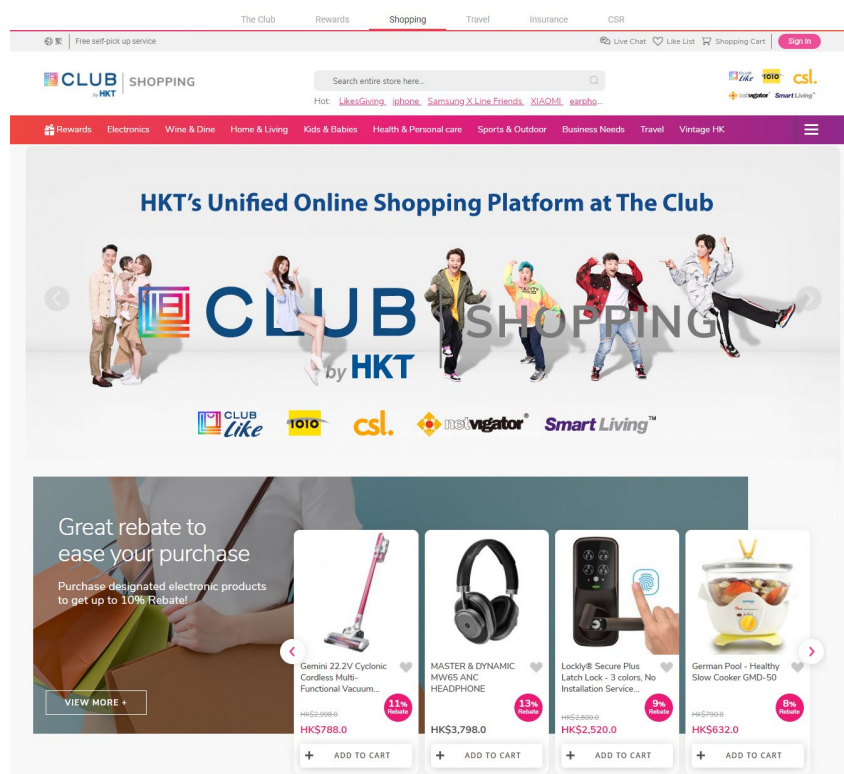


HKT launches unified online shopping platform at The Club

HKT (SEHK: 6823) – HONG KONG, October 29, 2020 – HKT is unifying multiple e-businesses of Club Like, 1010, csl, NETVIGATOR and HKT Smart Living into one online shopping platform called Club Shopping at its loyalty program and digital ventures arm – The Club. This unified online shopping platform is open to anyone, not just HKT customers.



Pictures are for reference only.

Mr. Alan Tsui, CEO of HKT's Loyalty, Digital and Analytics, said, "This unification will enhance customer experience by centralizing all products offered by HKT in one place. Customers will find a wide variety of electronics and gadgets along with an array of well-known local and global brands across multiple categories. We added 'by HKT' to The Club's logo to reflect the fact that all products offered by The Club are authentic and supported by the company."

Over 2,000 brands are available at <https://shop.theclub.com.hk>. Club Shopping has an extensive selection of products spanning mobile & accessories, home & kitchen appliances, audio & video, gaming, and health & beauty from top brands such as Apple, Samsung, Dyson, Panasonic, LG, Xiaomi, German Pool, Philips, etc.

Smart Protection

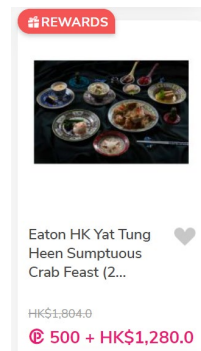
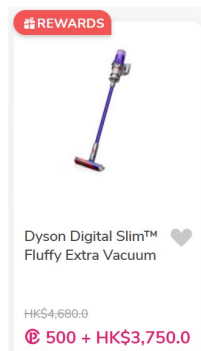
Until December 31, 2020, designated electronics and gadgets purchased at Club Shopping come with complimentary 12-month Smart Protection which covers customers against accidental damages. Terms and conditions apply. For more details, please visit <https://shop.theclub.com.hk/smart-protection>.

Earning Clubpoints and rebates

The Club members can earn one Clubpoint for every HK\$10 in net spending* on the new platform. In addition, customers can also earn extra Clubpoints through a new rebate program, where they will receive rebates of up to 10% in the form of Clubpoints for more than 1,000 products, which they can then use for their future purchases. For more details, please visit <https://shop.theclub.com.hk/club-rebate>.

Richer and more flexible rewards

With this unification, a dedicated rewards section has also been created for The Club members to redeem rewards with Clubpoints or Clubpoints plus cash. The Rewards catalog has been refreshed to include a greater selection of discounted items.



Pictures are for reference only.

Club Shopping TV Commercials

The Club will launch a TV commercial campaign entitled “Shopping at The Club” tonight, starring Jason Chan and his family, Shirley Sham and boy band ERROR. With their respective expertise, they will be highlighting key features and benefits of Club Shopping such as the rebate program and complimentary 12-month Smart Protection. Please visit the link below to view the campaign promotion page and videos.

TV Commercial 1	TV Commercial 2	TV Commercial 3
<p>買電子產品， 嚟Club Shopping!</p>	<p>買扮靚用品， 嚟Club Shopping!</p>	<p>買家庭電器， 嚟Club Shopping!</p>
https://youtu.be/YLkMcnvvpDY	https://youtu.be/BUX1Cu8DZMA	https://youtu.be/f7nMQ_kv6x4
Jason Chan, Leanne Fu and their daughter Abigail Chan	Shirley Sham	ERROR

cont'd...

TV Commercial 4



<https://youtu.be/k3D8tDs0-1w>

30 sec combined version

For more information about Club Shopping, please visit <https://shop.theclub.com.hk> or call the Club Shopping hotline on +852 183 3900.

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* Net spending refers to the amount paid after applying coupons, gift vouchers, rebates and other discount offers and excluding shipping charges.

About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. HKT 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, media entertainment, enterprise solutions and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centers.

HKT is the first local mobile operator to launch a true 5G network in Hong Kong. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fiber backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things (IoT) and artificial intelligence (AI) to accelerate the digital transformation of enterprises and contribute to Hong Kong's development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty program, e-commerce, travel, insurance, FinTech and HealthTech services. The ecosystem deepens HKT's relationship with its customers thereby enhancing customer retention and engagement.

For more information, please visit www.hkt.com.

About The Club

The Club is HKT's customer loyalty program and digital ventures arm. Anyone can join the program for free and enjoy the rewards, privileges, and services such as online shopping, travel, insurance, and CSR. Members can earn Clubpoints from spending through The Club's digital services, designated HKT affiliate services, or partnered merchants. Clubpoints can be used to redeem rewards or deduct spending on the various The Club digital services. For more information about The Club, please visit www.theclub.com.hk or call The Club hotline at +852 183 3000.

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