

SmarTone Launches New Brand Campaign "We're for Smiles"

Hong Kong, 21 June 2016 – SmarTone has unveiled its new brand campaign: "We're for Smiles". The new campaign highlights SmarTone's commitment in understanding and meeting customers' needs in order to offer relevant services that delight them. Hong Kong's first **Flexi-switch** service, which gives customers the flexibility to change their plan after a new mobile line subscription, is also introduced via this campaign.

"At SmarTone, we have always focused on understanding our customers' needs in order to provide them with the most relevant services. From our recent consumer research, we observed that a lot of Hong Kong consumers prefer quality customer service and flexible service plans. Our new brand campaign is a way to reiterate our commitment to understanding different customers' needs and delivering real benefits to delight our customers and bring them smiles. We will continue to conduct research and communicate with customers on an ongoing basis to understand their needs," said Ms. Josephine Lam, Head of Marketing and Sales at SmarTone.

SmarTone is also pleased to announce the launch of Hong Kong's first **Flexi-switch** service. When customers subscribe to a new mobile line, they may not be sure about their exact data usage needs. Therefore, SmarTone is introducing **Flexi-switch** to offer its customers the flexibility to trial their new mobile line plan to better understand their actual data usage. They can then decide to upgrade or even downgrade their plan once in the first 3 months of service activation.

“Flexi-switch is the latest service we offer to customers under SmarTone’s TrueCare™. TrueCare™ is a series of thoughtful services that have been developed based on SmarTone’s deep understanding of customer needs. Another newly introduced TrueCare™ service is **Powerbank Free Rental Service**. If SmarTone customers’ smartphone batteries run out when they are on the go, they can drop by any SmarTone store to borrow a powerbank for free. We will continue to add to the services under TrueCare™ to meet our customers’ evolving needs,” added Ms. Josephine Lam.

Other TrueCare™ services:

To help customers get started easily

- **Free Phone Content Transfer Service** – Saving customers the hassle of transferring content to their new phone.
- **Free Expert-led Workshops** - Customers can learn more about SmarTone’s services and how they can benefit from them.
- **SmarTone Screen Replace™** – If customers break their screen by accident, we will replace it for free.

To cater to customers’ busy lives

- **Smile Crew** – Dedicated to understanding customers’ needs and providing them with thoughtful service.
- **Live Chat** – Customers can conveniently access SmarTone’s customer service officers any time of the day, or even night.

To make customers' daily lives easier

- **Call Guard** – The only app that blocks nuisance calls at the mobile network, so they never reach customers' phones; allowing customers to take control of incoming calls.
- **ST Protect** – Innovative anti-cyberattack software with Artificial Intelligence protecting smartphones from known and even unknown cyber threats.

SmarTone also continuously strives to offer customers a fast, smooth and stable online experience. To make SmarTone's network even better, it proactively seeks to get customers' feedback. SmarTone has introduced its **Network Feedback** service to enable customers conveniently report any data/ voice issues via SmarTone CARE with the touch of a few buttons.

SmarTone's integrated campaign "We're for Smiles" covers multiple channels spanning TV, OOH, Online and Social Media. The first commercials on TV and YouTube will be launched today.

"Besides bringing more smiles to customers, we'd also like to bring more smiles to our staff, so we're introducing birthday leave for all our staff. The new campaign signifies another step up for SmarTone in providing a customer experience that delights customers and brings them even more smiles," said Ms. Josephine Lam.

For details, please visit smartone.com/smiles/en

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