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**THE SANDBOX**

**PCCW-HKT, first Hong Kong-based CMT partner of The Sandbox, plans to launch world's first virtual 5G mobile network and brand-new Web3 multimedia experience in metaverse**

**Hong Kong – 26 May 2022** – PCCW (SEHK: 0008) and HKT (SEHK: 6823) have partnered with The Sandbox, becoming the first Hong Kong-based integrated communications, media and technology (CMT) organisation to join the metaverse and open a new frontier in the digital world.



PCCW and HKT have purchased virtual land in Mega City, the Hong-Kong inspired neighbourhood in The Sandbox. As part of their foray into the metaverse, they are set to launch the world's first virtual 5G mobile network and transform traditional film, TV and music content into a Web3-enabled new form of entertainment.

Ms Susanna Hui, Acting Group Managing Director of PCCW and Group Managing Director of HKT, said, "PCCW and HKT are constantly making breakthroughs to remain at the global forefront of innovative technology applications. We are pleased to partner with The Sandbox to enter the metaverse and explore Web3, where we can seize the boundless opportunities manifesting in different aspects of our daily lives."

Mr Sebastien Borget, COO & Co-Founder of The Sandbox, said, "We're excited to see PCCW and HKT enter the Metaverse and educate their large 5G and broadband userbase on the innovations from NFT ownership and Web3 gaming. The heart of Mega City's neighbourhood is a vibrant cultural hub where PCCW and HKT can bring more talent, players and content, shaping the future of the open decentralized platform together."

Mr Evan Auyang, President of Animoca Brands, commented, "We are proud to welcome PCCW and HKT into The Sandbox. It is an honour to have the opportunity to collaborate with the region's pillars of technology and pioneering vision, and we look forward to a powerful and productive partnership that will be great for both Hong Kong and the open metaverse."

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As Hong Kong market leaders, PCCW and HKT will introduce more new-age financial and health technologies, plus e-commerce solutions, to build a fascinating virtual “metacommunity”, which will deliver an entirely new 5G-enabled entertainment experience.

The pioneering spirit demonstrated by PCCW and HKT over the years and partnership with entities such as The Sandbox constitute major contributions to Hong Kong’s future as a world centre of technological innovation, boosting its competitiveness and creating long-term value. The latest collaboration with The Sandbox enables PCCW and HKT to explore new business opportunities by creating services that could only be imagined just a few years ago. The move is also typical of the way PCCW-HKT plays a role in building the future by joining forces with leading technology brands.

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## **About PCCW Limited**

PCCW Limited (SEHK: 0008) is a global company headquartered in Hong Kong which holds interests in telecommunications, media, IT solutions, property development and investment, and other businesses.

The Company holds a majority stake in the HKT Trust and HKT Limited, Hong Kong’s premier telecommunications service provider and leading operator of fixed-line, broadband, mobile communication and media entertainment services. HKT delivers end-to-end integrated solutions employing emerging technologies to assist enterprises in transforming their businesses. HKT has also built a digital ecosystem integrating its loyalty programme, e-commerce, travel, insurance, big data analytics, FinTech and HealthTech services to deepen its relationship with customers.

PCCW owns a fully integrated multimedia and entertainment group in Hong Kong engaged in the provision of over-the-top (“OTT”) video service locally and in other regions, as well as content production, artiste management and the event business.

Through HK Television Entertainment Company Limited, PCCW also operates a domestic free TV service in Hong Kong.

Also wholly owned by the Group, PCCW Solutions is a leading IT and business process outsourcing provider in Hong Kong, mainland China and Southeast Asia.

In addition, PCCW holds a stake in Pacific Century Premium Developments Limited and other overseas investments.

To learn more about PCCW, please visit [www.pccw.com](http://www.pccw.com).

## **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 centres.

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 fibre 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 programme, 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](http://www.hkt.com).  
LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt).

## **About The Sandbox**

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand having partnered with major IPs and brands including Warner Music Group, Ubisoft, The Rabbids, Gucci Vault, The Walking Dead, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, Richie Hawtin, The Smurfs, Care Bears, Atari, ZEPETO, CryptoKitties, and more. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, The Sandbox metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit [www.sandbox.game](http://www.sandbox.game) and follow the regular updates on Twitter, Medium, and Discord

## **About Animoca Brands**

Animoca Brands, a Deloitte Tech Fast winner and ranked in the Financial Times list of High Growth Companies Asia-Pacific 2021, is a leader in digital entertainment, blockchain, and gamification that is working to advance digital property rights. It develops and publishes a broad portfolio of products including the REVV token and SAND token; original games including The Sandbox, Crazy Kings, and Crazy Defense Heroes; and products utilizing popular intellectual properties including Disney, WWE, Snoop Dogg, The Walking Dead, Power Rangers, MotoGP™, and Formula E. The company has multiple subsidiaries, including The Sandbox, Blowfish Studios, Quidd, GAMEE, nWay, Pixowl, Forj, Lympo, Grease Monkey Games, and Eden Games. Animoca Brands has a growing portfolio of more than 200 investments in NFT-related companies and decentralized projects that are contributing to building the open metaverse, including Axie Infinity, OpenSea, Dapper Labs (NBA Top Shot), Yield Guild Games, Harmony, Alien Worlds, Star Atlas, and others. For more information visit [www.animocabrands.com](http://www.animocabrands.com) or follow on Twitter or Facebook.

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