

## SmarTone Launches Add-on Numbers

**HONG KONG, 12 March, 2015** – SmarTone today launches Add-on Numbers, an app that lets users enjoy the convenience of having multiple mobile numbers on demand on one phone. Each additional number only costs HK\$5 per day, capped at HK\$35 per number per month. Add-on Numbers is available to users of China Mobile, csl., SUN Mobile, 1010 and 3 - and not only for SmarTone customers. It is compatible with both iOS and Android, therefore covering nearly all smartphone users in Hong Kong. The app can be downloaded from App Store and Google Play.

“Customers want different numbers for different people in their lives, be it family or work, close friends or acquaintances. Sometimes those numbers are for long term usage, while at other times they are needed for just a relatively short period of time, such as buying or selling a flat, selling a car, or on occasions where it’s inconvenient to give out one’s main number. Now with Add-on Numbers, a customer can enjoy using several numbers on one phone. There is no longer a need to carry around several phones with all the attendant inconvenience. What’s more, customers can even use a number for as short as a day if they wish to,” said Mr. Douglas Li, CEO of SmarTone.

Users can add up to four local mobile numbers on the same phone in addition to the main number they are currently using. Users can simply choose new numbers directly from the app to enjoy the service right away, irrespective of which network they are using. Existing numbers from any network can also be used for this service by visiting any SmarTone store. Each add-on number comes with a separate phone dialer in the

app with users' own personalised labeling to avoid confusion between different numbers being used, its own calling identity, SMS/MMS folders, phonebook and voicemail.

“Add-on Numbers can simplify the lives of many Hong Kong people who are carrying several phones with multiple mobile line subscriptions. This service provides greater convenience and substantial savings to their current multiple subscriptions. With our new Add-on Numbers service, users of all Hong Kong mobile networks can experience the quality and innovation from SmarTone. We are confident that customers will love the difference,” said Mr. Douglas Li.

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Notes to editors:

- Charges: HK\$5 / day (capped at HK\$35 per 30 days)
- Available for smartphones running iOS 8.0 or above and Android 4.0 or above
- Available for download from App Store (<http://apple.co/1FcOV3N>) and Google Play (<http://bit.ly/1GtHdAp>)
- Data connectivity is required for the service
- For SmarTone customers:
  - Usage of voice, data, messaging, IDD and roaming will be deducted from the main number's service plan and any additional usage incurred will be charged to the monthly bill accordingly.
- For non-SmarTone customers:
  - A \$48 advance payment is required from which service and additional fees will be deducted as applicable.
  - Customers will be notified in the app to top up when the advance payment is almost fully consumed. Service availability is dependent on a sufficient balance for the day's charge.
  - Day charge of the service is on a recurring basis. A day is defined as 00:00-23:59, Hong Kong time.
  - Service performance may be affect by the network performance of the customer's network provider.
- For details, please visit [smartone.com/AddonNumbers](http://smartone.com/AddonNumbers)