

Club Hope online CSR platform

HKT (SEHK: 6823) – HONG KONG, September 7, 2020 – HKT is thrilled to introduce Club Hope, an online CSR platform aiming to increase public awareness of communities in need and raise funds for charity organizations.



Starting today, anyone can log into the Club Hope online CSR platform at www.clubhope.com.hk and support 13 participating charities in the categories of “Animal Welfare”, “Disability & Special Needs”, “Eco & Social Caring”, “Elderly Care”, and “Music & Arts”. You can contribute via credit cards or Clubpoints by means of the following: purchase of a one-off donation voucher or the charities’ merchandise, support of their services, or monthly contribution.

Club Hope has set an innovative game-based environment to encourage people to send love. Participants can build an ideal virtual city together while contributing much-needed funds to real-world community care initiatives. Participants whose contributions reach a specified amount in a quarter will receive rewards.

Ms. Susanna Hui, Group Managing Director of HKT, said, “HKT is committed to fulfilling its corporate social responsibility and contributing to the community. Club Hope is a novel and entertaining online CSR platform through which we can join forces with the public to create a caring society. We hope everyone will show generous support and help communities in need through action.”

Thirteen charities have already joined as beneficiaries. They are Big Tree Animal Sanctuary and Adoption Centre, Hong Kong Guide Dogs Association, Hong Kong Homeless Dog Shelter, Society for the Prevention of Cruelty to Animals, Benji’s Centre, Love 21, The Mental Health Association of Hong Kong, Feeding Hong Kong, Make-A-Wish Hong Kong, Hong Kong Sheng Kung Hui Welfare Council Limited, Jockey Club Centre for Positive Ageing, i-dArt and Music Children Foundation Limited. HKT hopes to invite more charities to the platform in the future and to see everyone come together in kindling a flame of hope in the community.

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The Club members can use Clubpoints to make purchases and support available services at the rate of HK\$1 for every 10 Clubpoints. In addition, The Club members can earn Clubpoints for their purchases and support at 1 Clubpoint for every HK\$10 contributed. Starting today until September 30, 2020, The Club members can even get double Clubpoints (i.e. two Clubpoints for every HK\$10 contributed), in addition to attractive rewards including cash coupons and Club Sim and Now E services.

Club Hope follows hot on the heels of SIM for Love, HKT's local mobile data donation campaign which has concluded recently and benefited more than 10,000 underprivileged students, the elderly and homeless people from over 10 organizations and schools. The one-month campaign, which started in late July, aimed to provide beneficiaries with 15GB 4G local mobile data SIM cards to help them stay connected during the pandemic.

For details and terms and conditions of Club Hope, please visit www.clubhope.com.hk or call the customer service hotline on +852 1833 900.

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About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. 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, enterprise solutions, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting, and contact centers.

HKT offers a unique quadruple-play experience in Hong Kong delivering media content on its fixed-line, broadband Internet access and mobile platforms jointly with its parent company, PCCW Limited.

HKT also provides a range of innovative and smart living services beyond connectivity to make the daily lives of customers smarter, whether they are at home, in the workplace, or on the go. Consumers and merchants alike may also enjoy HKT's financial-related services such as mobile payment, smart mobile point-of-sale solutions, and insurance.

For enterprises, HKT delivers end-to-end integrated solutions employing emerging technologies such as cloud computing, Internet of Things (IoT) and Artificial Intelligence (AI) to accelerate their digital transformation, contributing to Hong Kong's development into a smart city.

The Club is HKT's loyalty program and one of the largest of its kind in Hong Kong, not only offering a variety of privileges and benefits to enrich the lifestyle of members, but also increasingly amalgamating merchants and becoming an integral part of a new digital ecosystem connecting consumers and merchants.

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

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