

SmarTone Marks the New 5G Private Broadband Era

Expands new sales channel, airs new TV commercial for breakthrough in fixed broadband

(Hong Kong, 14 September 2021) SmarTone today launches a new TV commercial to welcome the latest Home 5G Broadband service that marks a new era of 5G private broadband. Under the new normal, traditional fixed home broadband is no longer able to meet the increasing demand of online classes and meetings for multiple home users at once. SmarTone Home 5G Broadband service delivers a plug-and-play, blazing-fast home internet experience that requires no landlines or installations, ushering in the new 5G private broadband era. For just \$148 a month, customers can add an extra private broadband at home and enjoy an ultra-fast 5G experience with SmarTone's widest coverage in Hong Kong.

The market response towards Home 5G Broadband service has been positive. According to an online survey conducted by SmarTone earlier, and it presents that

- 70% of fixed broadband users believe sharing home broadband among multiple devices slows down internet speed.
- More than half of the respondents think that the fixed broadband service that they are currently using has room for improvement.
- Over 50% of respondents also experienced inconvenience in fixed broadband installation, i.e., wiring and scheduling of installation professionals.
- Up to 30% of village house residents and close to 20% standalone building residents are limited to a single broadband service supplier.
- 70% of respondents show interest in trying the SmarTone 5G Home Broadband service because of its hassle-free plug-and-play model and unlimited 5G data.
- Another survey showed that SmarTone Home 5G Broadband's customer satisfaction score is more the twice as high as that of its users' previous fixed broadband network provider. From that, we can conclude that SmarTone Home 5G Broadband service has been regarded as an alternative private broadband option to fixed home broadband service.

Ms Josephine Lam, Head of Marketing and Sales at SmarTone said, "SmarTone Home 5G Broadband has been well received in the market since it launched last year. Under the new normal, SmarTone Home 5G Broadband has resolved customer pain points and brought plug-and-play private broadband at a very reasonable price. SmarTone 5G network's widest

coverage in Hong Kong provides options to residents of standalone buildings, village houses, Chinese mansions and other accommodations with no broadband coverage, marking the arrival of a new 5G private broadband era that brings lag-free video conferencing and ultra-smooth eLearning to the reality of 5G home broadband.”

To offer greater convenience in the application for Home 5G broadband service, SmarTone is collaborating with food and grocery delivery platform foodpanda to open up a brand new sales channel. With a simple click on foodpanda mall, customers can order SmarTone Home 5G Broadband service and the router can be delivered to customers’ doorsteps as fast as 10 minutes! As the router arrives, all they have to do is to connect the power and indulge themselves in a faster, stabler and smoother 5G broadband experience.

SmarTone Home 5G Broadband service plan offers a competitive monthly fee of \$148, including a simple plug-and-play set up that saves on installation and relocation charges, on top of a 7-day trial and return guarantee. With the latest Wi-Fi 6 router that supports multiple connection, the ultra-fast online experience brought by SmarTone Home 5G Broadband is 5 to 40 times faster than traditional fixed narrowband service.

SmarTone’s TV commercial ‘New Era of 5G Private Broadband’ is officially aired today, which casts the popular baby KOL, Lucy Li. Lucy is portrayed as an alien to help her father get rid of the landlines in traditional home broadband services and begin to enjoy ultra-fast plug-and-play Home 5G Broadband experience. The video is now available on online platforms and television channels: https://youtu.be/nHe_apDDCKo

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