

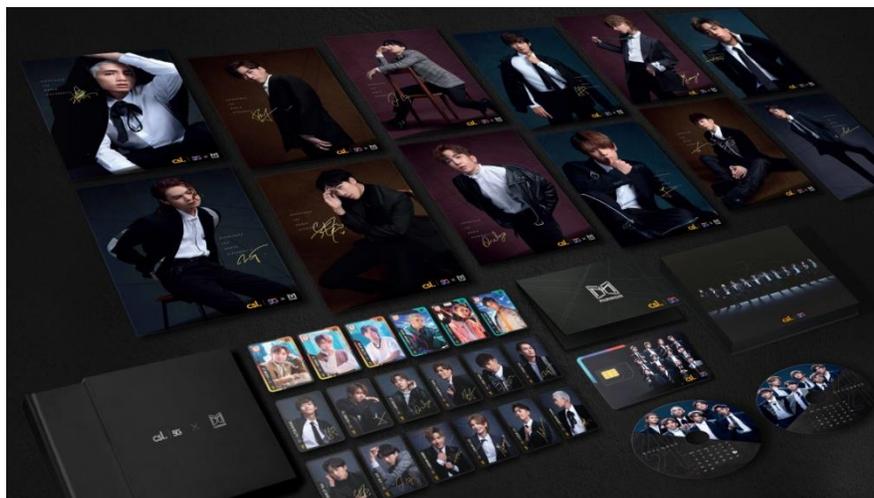


**New csl. 5G x MIRROR campaign provides  
a unique look into the world of MIRROR through 5G**

**HKT (SEHK: 6823) – HONG KONG, November 15, 2021** – csl. presents Hong Kong’s first csl. 5G x MIRROR campaign called Experience the World Differently. This sensational campaign enables customers to enter the world of MIRROR via csl.’s truly amazing 5G capability.



From today, csl. is offering 12 newly-designed “csl. 5G x MIRROR” service plans. For a monthly fee of HK\$398, customers will be entitled to as much as 110GB of local 5G data, plus exciting 5G-enabled audio-visual entertainment services. These include Viu Premium and MOOV 24-bit music service featuring a playlist of MIRROR hits and the latest MIRROR news (in Chinese only). For more details, please refer to the service plan appendix.



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csl. has also unveiled an exciting augmented reality (AR) experience incorporating image recognition via a mobile phone's camera. Customers can use the csl. 5G Lens app to turn static images printed on collectable cards or outdoor billboards featuring MIRROR into videos for the latest news on the boy group. In addition, customers are also entitled to MIRROR collectables including:

### csl. 5G x MIRROR SIM cards



SIM cards in 12 designs corresponding to individual MIRROR members plus a team version are available for fans to choose from.

### csl. x MIRROR collectable cards



In the first phase, 18 of the full set of 36 collectable cards will be issued, with six cards featuring special AR effects. Simply download the csl. 5G Lens app, register as a user, go to the MIRROR Zone and scan the collectable cards (AR versions only) with the phone camera to turn the static images into videos for interesting tidbits about MIRROR members.

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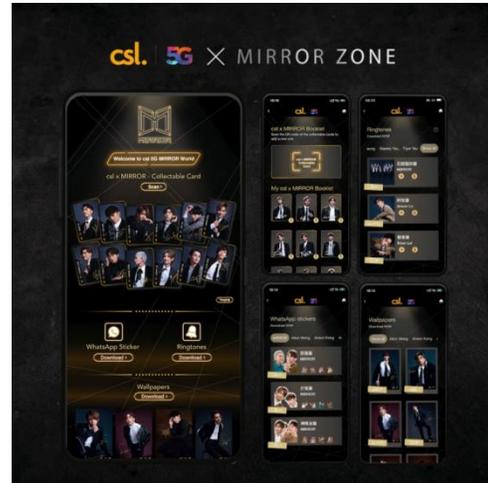
By scanning three collectable cards (AR versions only) of consecutive card numbers, individual videos will be merged to reveal a coherent story about MIRROR in a truly unique fashion.

### **csl. x MIRROR booklet**



Also available is a collectable booklet in which to keep the csl. 5G x MIRROR SIM cards and the full set of 36 collectable cards.

