

SmarTone Launches New “Kids CARE” App

Empowering Parents to Support Their Children’s Digital Journey

(Hong Kong, 6 August 2025) SmarTone today announced the launch of its brand-new “Kids CARE” app, a one-stop smart parenting solution designed to help parents safeguard their children’s physical and mental well-being, nurture positive values, and strengthen family bondings. Proudly developed in-house by the SmarTone team, “Kids CARE” is a first-of-its-kind initiative developed among local telecommunications services providers. Built with deep insights into the needs of modern parents, the app offers a comprehensive and reassuring way to stay connected with children’s daily lives—every step of the way.

With an intuitive and user-friendly interface, “Kids CARE” app addresses three core parenting needs - protection, development, and connection through a suite of thoughtful features:

- **Fostering Healthy Internet Habits:** Parents can set daily screen time limits and customize schedules for learning and rest, helping children build disciplined and balanced digital routines from an early age. The app also supports remote “Lock Mode,” allowing parents to instantly pause specific online activities even when they’re not physically present, encouraging better focus during study and rest periods.
- **Ensuring Online Safety:** With built-in web filtering, parents can block or allow preset content categories, specific websites or apps¹. This helps shield children from harmful content while promoting positive values and safe browsing habits.
- **Real-Time Location Tracking & History:** “Kids CARE” app offers live location tracking and stores up to 30 days of location history, enabling parents to monitor after-school activities and outings with ease, providing peace of mind and safety.

- **Staying in the Know:** Parents can view their children's browsing history² on mobile phones and tablets, making it easy to stay updated on trending topics in their world and sparking more engaging conversations during family time.
- **Compatible with iOS and Android:** "Kids CARE" app supports up to 20 connected devices and works seamlessly across both iOS and Android platforms. Parents can also invite other family members to co-manage the app, allowing flexible roles and shared responsibilities tailored to each family's needs.

Exclusive Free Trial for Existing Customers

Existing SmarTone customers can enjoy a 3-month free trial³ of "Kids CARE," while new or renewing customers are entitled to a 6-month free experience⁴. Parents can seek professional consultation and support on the app features at SmarTone's retail stores and customer service hotline.

"Kids CARE" app will continue to evolve with more practical features, providing all-round support for families on their parenting journey. The monthly subscription fee for "Kids CARE" app is HK\$56. For service details and terms, please visit:

<https://www.smartone.com/hk/PR/KidsCARE-EN>

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Remarks :

¹ App filtering feature is only available on Android devices.

² Web browsing history feature will be available via app update by the end of August.

³The promotion period ends on 31 October 2025 (last day inclusive). Each mobile number is eligible for this offer once only.

Customers may cancel Kids CARE subscription at any time during the 3 months free trial period by calling 28802688. If the customer terminates these services within the contract period, the rebates for the remaining months and other offers (if any) will be automatically cancelled. After the expiry of the contract, the customer will be charged at the prevailing original monthly fee of the service if the customer continues to use the service. Subject to relevant terms and conditions.

⁴A minimum 24-month fixed term contract for designated 5G mobile service plans, and a 12-month subscription for the Kids

CARE service are required. Each customer can only enjoy this offer once per account. If the customer terminates these services within the contract period, the rebates for the remaining months and other offers (if any) will be automatically cancelled. After the expiry of the contract, the customer will be charged at the prevailing original monthly fee of the service if the customer continues to use the service. Subject to relevant terms and conditions.

Please consult our store staff or visit our website for offer details : <https://wap.smartone.com/2/KidsCARE/index.jsp?lang=en>

For details of the terms and conditions of this service, please refer to [T&C- V171](#), [Contract Terms for SmarTone Kids CARE Service](#) and [Statement of Rights Relating to the Use of Children's Data](#) .