

## Hong Kong's First Telecom Operator to Launch "Spare Travel SIM"

### Ensuring Peace of Mind for Every Journey

#### Exclusive to SmarTone Plus PriorityPlus™ Premium Members

**(Hong Kong, 9 May 2025)** Demonstrating its commitment to customer-centric service, SmarTone proudly announces the launch of Hong Kong's first complimentary "Spare Travel SIM"\* service. This thoughtful offering is exclusively available to PriorityPlus™ Premium customers, providing extra peace of mind and enhanced protection for travelers. With this caring service, even if customers accidentally lose their SIM while abroad, they can simply activate the backup SIM collected for free before departure at any SmarTone store and continue using their primary mobile number to stay connected, ensuring a worry-free and seamless travel experience.

#### Complimentary "Spare Travel SIM" for PriorityPlus™ Premium Members

The "Spare Travel SIM" is a dedicated SIM card linked to the customer's primary mobile number. Customers can conveniently collect their complimentary backup SIM at any SmarTone store prior to departure. Valid for up to three months, the "Spare Travel SIM" stands ready to ensure uninterrupted connectivity throughout the journey. In the unfortunate event of losing the mobile device and SIM card while overseas, simply contact the SmarTone Customer Service Hotline or use our Online Live Chat. Upon completing a simple identity verification, the backup SIM can be activated within 15 minutes, allowing you to stay connected with the original mobile number.

PriorityPlus™ Premium members can learn more via the SmarTone CARE app or by visiting any SmarTone store.

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**Remarks:**

\*Service is applicable to account holders of SmarTone Plus PriorityPlus™ Premium mobile numbers.