

## **SmarTone launches new TVC campaign for 5G 5G pilot network testing and roadshows at SHKP shopping malls**

(Hong Kong, 5 June 2019) - SmarTone is delighted to invite the media to preview its new 5G TVC campaign. Mr Christopher Kwok and Mr Allen Fung, Executive Directors of Sun Hung Kai Properties respectively, and Ms Josephine Lam, Head of Marketing & Sales of SmarTone host the ceremony. They also share the latest developments about SmarTone 5G.

Themed MAKE US SMART, the SmarTone 5G's new TVC is about a girl who explores the city covered by the SmarTone 5G network. Through the lives of different people, she discovers different possibilities brought about by technology for her life driven by her curiosity. The girl symbolises the inquisitive mind of using technology today. When the 5G network arrives, SmarTone will continue to provide strong network coverage and caring services, bringing change-making technology to improve lives, and gives the Hong Kong people an inspiring new life experience.

Ms Josephine Lam, Head of Marketing & Sales of SmarTone remarked, "SmarTone has been actively deploying 5G, and 5G is an important cornerstone for Hong Kong to become a smart city. We are convinced that advanced technology can bring about a change in our lives, and we also need to integrate seamlessly with the technology. As we are going to enter the 5G era, SmarTone will continue to lead the market with innovative technology, together with the powerful network and the team which provides caring services to bring more new inspiration to customers' lives."

SmarTone has been a pioneer in the development of 5G. We showcased the first 5G technology in Hong Kong two years ago. We carried out Hong Kong's first 5G live field trial in both 3.5 GHz and 28 GHz bands simultaneously earlier. In the coming months, SmarTone will conduct 5G pilot network testing in the malls and hotels under Sun Hung Kai Properties, such as apm, New Town Plaza, YOHO Mall and International Commerce

Centre (ICC), one of the Hong Kong landmarks, to prepare for the launch of a world-class 5G network.

To give the public a greater understanding of 5G, SmarTone will conduct roadshows in the shopping malls of the SHKP Group in the coming months to showcase different applications and possibilities of 5G through e-sports and AR. The first roadshow will be held during the summer vacation in New Town Plaza, while others will take place in various shopping malls of the SHKP Group in the future. This will let Hong Kong citizens gain better understanding of 5G.

SmarTone will continue to work closely with the SHKP Group. We will implement innovative solutions to a diverse range of business sectors through creativity and technology. These include construction sites, shopping malls, hotels and office buildings to enhance management efficiencies and the customer experience. With the advent of 5G, different businesses within the group will generate more synergies and bring a smarter life to our citizens.

The launch of new technologies also needs the cooperation of talented futurists. To nurture creative talent, SmarTone will host the third SmarTone Hackathon competition later and encourage potential talents and start-ups from the Greater Bay Area to participate. This year's theme will focus on 5G and smart cities. Details of the competition will be announced later.

5G will bring major changes to society and life in general. SmarTone will continue to partner with industry leaders to fully grasp the opportunities brought by 5G and establish a world-class 5G network in Hong Kong to jointly promote its vision as a smart city.

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