

HKT launches loyalty and rewards program – THE CLUB

HKT (SEHK: 6823) – HONG KONG, December 11, 2014 – HKT has launched The Club, a new unified loyalty and rewards program across all its services, which provides its members with a spectacular journey to a variety of exclusive services and benefits.

At the launch party of The Club attended by hundreds of customers and guests at Hong Kong's new attraction, The Wheel, Mr. Alex Arena, Group Managing Director of HKT, said, "The Club is an important initiative to demonstrate our appreciation for the continued support and patronage of our customers. This program is unprecedented for a telecom company in Hong Kong in terms of scale and attractiveness, and differentiates HKT as a truly customer-focused operator."

The Club offers prestigious membership tier benefits that are meticulously selected to meet various lifestyle and entertainment needs. These benefits are focused on three pillars – The Concierge, The Rewards and The Applause.

The Concierge offers top tier members the ultimate convenience of personalized services to enhance their lifestyle enjoyment and assist in their daily miscellaneous needs. These benefits¹ include:

- Personal Assistant service provides advice and bookings on restaurants, tickets for various events, and even overseas travel arrangements, etc;
- Personal IT Manager helps solve IT gadget problems;
- Home Network Consultant offers free comprehensive home network consultation service;
- Personal Wellness Consultant offers health and enhanced lifestyle tips from the Lifestyle Management Centre of Hong Kong and Tsuen Wan Adventist Hospital; and
- Priority service at designated 1010, csl and HKT shops, and Service Centers.

The Rewards are offered via a Clubpoint scheme². Starting from January 1, 2015, eligible spending on HKT services will earn Clubpoints. The Clubpoints can then be redeemed for HKT services or an array of merchandise and merchant offers.

The Applause brings members exclusive events and special entertainment from time to time. The Wheel is an example of the privileges that members may enjoy.

Speaking of The Wheel, Mr. Arena said, "The Wheel is quickly becoming an icon in the city, while HKT having served the community for almost a century is also an icon. As the official and exclusive partner of The Wheel for advertising and promotion activities at the site, we believe that this partnership is particularly meaningful as it has always been HKT's aim to enrich Hong Kong people's lifestyle through continuous innovation and investment."

To celebrate The Club's launch, anyone signing up for membership on or before January 31, 2015 may enter a Prize-Guaranteed Instant Win lucky draw to win either a ticket for The Wheel or up to 5,000 Clubpoints. They are also eligible to enter a Final Lucky Draw for the grand prize of 1,000,000 Clubpoints.

To become a member of The Club, please visit The Club website www.theclub.com.hk or install our smartphone app The Club for registration.

To learn more about The Club, please visit www.theclub.com.hk or contact service hotline +852 183 3000.

¹Refer to www.theclub.com.hk for details and terms and conditions of the membership benefits.

²Details of the Clubpoints and redemption mechanism will be announced in due course.





Mr. Alex Arena, Group Managing Director of HKT, attended a kick-off ceremony today.

[The Club Grand Party](#)

About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider. It meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting, and contact centers.

Together with the highly successful media business of its parent company, PCCW Limited, HKT offers innovative media content and services across the PCCW Group's unique quadruple-play platforms – fixed-line, broadband Internet access, TV and mobile.

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