

Club Like brings ultimate online shopping experience to The Club members

HKT (SEHK: 6823) – HONG KONG, June 4, 2019 – HKT’s unified loyalty and rewards program, The Club, is extending its benefits to members by rolling out a new online shopping platform, Club Like.

Club Like is an ideal place for customers to find what they like from an array of products curated by well-known local and global brands across categories including electronics, travel, wine and dine, sports and outdoor, health and personal care, home and living, kids and babies, and business needs.

For merchants, a team of production and online specialists at Club Like’s Merchant Center[#] at Causeway Bay will provide an end-to-end solution – from consultations, workshop, photo and video production, to marketing capabilities – in an effort to maximize online exposure for merchants.

Club Like will also open an Experience Store at the new K11 MUSEA in Tsim Sha Tsui by the end of November, aiming to enhance customer engagement by providing the latest product workshops and entertainment. Merchants will also be able to enjoy the facilities such as photo studio as well as consultation services at the new store.

To ensure a more convenient and efficient shopping experience for customers, Club Like has set up Club Like Collection Points at 19 designated locations including 1O1O, csl., HKT retail shops and The Club Redemption Centre across Hong Kong Island, Kowloon and the New Territories as one of the delivery options. Customers only need to present the QR code in the confirmation email to the customer service representatives at the Club Like counter to pick up orders.

Mr. Bruce Lam, CEO of The Club, said, “The Club has been offering a range of merchandise for members to redeem by Clubpoints and cash. Club Like is a natural extension of this service, offering the opportunities for customers including non-members of The Club to buy from a range of quality products in cash.”

From June 5 to July 31, 2019, members of The Club can enjoy HK\$50 off their first-time purchase with a minimum spending of HK\$400 at Club Like and 50% off on selected products. In addition, customers can enjoy free delivery service to their chosen locations for purchases of over HK\$400. For details and offers, please visit www.clublike.com.hk.

Every time members of The Club spend on Club Like, Clubpoints (HK\$20 = 1 Clubpoint) will be added to their The Club accounts which can be used for reward redemption or making purchases on Club Like. For more information about The Club, please visit www.theclub.com.hk or call The Club hotline at +852 183 3000.

For more information about Club Like, please visit www.clublike.com.hk, call Club Like hotline +852 183 3900, or email to enquiry@clublike.com.hk.

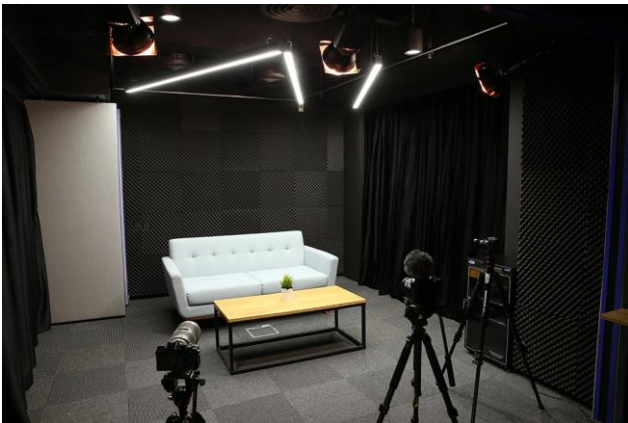
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[#] Merchant Center address: 19th Floor, East Exchange Tower, 38 Leighton Road, Causeway, Hong Kong.

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Mr. Bruce Lam, CEO of The Club, at the Merchant Center opening ceremony



Club Like's Merchant Center at Causeway Bay

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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