

## **SmarTone to resume unlimited data plans in the light of market & regulatory developments**

(Hong Kong, 13 February 2012) SmarTone announced today it will continue to offer unlimited local data plans to customers. It is committed to competitive pricing to bolster its reputation for unbeatable customer experiences and best value for money.

To ensure fair network access for all customers and in line with OFTA's new guidelines for implementation of Fair Usage Policy, SmarTone will apply network access management in real time. Under this new policy, customers on unlimited and other plans who reach 5GB of local data fair usage within a single billing period will be given lower priority to access the network resources for the remainder of that billing period. Customers continue to have unlimited access to the network without any additional charges on unlimited and other plans, without undue speed restriction or switching off of their service. The broadband experience may be possibly affected, when the traffic generated by broadband customers on a specific cell is extremely high. However, customers should see no impact to common internet usage, but may feel some impact on data rich applications such as high volume Peer-to-Peer services. Under normal cell conditions, customers will be able to continue to enjoy its regular broadband service.

SmarTone will continue to invest in order to ensure delivery of premium broadband performance and unbeatable customer experiences to its customers. SmarTone will implement LTE fully on its



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superior in-building coverage friendly 1800 MHz spectrum and expects to commence 4G 1800 LTE service later in the year, complementing its already world-class HSPA+ network.

[This does not constitute a marketing material, please refer to official literature.](#)