



Immediate release

3Home Broadband launches 3Home BROADBAND Wi-Fi Entertainment Solution after being appointed PlayStation@Vita TV's preferred broadband provider in Hong Kong

Exciting proposition includes ultra-fast 1G broadband home entertainment connectivity

- 1G residential broadband and Wi-Fi service for just \$228 a month
- Exclusive offers PlayStation@Vita TV and \$761 PlayStation® 6-in-1 game voucher for free
- More than 600 TV games and exclusive entertainment content available
- Customers can get \$50 PSNSM prepaid value and network installation for free
- Customers of 3Home Broadband can pre-order 3Home BROADBAND Wi-Fi Entertainment Solution to enjoy the PlayStation@Vita TV Value Pack

Hong Kong, 9 January 2014 - Hutchison Global Communications Limited (HGC), the fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), today announced launch of the 3Home BROADBAND Wi-Fi Entertainment Solution. This is offered as part of 3Home Broadband, HGC's residential fixed-line service, and provides new residential broadband TV games and online entertainment.

At the heart of the 3Home BROADBAND Wi-Fi Entertainment Solution is the latest PlayStation® Vita TV home console system (PS Vita TV)¹, for which 3Home Broadband has been appointed Sony Computer Entertainment Hong Kong Limited's preferred Hong Kong broadband partner.

Software for more than 600² popular TV games, along with various PS Vita network features and PlayStation®Plus member service, are delivered into customer homes. Customers of 3Home BROADBAND Wi-Fi Entertainment Solution are able to play online games at ultra-fast speed and enjoy a wide range of exclusive entertainment programmes³.

Network products coupled with high-speed broadband becomes a growing trend

Network-related products are developing rapidly in terms of market category and specification. This prompts users to demand even faster residential network service. HGC Managing Director Jennifer Tan said:

¹ PS Vita official website: <http://asia.playstation.com/hk/cht/psvitatv>

² As of August, PS Vita games, PSP® (PlayStation®Portable) games, PSOne classics (PlayStation® games) are included. Since PS Vita is equipped with special features that cannot be supported on DUALSHOCK®3, such as touch screen, rear touch pad, motion sensors, camera, electronic compass and microphones, not all PS Vita games are playable on PS Vita TV. Supported titles differ by country and regions.

³ Games and entertainment programmes are provided by the relevant content providers, and some are not free of charge. Unless specified, the monthly broadband fee does not include any paid content or games.

"3Home Broadband is supported by an advanced and high-speed broadband network that covers more than 1.7 million Hong Kong households. Our customer base has expanded significantly since 3Home Broadband launched 1G home broadband service. In 2013 alone, our 1G customer numbers surged 60% against 2012."

She added: "Our partnership with Sony Computer Entertainment Hong Kong Limited, the home TV games software industry leader, makes us confident that we can provide our customers with an even greater diversity of value-added broadband services. We are also confident that this tie-up will have the effect of enhancing 3Home Broadband's development potential, thereby strengthening our brand position in the market."

Creating new entertainment enjoyment with 1G ultra-fast connectivity

The 3Home BROADBAND Wi-Fi Entertainment Solution comes complete with 1G broadband service. New customers can enjoy 1G Fibre-to-the-Home broadband, and indoor Wi-Fi, plus a free PS TV Value Pack⁴ (valued at \$1,180) - and all for just \$228 a month⁵. During the promotional period - 10 January to 31 March 2014 - 3Home BROADBAND Wi-Fi Entertainment Solution customers can get a PlayStation® 6-in-1 game voucher (valued at \$761) and \$50 PSNSM Prepaid value⁶ for free. At the same time, 3Home BROADBAND Wi-Fi Entertainment Solution subscribers can get a \$188 monthly plan that provides 100M residential broadband and Wi-Fi service. Network installation is free to all 3Home BROADBAND Wi-Fi Entertainment Solution customers.

More than 600 video games and exclusive entertainment programmes can be downloaded at 1G ultra-fast speed

PS Vita TV, the new and smallest entertainment system within the PlayStation® family, is powered by a quad-core ARM Cortex™-A9 4Core processor. Customers can download more than 600 kinds of PS Vita and PSP® (PlayStation®Portable) game software, as well as PlayStation®'s classic POne games. In addition, customers can use PS TV hardware to watch entertainment programmes on TV. Among others, these include "NBA Game Time" from the NBA basketball organisation and Japan's hottest animation website - niconico. Customers can also take advantage of Sony PS Vita's diverse network and member services, which take home entertainment to new heights.

Tetsuya Ando, Managing Director of Sony Computer Entertainment Hong Kong Limited commented: "PS Vita TV has been under much attention since announcement and is the newest and smallest entertainment system of PlayStation® family. I am happy about the partnership with 3Home Broadband to introduce this family-friendly entertainment system to Hong Kong users. More than 600 titles will be available on the launch date of PS Vita TV, and it can also connect online for video viewing and accessing various contents. Increase in sales is expected with the upcoming Chinese New Year shopping season."

Exclusive PS Vita TV value pack pre-order arrangement from 3 Home Broadband

Starting today, customers can pre-order the 3Home BROADBAND Wi-Fi Entertainment Solution, and PS Vita TV Value Pack, from www.threebb.com.hk, or by calling the sales hotline on 3166 2222. Act now to be among the first to view these exclusive entertainment programmes and enjoy the trendiest home entertainment.

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⁴ PS Vita TV Value Pack (worth HK\$1,180) includes a PlayStation®Vita TV, a DUALSHOCK®3 Wireless Controller (PS Vita TV Edition - White) and an 8GB memory card.

⁵ Customers are required to subscribe to a monthly plan for at least 30 months. Terms and conditions apply.

⁶ Upon purchase of Sony PS Vita TV value pack and while stock lasts. Terms and conditions of the promotion are subject to the policy imposed by Sony Computer Entertainment Hong Kong Limited.

For media enquiries, please call 2128 3611.

About Hutchison Global Communications Limited

Hutchison Global Communications Limited (HGC) owns one of the largest fibre-to-the-building telecommunications networks in Hong Kong. Since establishment in 1995, it has been fully committed to building its own optical-fibre network infrastructure and introducing advanced facilities. Coupled with its four cross-border routes integrated with all three of mainland China's tier-one telecommunications operators and world-class international network, HGC provides a comprehensive range of fixed-line telecommunications services locally and overseas. HGC is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215). HTHKH is a leading integrated telecommunications service operator, offering mobile and fixed-line services to local and international customers.

For more information on HGC, please visit www.hgc.com.hk. For more information on HTHKH, please visit www.hthkh.com.

About Sony Computer Entertainment Hong Kong Limited

Sony Computer Entertainment Hong Kong Limited is a subsidiary of Sony Computer Entertainment Inc. responsible for sales and marketing activities of PlayStation® products in Hong Kong, Indonesia, Malaysia, Singapore, Thailand, The Philippines and Vietnam.

For more information on SCEH, please visit <http://asia.playstation.com>.