



Making Life Easier

For immediate release

one2free Offers Tablet Data Service Plans from only HK\$87 Per Month

Customers can now get more flexible data service plans with one2free’s compelling volume based offer for Mobile Broadband

Hong Kong, 14 June 2011 – one2free announced a new range of volume based service plans that will allow greater flexibility for customers with different data usage needs in Hong Kong. Kicking off this revamped pricing approach is a range of tablet data service plans from just \$87 per month. The new service plans give tablet fans much more flexibility to enjoy mobile broadband according to their own data consumption requirements and make the digital lifestyle more accessible to Hong Kong residents.

Instead of having only an unlimited data plan, one2free has taken a customer centric approach for Hong Kong’s tablet users. Now they can choose from a range of plans to suit their budgets and data usage habits.

Additionally, the same service plan applies for all tablets, regardless of brand – a first for Hong Kong. This unique service offering in Hong Kong simplifies mobile broadband for customers and enables greater flexibility in the types of tablets they use.

one2free Tablet Data Service Plans

Monthly Fee	\$87 [^]	\$137 [^]
Local Mobile Data Usage ⁺⁺	1GB <i>(thereafter charge at \$0.01/KB, capped at \$398)</i>	3GB <i>(Thereafter charge at \$0.01/KB, capped at \$50)</i>
Download Speed	7.2Mbps [*]	7.2Mbps [*]
WiFi Hotspot Data Usage ^Ω	Unlimited ^{**}	

[^] SIM only subscription for a Minimum Contract Period of 12 months is required. MTR/Tunnels/Mobile Service Licence Fee of \$12/month applies.

^{*} Maximum download speeds. Actual speeds experienced will be considerably less than the maximum download speeds and may vary due to internet conditions, server speeds, network conditions, coverage, locations, the computer and device used, hardware, software, usage levels and other factors.



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++ For details of roaming and international charges, please refer to our website.

** Subject to our Fair Usage Policy.

Ω Wi-Fi Hotspot is available at designated locations only. You are required to logon to the Wi-Fi Hotspot directly from each device to enjoy the service.

Together with the fastest mobile broadband network in Hong Kong, the new service plans will allow all mobile users to get the most out of their devices. one2free's unique network provides broadband speeds up to 1.7 times¹ faster than competitors, as well as the widest outdoor and indoor coverage in Hong Kong. *

“Our new volume based pricing strategy is a direct response to what our customers were telling us,” said Mark Liversidge, chief marketing officer, CSL Limited. “The data usage habits of customers are diversifying with the growing popularity of tablets and the unlimited-only option no longer makes sense. one2free is living up to its reputation as a market leader by meeting emerging market needs. We will continue to introduce unique and flexible services that enable our customers to experience the mobile lifestyle on their own terms.”

For more information, please call one2free at 29 722 123 or visit www.one2free.com.

About one2free

one2free was launched in 1996 by CSL. In keeping with its progressive nature, one2free re-positioned itself to enable it to take its exciting products and services to the whole family by providing new customized solutions in April 2008. one2free also provides cost-effective solutions for the Small Office Home Office (SOHO).

one2free's flagship store is located at Yee Woo Street, Causeway Bay. With boutique-style service, it provides customers with a hassle-free mobile experience, and a simple and enjoyable mobile life.

For more information, please visit www.one2free.com.

¹ According to the findings and results of Speedtest.net – obtained by analyzing test data between 30 January 2011 and 28 February 2011 (tests from 739,733 unique IPs in Hong Kong and of 4,554,650 total tests, 121,816 were used) and Celfinet's benchmarking report conducted in April 2010.



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