

HKT launches \$32 million campaign to support SMEs and fight downturn

HKT (SEHK:6823) – HONG KONG, April 6, 2022 – The economy of Hong Kong has been hardly hit by the COVID-19 epidemic. Many enterprises, especially small- and medium-sized enterprises (SMEs), are facing significant challenges and difficulties. As a long-standing partner of SMEs, HKT has provided them with more than 50 digital solutions to meet their business needs. Today, HKT launched a series of complimentary relief measures totaling \$32 million, with no service charges for SMEs for designated time periods, to support their efforts to quickly recover and capture business opportunities once the economy resumes its upturn.

The newly launched relief measures, which are free of charge and without a contractual commitment period, include:

Digital marketing solutions for SMEs to expand sales channels

- Free BizWise solutions for three months, including SMS and WhatsApp promotion tools and customer service
- Free Online Yellow Pages search advertising service at yp.com.hk for 12 months
- Free Google Business Profile setup service

e-Commerce solutions for SMEs to increase revenue streams

- Free e-commerce solutions for six months, including online shop, online booking and online food ordering
- Free Business Anywhere service for six months, connecting business telephone numbers with the prefix “2” with our mobile app to help owners stay in touch with their business anytime, anywhere

Comprehensive payment platform for SMEs to capture business opportunities

- Tap & Go¹ and FPS 0% transaction fee²
- Three-month rental fee waiver for the SmartPOS device supporting 16 payment methods, including all stored value facilities participating in Phase I of the 2022 Consumption Voucher Scheme (CVS)

Now TV for business

- Complimentary selection of Now TV channels for three months, including Now News, Now BNC and Now 668

All SMEs in Hong Kong can apply for the above relief measures via <https://www.hkt-sme.com/support-sme/> on or before May 31, 2022. They can also get information on the latest promotions and other supporting initiatives on the website.



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Ms. Susanna Hui, Group Managing Director of HKT, said, “HKT is committed to leveraging emerging technologies to deploy digital solutions among SMEs and enhance their operation efficiency and competitiveness. As a strong partner of SMEs in Hong Kong, we launched a new campaign to assist SMEs in coping with their immediate challenges through measures such as digital marketing solutions and a comprehensive payment platform to capture opportunities presented by CVS in April and May. Each of these initiatives is designed to meet different business needs, enabling SMEs to quickly bounce back when the economy recovers.”

Understanding that SMEs often have limited IT resources, HKT also provides them with free consultation services covering industry-specific solutions, cybersecurity, communications and cloud technology, in addition to 24/7 professional technology support. Workshops are also regularly organized to help SMEs master the solutions deployed.

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**The above offers are subject to terms and conditions.*

1 Tap & Go is operated by HKT Payment Limited (Stored Value Facilities Licence Number: SVF0002) and subject to its relevant terms and conditions.

2 The Promotion is applicable to SMEs, non-governmental organizations (NGOs), and social enterprises, and subject to the relevant terms and conditions. Please refer to <https://bit.ly/3MtwGOT> for details.

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, enterprise solutions, FinTech, e-Commerce, Big Data Analytics, media entertainment including the provision of interactive pay-TV services, 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 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, Big Data Analytics, 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.

LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt).

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