

## **SmarTone Recognised as "Strongest Communications Brand in Hong Kong" and "Top 10 Strongest Brand in Hong Kong" by Kantar BrandZ**

**(Hong Kong, 7 September 2023)** SmarTone was ranked the "Strongest Communications Brand in Hong Kong" and the "#8 Strongest Brand in Hong Kong", in the inaugural "Kantar BrandZ Top 30 Brands in Hong Kong" report. It is also the only mobile operator among more than a hundred renowned brands in Hong Kong to achieve this, affirming our leading position in the market and our remarkable strength. The report was published by Kantar, a global independent data research and consulting firm. It is an authoritative analysis of Hong Kong's strongest brands.

The mobile communications market in Hong Kong is highly competitive, and SmarTone has been continuously investing in and developing digital infrastructure to provide the city with the widest<sup>^</sup> No.1\* 5G network, ensuring superior network experiences for every customer, both indoors and outdoors. SmarTone constantly innovates to meet consumer demands, such as introducing the first plug-and-play 5G broadband service in Hong Kong in 2020, which addresses the issue of low-speed connectivity for residents of village houses and older buildings with inadequate fiber coverage. It also offers a cost-effective and more flexible alternative for traditional fixed-network broadband users.

According to the Kantar BrandZ report, 30 years on, SmarTone still leads the market in consumer fundamentals such as Customer Experience, Convenience, and Trust. Today, it still boasts the best 'Future Potential' of any Hong Kong communications brand, signaling its ongoing strength in consumers' minds.

The inaugural "Kantar BrandZ Top 30 Brands in Hong Kong" report evaluated the performance of 129 brands across nine categories over the past two years. The evaluation criteria were based on three main aspects: consumer emotional connection, brand competitiveness, and brand importance to consumers. The report analyzed the cultural influence and asset value of brands to derive its conclusions.

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News Release

## Remarks:

^“The Widest Coverage in Hong Kong” is based on results obtained from SmarTone's road test conducted on 4 May 2022. The route of the road test went through the 18 districts of Hong Kong, covering major roads including expressways, trunk roads, tunnels and bridges. The result shows that SmarTone's 5G network has coverage in each of the districts. 5G coverage is defined as spot with received 5G radio signal level not weaker than -95dBm.

\*Based on results obtained from study conducted by market research company NuanceTree, as commissioned by SmarTone. 3,942 post-paid SIM card users were interviewed via online survey and street interviews between January and December 2022.