### **csl. 5G x MIRROR Zone**



Enter the csl. 5G x MIRROR Zone via the csl. app to download an exclusive MIRROR ringtone, mobile phone wallpaper and WhatsApp stickers. Customers can also scan the QR code on the collectable cards to save an electronic version in the app.

### **csl. x MIRROR AR calendar**



Simply download the csl. 5G Lens app, register as a user, go to the MIRROR Zone and scan the image corresponding to the current calendar month with the phone camera. This will convert the static image into a video revealing secret messages from MIRROR members.

### **csl. x MIRROR poster**



Posters in 12 designs (corresponding to individual MIRROR members) are available for fans to choose from.

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## **csl. 5G x MIRROR pop-up gallery**



The csl. 5G x MIRROR pop-up gallery will be staged from November 15 to November 25 (from 10am to 10pm) at the Ocean Terminal Main Concourse of Harbour City. The pop-up gallery will display a giant poster of each MIRROR member, plus collectables. What's more, all csl. shops will present a mini-exhibition area where fans can snap pictures of MIRROR-related items on display to their hearts' content. A csl. 5G x MIRROR Kiosk will be set up in selected csl. shops in a later phase where fans can take selfies with virtual images of MIRROR members.

### **Marketing campaign**

csl. is launching a campaign today under the "Experience the World Differently" banner, heralding TV commercials and advertising on buses throughout Hong Kong, Kowloon and the New Territories, as well as on social media platforms.

The TV commercials will air on ViuTV (channel 99), Now TV and various digital media channels starting today: <http://e.hkcsl.com/tvc2021>

Bus body advertisements: <http://e.hkcsl.com/mirror-bus>

Promotion website: <http://e.hkcsl.com/mirror-5g-plan>

The press can download photos from the following link: <http://e.hkcsl.com/mirror-download>

For csl. 5G x MIRROR campaign details, please go to [www.hkcsl.com](http://www.hkcsl.com) or any csl. shop, or call our customer service hotline on (+852) 2888 2123.

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Ms. Susanna Hui, Group Managing Director of HKT (center), presents the csl. 5G x MIRROR SIM cards to the 12 MIRROR members. From left: Tiger Yau, Frankie Chan, Lokman Yeung, Jer Lau, Edan Lui, Keung To, Anson Lo, Ian Chan, Anson Kong, Jeremy Lee, Stanley Yau and Alton Wong.



MIRROR members at the csl. 5G x MIRROR campaign press conference.

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## **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 with differentiated value-added services. 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](http://www.hkt.com).

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## MIRROR 5G Plan (80GB)

MIRROR 5G Plan X													
	Alton Wong	Anson Kong	Anson Lo	Edan Lui	Frankie Chan	Ian Chan	Jer Lau	Jeremy Lee	Keung To	Lokman Yeung	Stanley Yau	Tiger Yau	MIRROR
<b>csI monthly plan fee<sup>(2)</sup></b>	<b>\$398</b>												
Local data usage	80GB + 30GB Bonus local data usage <sup>(3)</sup>												
Free value-added services	<ul style="list-style-type: none"> <li>• FREE Viu Premium Service within contract period <sup>(12-15)</sup> and</li> <li>• 2 months' FREE MOOV 24-bit Music Service, or subscribe for the special price of HK\$39/month within contract period, instead of the normal HK\$58/month <sup>(7-11)</sup></li> </ul>												
The Club privileges <sup>(6)</sup>	2,000 Clubpoints												
Local data top-up <sup>(5)</sup>	\$10/2GB												
<b>Complimentary with service plan: csI x MIRROR limited merchandizes <sup>(16-17)</sup></b>													
csI 5G x MIRROR SIM Card (1pc) and csI 5G x MIRROR SIM Card Cover (1 pc)	Alton Wong SIM card and SIM card cover	Anson Kong SIM card and SIM card cover	Anson Lo SIM card and SIM card cover	Edan Lui SIM card and SIM card cover	Frankie Chan SIM card and SIM card cover	Ian Chan SIM card and SIM card cover	Jer Lau SIM card and SIM card cover	Jeremy Lee SIM card and SIM card cover	Keung To SIM card and SIM card cover	Lokman Yeung SIM card and SIM card cover	Stanley Yau SIM card and SIM card cover	Tiger Yau SIM card and SIM card cover	MIRROR SIM card and SIM card cover
Other limited merchandizes	<ul style="list-style-type: none"> <li>• csI. x MIRROR – Collectable Card (12 pcs)</li> <li>• csI. x MIRROR Poster (3 pcs)</li> <li>• csI. x MIRROR AR Calendar (1 pc) and</li> <li>• csI. x MIRROR Booklet (1 pc and applicable only to a 36-month contract period)</li> </ul>												

