

SmarTone Launches New Unbundled Plans

Hong Kong, 5 February 2015 – SmarTone launches its new Unbundled Plans, offering customers the flexibility of upgrading their smartphones anytime they want. With the 6GB Unbundled Plan for HK\$316/month or 10GB Unbundled Plan for HK\$456/month, both on a 12-month contract, customers can buy one of the latest 4G smartphones with the option to buy another one within the contract period – both at a significant discount on the Recommended Retail Price.

“Many customers tell us that they want to upgrade their smartphones more frequently than what the typical 24-month contract allows. With the new Unbundled Plans, we offer customers the freedom to upgrade their smartphones within a 12-month contract as and when they wish, and at great prices, too” said Mr. Douglas Li, CEO of SmarTone.

The Unbundled Plans cover a wide range of latest smartphone models from popular brands spanning all price points, including Samsung GALAXY Note Edge, Samsung GALAXY Note4, Sony Xperia™ Z3, LG G3, HTC Desire Eye and many more. The handset hotlist will be frequently updated to ensure the latest models are included.

“Focusing on what our customers care about, the new Unbundled Plans let customers enjoy the flexibility to upgrade smartphones when new smartphone models become available, together with SmarTone’s reliable and super-fast 4G network, exclusive apps and services, and outstanding customer care, the Unbundled Plans represent what’s truly best value. We’re confident that customers will love the difference,” said Mr. Douglas Li.

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Notes to editors:

The all new Unbundled Plans

Monthly Fee	Local Data	Thereafter Charge (on 'Advise and Consent' basis)	Voice Mins (Basic)	Contract Term
HK\$316	6GB	HK\$50/500MB	4,000	12 months
HK\$456	10GB	HK\$50/500MB	5,000	12 months

Included apps & services

Make free calls to Hong Kong while abroad when connected to WiFi. Travel Assist is also there to help should you need it. What's more, get the latest news, weather, traffic and trends, along with merchant partners' offers and promotions.

- ST WiFi Calling
- loop
- Easy Connect for Android
- Travel Assist
- Apps Select
- Social Mobile
- Latest News, Weather & Traffic
- Spend it! & HK Credit Card Privileges

Cash bonus

Subscribe to any SuperCare Smartphone Plan and enjoy a cash bonus of up to HK\$50 per month when you also subscribe to ST Fibre Broadband for your home.

Other services included: Intra SMS, voicemail, call forwarding, caller number display, call waiting and conference call.

Latest smartphones deal from the Unbundled Plans

Model	Recommended Retail Price	Unbundled Price
Samsung GALAXY Note Edge	\$7,498	\$6,798
Samsung GALAXY Note4 (32GB)	\$6,298	\$5,298
LG G3	\$5,998	\$4,398
Sony Xperia™ Z3	\$4,998	\$3,998
Samsung GALAXY S5	\$4,498	\$3,598
HTC Desire Eye	\$3,998	\$3,198
HTC One (E8)	\$3,998	\$3,098
Samsung GALAXY A5	\$3,298	\$2,698
Sony Xperia™ C3	\$2,698	\$1,798
Sony Xperia™ M2 Aqua	\$2,498	\$1,698
Samsung GALAXY GRAND Prime	\$1,998	\$1,498
Sony Xperia™ E3	\$1,598	\$1,098

- Customers are required to pay an admin fee of HK\$18/month.
- Upon purchasing the second handset entitled under the SuperCare Unbundled Smartphone Plans, customers are required to trade in the first Unbundled Plan's designated handset previously purchased. The trade-in value is based on the Company's trade-in price on the transaction day and will be offset from the Unbundled Price of the second handset.
- The trade-in price will vary closely according to the market price of used handsets. Please visit our stores for details.

Terms and Conditions apply. For details, please visit smartone.com/unbundled