

SmarTone Ranks Top 10 of Kantar BrandZ “Top 30 Strongest Brands” in Hong Kong

The Only Telecommunications Brand to Achieve This Honour

(Hong Kong, January 2, 2025) SmarTone has been recognised in the 2024 "Kantar BrandZ Top 30 Brands in Hong Kong" report, ranking as one of Hong Kong's Top 10 Brands. Notably, it is the only telecommunications operator to achieve this distinction, reinforcing its leading position in the market. This report, published by Kantar, a global independent data research and consulting firm, serves as an authoritative analysis of Hong Kong's strongest brands.

The report highlights SmarTone's commitment to delivering reliable and outstanding network experience in a highly competitive telecommunications sector. It emphasizes the company's focus on customer-centric and innovative products and services, which align with SmarTone's philosophy of "Building Network with Heart." This approach has established SmarTone as a trusted and reliable network provider in the eyes of consumers.

SmarTone has consistently invested in enhancing its 5G network, recently completing the deployment of 3.5GHz and 4.9GHz frequency bands in major event venues (such as Kai Tak Sports Park and GO PARK Sai Sha) and "5G Restriction Zone." These enhancements ensure robust connectivity during sport and major events, providing audience with stable and seamless network experience. Additionally, SmarTone has enhanced network experiences within the MTR system, having completed the installation of 3.5GHz spectrum in key stations like Tin Hau and Kowloon, further boosting network capacity.

SmarTone remains committed to continuous innovation to effectively address the evolving needs of our customers. In 2020, it became the first network provider in Hong Kong to launch a plug-and-play home 5G broadband service, addressing connectivity challenges for residents in areas with inadequate fiber coverage. This service offers a competitive and flexible alternative to traditional broadband options. Furthermore, in response to the increasing prevalence of online scams, SmarTone's "Call Guard" and "Data Guard" services effectively combat nuisance calls and enhance online safety for customers.

Looking ahead, SmarTone is committed to further enhancing customer experiences, driving technological innovation, and maintaining its customer-centric philosophy to provide premium communication services that empower customers to enjoy smarter and better lives.

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