## MIRROR 5G Plan (12GB)

<b>MIRROR 5G Plan X</b>													
	Alton Wong	Anson Kong	Anson Lo	Edan Lui	Frankie Chan	Ian Chan	Jer Lau	Jeremy Lee	Keung To	Lokman Yeung	Stanley Yau	Tiger Yau	MIRROR
<b>csI monthly plan fee<sup>(2)</sup></b>	<b>\$298</b>												
Local data usage	12GB + 18GB Bonus local data usage <sup>(3)</sup>												
Free value-added services	<ul style="list-style-type: none"> <li>• FREE Viu Premium Service within contract period <sup>(12-15)</sup> and</li> <li>• 2 months' FREE MOOV 24-bit Music Service, or subscribe for the special price of HK\$39/month within contract period, instead of the normal HK\$58/month <sup>(7-11)</sup></li> </ul>												
The Club privileges <sup>(6)</sup>	2,000 Clubpoints												
Local data top-up <sup>(5)</sup>	\$10/2GB												
<b>Complimentary with service plan: csI x MIRROR limited merchandizes <sup>(16-17)</sup></b>													
csI 5G x MIRROR SIM Card (1pc) and csI 5G x MIRROR SIM Card Cover (1 pc)	Alton Wong SIM card and SIM card cover	Anson Kong SIM card and SIM card cover	Anson Lo SIM card and SIM card cover	Edan Lui SIM card and SIM card cover	Frankie Chan SIM card and SIM card cover	Ian Chan SIM card and SIM card cover	Jer Lau SIM card and SIM card cover	Jeremy Lee SIM card and SIM card cover	Keung To SIM card and SIM card cover	Lokman Yeung SIM card and SIM card cover	Stanley Yau SIM card and SIM card cover	Tiger Yau SIM card and SIM card cover	MIRROR SIM card and SIM card cover
Other limited merchandizes	<ul style="list-style-type: none"> <li>• csI. x MIRROR – Collectable Card (6 pcs)</li> <li>• csI. x MIRROR Poster (1 pc) and</li> <li>• csI. x MIRROR AR Calendar (1 pc)</li> </ul>												

Terms and Conditions:

