

## SmarTone launches fixed fibre broadband service

HONG KONG, 30 July 2014 – SmarTone today announced the launch of its fixed fibre broadband service, ST Fibre Broadband, for the home and office markets.

SmarTone offers a range of fibre broadband plans to the home, HomeFibre 200 / 500 / 1000, to suit customer needs for different broadband speeds. Installation is free and also comes with the setting up of customers' Wi-Fi equipment in their home. Customers can continue to enjoy the broadband service not just in the home, but also outside with Wi-Fi hotspots all over Hong Kong. These cover Hong Kong people's most visited places such as shopping malls, restaurant outlets and fast food chains, and will grow to over 11,000 hotspots within three months.

“Our wireless fixed broadband service, launched in 2009, has proved that there is strong demand for broadband service from SmarTone. To improve the economics of our business, and to better meet customers' rising expectations on broadband performance, we're now re-entering the fixed broadband market with Fibre-to-the-Home. As the newest entrant to the market, we are the only fixed broadband provider with a 100% fibre broadband to the home, utilising GPON technology. Our high capacity, ultra-speed fibre broadband provides exceptional technical performance, backed by SmarTone's widely recognised customer care,” said Mr. Douglas Li, CEO of SmarTone.

ST Fibre Broadband customers can subscribe to its growing range of fixed network value added services. SmarTone supports customers' freedom of choice, and avoiding being inadvertently locked in with any particular network providers. It advocates the storage of data in clouds independent of network providers, and provides tools for managing the stored data with secure access and strong storage security with advanced encryption, as well as automatic simultaneous backup of stored data in multiple clouds. In addition, customers can subscribe to the proven F-secure PC Protection service for better protection of their computers against attacks from viruses, spyware and spam.

SmarTone has procured dedicated network resources of a high capacity, high speed fibre backbone from an award-winning fixed broadband provider. It operates its own network management system closely integrated with its fibre backbone to ensure quality assurance of its fibre broadband service.

"To break with the prevailing dominant market practice, we're offering transparent pricing with the same offers for customers in both private and public housing. Customers can subscribe solely to our new fixed fibre broadband service to enjoy great value at a very competitive price. And for those who subscribe to both our fixed and mobile services, they'll enjoy our Super Value Price offer that represents truly exceptional value," said Mr. Douglas Li.

For the office / business market, SmarTone has a dedicated team to tailor specific fixed and mobile voice / data connectivity, and ICT solutions that serve the diverse needs of business customers, together with SmarTone's customary outstanding service and support.

"We're seeking to redefine the fixed broadband market, with 100% fibre to the home, advanced network management, our outstanding customer service standards and non-discriminatory pricing. We're confident Hong Kong customers will love the difference," added Mr. Douglas Li.

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Notes to editors:

Service plans

	<b>HomeFibre 200</b> (upload & download at up to 200 Mbps)	<b>HomeFibre 500</b> (upload & download at up to 500 Mbps)	<b>HomeFibre 1000</b> (upload & download at up to 1000 Mbps)
<b>Standalone Price</b>	HK\$220 / month	HK\$260 / month	HK\$330 / month
<b>Super Value Price *</b>	HK\$178 / month	HK\$198 / month	HK\$218 / month

24-month contract applies to all the above service plans

\* When subscribed with:

- Handset Bundled SuperFast Broadband & Voice Plan of 5GB or above
- SIM Only SuperFast Broadband & Voice Plan of 5GB or above

Terms and Conditions apply. For details, please visit [www.smartone.com](http://www.smartone.com)