy head of human resources does.”

HKBN Co-Owner and Chief Talent & Purpose Officer CY Chan said, “My entry into the Group’s Management Committee sends a clear message that our unique Talent culture and core purpose are pivotal to our growth. Through a holistic range of Talent-first and purpose-driven initiatives, we aspire to make HKBN the best company to work for in Asia. This will help us attract and cultivate the very best Talents, ensuring our business growth and contributions to the community well into the future.”

Click below to watch a video from CY Chan sharing his vision on Talent culture and purpose at HKBN.

<https://youtu.be/VGJ0m0ct-WY>

For a detailed introduction of CY Chan, please visit the website below.

<https://www.hkbn.net/new/en/about-us--our-company--senior-management.shtml>



Photo caption: As HKBN’s newly appointed Chief Talent & Purpose Officer, CY Chan drives HKBN’s unique Talent-first culture and purpose-guided initiatives.



Photo caption: HKBN Chief Talent & Purpose Officer CY Chan (rear, 1st from right) joins the Management Committee team to lead HKBN's sustained growth and success into the future. (From left to right; rear) Chief Financial Officer Andrew Wong, Group Chief Executive Officer NiQ Lai, Chief Innovation Officer Sam Tan, (front) Chief Marketing Officer - Residential Solutions Elinor Shiu, Executive Vice-chairman William Yeung, Chief Executive Officer - Enterprise Solutions & JOS Group Billy Yeung, Chief Legal Officer Agnes Tan and Chief Strategy Officer Almira Chan.



Photo caption: Under CY's leadership, HKBN Talent Engagement team has won numerous international awards in recognition of HKBN's innovative Talent development and engagement initiatives. The picture captures the team celebration moments after winning an HR Asia Award 2019 for among the "Best Companies To Work For In Asia".