1. In areas outside of our 5G coverage, you will be provided with a 3G and/or 4G Mobile Service.
2. Customers are required to subscribe to this service plan for a commitment period of 24 months or 36 months. An MTR/Tunnels/Mobile Licence/Administration Fee of HK\$18 per month applies to all plans. For service details and service plan Terms & Conditions, please visit <http://www.hkcsli.com>.
3. To enjoy 18GB bonus local data, Customers are required to subscribe to designated 5G 12GB SIM-only service plan for a commitment period of 24 months or above. To enjoy 30GB bonus local data, Customers are required to subscribe to designated 5G 80GB SIM-only service plan for a commitment period of 24 months or above. Bonus local data is only applicable within contract period.
4. For selected 5G service plans, your basic and top up entitlement support tethering and peer-to-peer (P2P) functions (such as Bit-Torrent). For customers with multiple or additional sim cards, only one sim card can support tethering and peer-to-peer (P2P) functions at a time. Any breach of these restrictions may lead to suspension of your service or additional charges by us.
5. Top-up Data Package:
  - i. The Top-up Data Package is applicable to selected Service Plan(s) only.
  - ii. The fee of the Top-up Data Package is subject to change from time to time and you will be charged the fee prevailing at the time of your subscription.
  - iii. Any unused usage cannot be carried forward to the next bill month and will be forfeited at the end of that bill month.
  - iv. The local Mobile Data service will stop when you use up the local Mobile Data usage included in your Top-up Data Package and the service will resume in the next bill month or when you subscribe to another Top-up Data Package.
  - v. We reserve the right to terminate or change this Top-up Data Package or these terms and conditions at any time without prior notice and to make the final decision in the event of any dispute.
6. Register as a member of The Club, and earn Clubpoints from telecom bills to redeem gifts. The Club service is subject to Terms and Conditions of Club HKT Limited. For details or registration, please visit [www.theclub.com.hk](http://www.theclub.com.hk).
7. This promotion is only eligible to new MOOV 24 bit Music Service subscribers who can subscribe MOOV 24 bit Music Service at special price \$39 per month, existing service subscribers are excluded.
8. MOOV 24 bit Music Service is limited to personal use only via customer's handset. Any public or commercial broadcasting is not allowed. CSL Mobile Limited ("csl") reserves the right to take legal action.
9. Customers use MOOV 24 bit Music Service, please download the latest MOOV mobile application with mobile OS in iOS 10.0 or above, Android 7.0 or above.
10. MOOV 24 bit Music Service is provided by MOOV (Hong Kong) Limited, the subscription, use and / or activation of this Service is subject to MOOV Terms and Conditions (available for viewing at <https://general.moov.hk/tnc/eventtnc.html>).
11. The quality of music or video streaming varies according to 3G/4G/5G network coverage or handset model used.
12. A designated 5G service plan subscriber is entitled to Viu Service during such designated 5G service plan commitment period. Viu Service will be terminated automatically upon the completion of the commitment period.
13. To utilize Viu Service, you are required to download and successfully install the Viu app from Google Play or App Store through eligible mobile devices and register for a Viu account.
14. Viu Service is provided by PCCW OTT (Hong Kong) Limited and use of the Viu Service is subject to the Viu Terms and Conditions (available for viewing at <https://www.viu.com/ott/hk/en-us/copyright-statement/terms-and-conditions>).
15. The content "MIRROR 每日動態" is only available for Viu Service in Chinese version. You must choose the Chinese language in the Viu app setting in order to view the content.
16. How to obtain the series of MIRROR Collectables:
  - i. In order to qualify for MIRROR Collectables below, customers are required to subscribe to a designated 12GB MIRROR 5G service plan, agree to a commitment period of 24 or 36 months, pay an MTR/Tunnels/Mobile Licence/Administration Fee of HK\$18 per month and prepay a designated sum (if applicable), the amount of which will be credited to your csl account by installments over 24 months. The series of MIRROR Collectables are:
    - a) csl x MIRROR AR Calendar 2022 (1 pc)
    - b) csl x MIRROR Poster (1 pc)
    - c) csl 5G x MIRROR SIM Card (1 pc)
    - d) csl 5G x MIRROR SIM Card Cover (1 pc), and
    - e) csl x MIRROR - Collectable Card (6 pcs drawn randomly).Customers can select one csl x MIRROR Poster, a set of csl 5G x MIRROR SIM Cards and csl 5G x MIRROR SIM Card Cover. No exchange nor replacement will be arranged for all MIRROR Collectables. Customers can draw six "csl x MIRROR – Collectable Card" randomly. These include AR and non-AR effects. No exchange nor replacement will be arranged for the "csl x MIRROR – Collectable Cards".
  - ii. In order to qualify for the MIRROR Collectables below, customers are required to subscribe to a designated 80GB MIRROR 5G service plan, agree to a commitment period of 24 or 36 months, pay an MTR/Tunnels/Mobile Licence/Administration Fee of HK\$18 per month and prepay a designated sum (if applicable), the amount of which will be credited to your csl account by installments over 24 months. The series of MIRROR Collectables are:

- a) csl x MIRROR AR Calendar 2022 (1 pc)
- b) csl x MIRROR Poster (3 pcs)
- c) csl 5G x MIRROR SIM Card (1 pc)
- d) csl 5G x MIRROR SIM Card Cover (1 pc)
- e) csl x MIRROR - Collectable Card (12 pcs drawn randomly), and
- f) csl x MIRROR Booklet (1 pc and applicable only to a 36-month contract period).

Customers can select three csl x MIRROR Poster, a set of csl 5G x MIRROR SIM Cards and csl 5G x MIRROR SIM Card Cover. No exchange nor replacement will be arranged for all MIRROR Collectables. Customers can draw twelve "csl x MIRROR – Collectable Card" randomly. These include AR and non-AR effects. No exchange nor replacement will be arranged for the "csl x MIRROR – Collectable Cards".

17. Premium available while stock last.