

## SmarTone Launches SuperCare Smartphone Plans

**HONG KONG, 28 August 2014** – SmarTone launches its new SuperCare Smartphone Plans delivering SmarTone’s quality and innovation to a wider market in Hong Kong.

SmarTone’s new SuperCare Smartphone Plans bring value to customers’ lives through a greater choice of data plans, more exclusive apps and services, tailored to their use.

These exclusive apps and services include ST WiFi Calling<sup>^</sup> for making free calls to Hong Kong when connected to WiFi while abroad, Spend It! for dining, shopping and lifestyle privileges, *loop* for the latest Hong Kong trends and hottest news and Apps Select for local, fun and useful hand-picked apps.

“At SmarTone we focus on what our customers care about and deliver a genuine quality experience relevant to our customers’ needs. Our customers are at the heart of everything we do,” said Mr. Douglas Li, CEO of SmarTone.

Customers who subscribe to SmarTone’s SuperCare Smartphone Plans with ST Fibre Broadband for the home, will enjoy an additional cash bonus of up to \$112 per month.

### SmarTone Offers Even More

“We are not about offering one-off deals. We are committed to providing our customers with meaningful value and an outstanding experience. SmarTone is constantly delivering new apps and services such as SmarTone CARE to exceed our customers’ expectations,” said Mr. Douglas Li.

The SmarTone CARE app gives customers convenient access to the latest exclusive offers and promotions, exciting new services and even allows you to order the latest smartphones. SmarTone customers will also be able to check their subscription details, usage and bills.

“The SuperCare Smartphone Plans set a new value benchmark in terms of performance and bundled services as we continue to bring real value to our Hong Kong customers,” said Mr. Douglas Li.

Notes to editors:

### **SuperCare Smartphone Plans**

Local data	Monthly fee
5GB	\$258
2GB	\$208
1GB	\$168
5GB FUP Unlimited* data	\$386

\* Under FUP (Fair Usage Policy), when monthly data usage reaches 5GB, data service continues without speed throttling or data capping, but access to network resources will be given lower priority and data service experience may be affected.

— Included apps & services: ST WiFi Calling, Travel Assist, Latest News/Weather/Traffic, *loop*, Apps Select, Spend it!, HK Credit Card Privileges, Easy Connect for Android and Social Mobile

^ Use of the ST WiFi Calling app is required. This service will be available in the 4<sup>th</sup> quarter of this year

— SuperCare Smartphone Plans: A 24-month contract applies. Monthly admin fee of \$12 and additional service(s) with total monthly fee not less than \$36 (applicable to 5GB FUP Unlimited Data / 5GB plans), or \$18 (applicable to 2GB / 1GB plans) are required.

### **Cash bonus**

Subscription of SuperCare Smartphone Plans (with handset subscription or SIM Only) with the registration of Fibre Broadband under the same account is required. Fibre Broadband monthly cash bonus of \$42/ \$62/ \$112 is available to net off the Standalone Price of HomeFibre 200/ 500/ 1000 plan respectively.

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