

SmarTone's InternSIM Youth Campaign

One Reel to Kick-start Your Future!

Creative Recruitment Drive to Discover Gen Z Talent,

with 2027 Summer Internships for Winning Tertiary Students

(Hong Kong, 21 October 2026) SmarTone has launched "InternSIM: Tertiary Students Grab Your SIM. Get Career-Ready", a youth campaign that invites tertiary students to showcase their creativity and talent through a single Reel and compete for a full-time summer internship at SmarTone in 2027, taking their first step into the workplace.

Built around the idea that "one Reel outshines 100 CVs", the campaign asks Hong Kong tertiary students to create a Reel answering one brief: "How would you get Gen Z to choose SmarTone?" Entries should come from a Gen Z perspective and offer fresh, creative ideas. Three standout participants will join SmarTone as full-time summer interns in 2027 and put their ideas to work in a real business setting.

A New Way to Recruit Gen Z Talent, Where Ability Goes Beyond the CV

A traditional CV rarely shows the full range of a student's creativity, commercial sense and understanding of the market. InternSIM uses Reel, a format Gen Z knows well, as a stage for participants to present their ideas and potential in their own way.

Judges will assess entries on how well the concept fits the brief, the commercial thinking and strategic insight behind it, and how feasible it would be to carry out. Students are encouraged to think as consumers of their own generation and turn what they see in the market into ideas with real commercial value.

Winners to Join SmarTone as Summer Interns and Put Their Ideas to Work

The three winners will join SmarTone as full-time interns in summer 2027, getting

involved in real work and projects and gaining hands-on experience. Those who successfully complete the internship will also receive an internship certificate.

Through InternSIM, SmarTone aims to find promising tertiary students and give them a platform to show their talent and test their ideas in practice. The campaign also gives the company a first-hand Gen Z view of what the next generation of consumers needs and where the market is heading.

Enter with One Reel for a Chance at a 2027 Summer Internship

Registration and submissions for InternSIM are open from 21 October to 20 November 2026. To take part, students from designated tertiary institutions simply need to register for a Free SIM to join the Gen SmarT AI Experience Plan, or sign up for / be an existing SmarTone Gen SmarT AI Plan customer. They then upload their Reel to Instagram, tag @smartonehk and add the hashtag #SMTInternSIM.

Results will be announced on 11 December 2026. For details, please visit the InternSIM campaign page:

<https://www.smartone.com/hk/YouthCampaign/InternSIM/Web/en/02/pr>

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