

SmarTone Launches ST Protect

Offering customers better care and protection against mobile security threats

HONG KONG, 2 June 2016 – SmarTone today announced the launch of ST Protect, an innovative anti-cyberattack software with on-device Artificial Intelligence (AI) and a Machine Learning behavioural engine designed to protect smartphones from known and even unknown threats. Cyber attacks have rocketed in recent years. In Hong Kong, there was an 86% increase in the number of security issues related to mobile devices in 2015 compared to the previous year. Globally, more than 87% of the top mobile apps have been hacked.

“We have always been committed to offering customers better care and protection with our services. A few years ago, we observed that Hong Kong people were overwhelmed by junk calls and so we developed Call Guard, the world’s first app that blocks junk calls at the mobile network; recently we have observed the increasing trend of mobile threats and cyber attacks around the world as well as in Hong Kong, with WiFi attacks, viruses and malware continuing to become more prevalent. In many cases, these mobile security issues could lead to severe consequences for smartphone users – from financial loss to the exposure of their private data or personal communications to the public, and even ID theft. There is a pressing need for smartphone users to protect their phones. Therefore, we are introducing ST Protect to help customers actively combat mobile security threats, giving them peace of mind,” said Mr. Stephen Chau, Interim Chief Executive Officer at SmarTone.

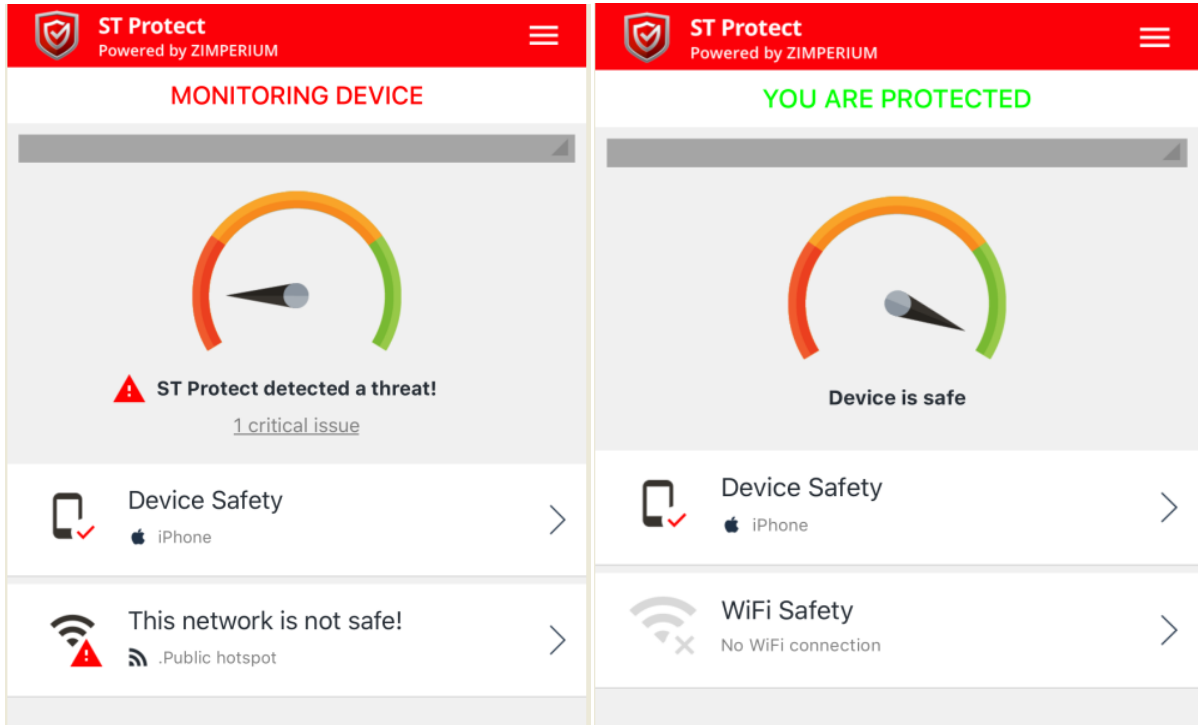
ST Protect is powered by Zimperium, a leading US-based security and technology company that has invented the world's first mobile AI intrusion prevention system. It provides continuous and real-time protection to smartphones against the following mobile threats.

- WiFi attacks and hacking, especially Man-in-the-middle (MITM) attacks, no matter whether users are in Hong Kong or overseas: ST Protect alerts users to immediately terminate unsafe WiFi connections if threats are found.
- Malicious apps, virus and malware: ST Protect detects and stops abnormal app activities with patented behavioural analytics, and ensures apps only access permitted information. It also offers protection for known and unknown threats and even zero-day attacks.
- Risky links and hazardous websites: ST Protect alerts users when their smartphone is under attack.

ST Protect is available exclusively to SmarTone customers[^] and for both iPhones and Android smartphones. Download ST Protect now through the App Store or Google Play to enjoy a one-month free trial[#].

For details, please visit www.smartone.com/STProtect/en

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Charges

Service	Service Fees	
	Standard Plan (No contract required)	Monthly Plan Contract Offer (12-month contract)
ST Protect	HK\$28 per month	HK\$18 per month

* Download, usage and content update of this app will incur data usage. The data usage will be deducted from relevant subscribed service plans and charged at the applicable thereafter fee. Alternatively, it will be charged based on standard data charges.

Terms & Conditions:

^ST Protect is only available to SmarTone customers who have subscribed to mobile monthly service plan except PayGo customers.

#One-month Free Trial

- One-month Free Trial is only eligible to SmarTone customers who have not registered for ST Protect or any kind of free trial programs for ST Protect before.
- The free trial period will be effective once the App is activated.
- After the free trial, the service will be automatically terminated. SmarTone will only charge the customer when the customer subscribes the service after the free trial.