

The Club collaborates with Google Cloud to uplift customer experience to the next level

HKT (SEHK: 6823) – HONG KONG, January 12, 2022 – HKT's loyalty program and digital ventures arm - The Club, announces its strategic collaboration with Google Cloud to develop an innovative hyper-personalisation platform, named *Copernicus*, to integrate into The Club's digital ecosystem across its business pillars. Combining its strong network and database with Google Cloud's expertise and state-of-the-art technology, The Club aims to provide customers with a uniquely tailored online digital experience.



Through closely collaborating with many business partners, The Club has long provided its members with truly unprecedented experiences and a variety of premium services, ranging from lifestyle, shopping, travel, insurance, and much more. This time, The Club looks to *Copernicus* to achieve a more focused and personalised customer experience, leveraging Google Cloud's expertise in data security and governance, data analytics and data visualisation capabilities to deliver products and services geared specifically to each customer's specific needs.

The Club's Data Science team will develop machine learning and AI algorithms to identify customer needs-based products and services by analysing members' behaviours and preferences, allowing The Club to take further steps towards enhancing consumer experiences with more personalised offerings.

Specifically, Google Cloud's advanced data analytics technology empowers The Club to build *Copernicus* which enables The Club to understand each individual member's purchasing behaviour and interests more precisely and quickly on one unified platform. This in turn allows The Club to deploy more targeted and personalised marketing strategies for reaching individual members across all touchpoints of the customer journey. The Club members will benefit from tailored recommendations that match their interests and needs through their preferred channels.

cont'd...

Mr. Alan Tsui, CEO of HKT's Loyalty, Digital and Analytics, said, "We are excited to announce this ground-breaking collaboration with Google Cloud in *Copernicus*. This enables us to provide the best services and products at the right time for individual members. In recent times, we have adopted data science technology to tailor exclusive rewards to selected members, piquing their already heightened interests. We firmly believe our unique in-house data capabilities, partnered with Google Cloud's advanced technology, will lay a strong foundation for our digital transformation journey."

Ms. Kathy Lee, Managing Director, Google Cloud, Greater China, said, "Staying viable in the retail market today means using technology to solve big problems and boost business agility. We are pleased to work with The Club to advance its goal of developing a customer-centric and data-driven platform that will not only optimize operational efficiencies, but accelerate digital and omnichannel revenue growth."

Copernicus' machine learning ability is more than just analysis of The Club's extensive database. *Copernicus* will allow The Club to constantly optimise its performance by forecasting customers' behaviours with prescriptive information, thereby increasing the customer base by identifying and converting the right target audience segments. The Club hopes to connect more partners and customers to The Club ecosystem. With support from this collaboration which combines HKT's comprehensive networks with Google Cloud's secure infrastructure and global network, *Copernicus* will open a whole new world of opportunities for new and existing partners from across different industries, and promises enhanced services and unique experiences tailored to each individual member.

- # -

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.

cont'd...

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.

About Google Cloud

Google Cloud accelerates organizations' ability to digitally transform their business with the best infrastructure, platform, industry solutions and expertise. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology – all on the cleanest cloud in the industry. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

For more information, please call:

Stella Wong
HKT
Group Communications
Tel: +852 2888 2253
Email: stella.wm.wong@pccw.com

Issued by HKT Limited
HKT Limited is a company incorporated in the Cayman Islands with limited liability.