

SmarTone Online Store Launches Today

Hong Kong, 18 February 2016 – SmarTone announced that its online store at **shop.smartone.com** launched today, bringing Hong Kong's quality-conscious consumers the hottest smartphones and a wide range of accessories from quality brands internationally. To celebrate, SmarTone will be rewarding customers with up to \$100,000.

At **shop.smartone.com**, customers can enjoy a wide range of online exclusive offers and privileges.

- Smartphones:
 - 12-month SmarTone Screen Replace for free on all smartphone purchases. If customers break their screen by accident, SmarTone will replace it for free.
 - \$50 off on accessories for every \$1,000 smartphone purchase
- Accessories:
 - Subscribe to the online store's newsletter to enjoy \$100 off for accessories purchases over \$500
 - A range of select accessories combos at unbeatable prices to suit different lifestyle needs
- Customers can choose their own numbers for prepaid SIMs:
 - A pool of sought-after prepaid SIM numbers for customers to choose from
 - Free delivery for purchase of any prepaid SIMs / recharge vouchers of \$80 or above

- Other exclusive services:
 - Gift wrapping service
 - Free delivery¹ (for any purchase with a total amount of \$300 or above) or fast pickup at store with a dedicated queue
 - 24/7 Web Chat to provide assistance whenever customers need it

Celebrate with rewards worth up to \$100,000

To celebrate the opening of its online store, SmarTone is giving away store credit worth up to \$100,000. From 18 February 2016 at 4pm to 23 February 2016 at 3:59pm, everyday, the first and the every subsequent tenth customers who make a purchase will be rewarded with a store credit for their entire bill, up to \$1,000 for future purchases. There will be up to 20 lucky winners everyday.

shop.smartone.com adopts a minimalist design approach with a clean and neat user interface which fits any device and enables easy navigation. With the user-friendly product search function and product showcases featuring comprehensive product information and 3D modeling, the online shopping experience is further enhanced.

“SmarTone has always focused on delivering outstanding experience to our customers. In recent years, we have observed the trend of Hong Kong consumers shopping online. To better serve customer needs, our new online store focuses on bringing products from quality brands internationally to customers, and they also enjoy our renowned customer care such as gift wrapping service and 24/7 Web Chat. Leveraging on our omni-channel capability, we aim to provide customers with an enjoyable shopping experience,” said Mr. Stephen Chau, Interim Chief Executive Officer at SmarTone.

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For details, please visit shop.smartone.com

1. To commercial addresses in Hong Kong

Terms and Conditions for Promotional Offers

- During the promotional period, every day from 16:00 till next-day 15:59, the first and the 11th, 21st, 31st, 41st, 51st, 61st, 71st, 81st, 91st, 101st, 111st, 121st, 131st, 141st, 151st, 161st, 171st, 181st, 191st customers (“Winners”) who successfully place an order online will get a rebate in the form of a store credit, which can be used for future purchases at the Online Store.
- The rebate amount is based on the total amount of the order after discount (if any), including gift-wrapping fee and delivery fee.
- Customers who make a booking for smartphone purchase (which requires a HK\$300 deposit) with a service plan will not be eligible to participate in this promotion.
- The rebate will be capped at HK\$1,000 per order and each Customer’s account is limited to a single rebate for one order only.
- Any orders subject to cancellation, return, or a refund request will not be eligible to participate in this promotion.
- For details, please visit shop.smartone.com