



*For Immediate Release*

## **one2free to Offer iPhone 4S in Hong Kong**

HONG KONG – November 9, 2011 – one2free today announced it will offer iPhone 4S to customers in Hong Kong beginning Friday, November 11. iPhone 4S will be available starting from \$0 with select 24-month service plans in all one2free retail stores and the one2free online shop at <http://shop.one2free.hkcs.com>. Beginning today, one2free will also offer iPhone 4 8GB model from \$0 with select 24-month service plans.

iPhone 4S is the most amazing iPhone yet, packed with incredible new features including Apple's dual-core A5 chip for blazing fast performance and stunning graphics; an all new camera with advanced optics and full 1080p HD resolution video recording. With the launch of iPhone 4S also comes the launch of iOS 5, the world's most advanced mobile operating system with over 200 new features; and iCloud, a breakthrough set of free cloud services that work with your iPhone, iPad, iPod touch, Mac or PC to automatically and wirelessly store your content in iCloud and push it to all your devices.

"At one2free we're committed to bringing customers in Hong Kong the best mobile communication experience and we're thrilled to introduce iPhone 4S," said Mark Liversidge, Chief Marketing Officer of CSL Limited. "The combination of one2free's unbeatable network capabilities, value added services and competitive pricing makes one2free the only network in Hong Kong capable of unleashing the full potential of the most amazing iPhone."

one2free's Next G network is the fastest mobile broadband network in Hong Kong. It optimizes the benefits of the iPhone 4S capabilities to provide seamless connectivity, with download and upload speeds faster than any other Hong Kong operator, according to the network speed test conducted by Ookla Net Metrics.

one2free provides specially designed apps to meet the needs of iPhone users, tailored to the lifestyle choices of Hong Kong customers. Musicholic™ is the hottest service in Hong Kong providing access to more than 1.3 million globally popular songs and music videos for download or streaming as well as daily new song updates. The one2free Customer Service App for iPhone provides the latest information and services at customers' fingertips. Access to usage and billing information, roaming services information and even the ability to pay the latest bill is available whenever and wherever you need it.

To ensure one2free customers can be the first in Hong Kong to experience the innovative iPhone 4S, one2free Mongkok at Sai Yeung Choi Street, one2free Causeway Bay at Yee Wo Street and other designated one2free shops\* will open sales from 12:01 AM on November 11. To beat the queues, the one2free online shop is the ideal choice – customers can purchase both iPhone 4S and iPhone 4(8GB) online from midnight at <http://shop.one2free.hkcs.com> with first 200 customers guaranteed delivery within 24 hours.

\* Designated one2free shop list:

- G/F, 112-114 Des Voeux Road Central, Hong Kong
- Shop F, G/F, Tung Hing Building, 135 Johnston Road, Hong Kong



- Shop 2, G/F, King's Centre, 193-209 King's Road, North Point, Hong Kong
- Shop 2, G/F, Tern Plaza, 5 Cameron Rd, Tsim Sha Tsui, Kowloon
- G/F-M/F, 164 Sai Yeung Choi Street, Mongkok, Kowloon
- Shop D, G/F, 132 - 134 Fuk Wa Street, Sham Shui Po, Kowloon
- G/F & M/F, Tsuen Wan Building, 37 Chung On Street, Tsuen Wan, New Territories
- Shop 3, Level 3, Shatin Plaza, Shatin, New Territories
- Shop 2071, 2/F, Tuen Mun Town Plaza, Phase I, Tuen Mun, New Territories
- Shop 10 & 11, G/F, Citimall, 1 Kau Yuk Road, Yuen Long, New Territories

one2free full pricing and details for iPhone 4S in Hong Kong:

Monthly Fee <sup>Δ</sup>	\$157	\$217	\$267	\$419
Basic Voice Minutes	1,600	1,800	2,500	3,900
Intra-network SMS <sup>1</sup>	Unlimited			
MMS	-	200		
Local Mobile Data Usage (MB)	200	400	800	Unlimited <sup>#</sup>
Thereafter Charge	\$0.01/kb (Capped at \$298)			-
Wi-Fi	Unlimited <sup>#</sup>			
Infotainment <sup>2</sup>	-	News, Finance, Entertainment Channels & 360 Mobile TV Minutes		
Call Management Package	Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference			
<b>iPhone Connection Price<sup>3</sup></b>				
iPhone 4 (8GB)	\$2,888	\$1,088	\$288	\$0
iPhone 4S (16GB)	\$3,768	\$1,968	\$1,168	\$0
iPhone 4S (32GB)	\$4,648	\$2,848	\$2,048	\$948
iPhone 4S (64GB)	\$5,498	\$3,698	\$2,898	\$1,798

△ You are required to subscribe to the iPhone Service Plan for a Minimum Contract Period of 24 months. To enjoy the iPhone Handset Offers, you must also simultaneously subscribe to \$36 or above Value-Added Services (“VAS”) for a Minimum Contract Period of 24 months. Mobile Service Licence and Administration Fee of \$12 per month applies.

# Subject to our [Fair Usage Policy](#).

Remarks:

1. Unlimited Intra-network SMS is subject to a monthly quota of 10,000 SMS and unused quota cannot be carried forward to the next month.
2. Infotainment Package includes News, Finance and Entertainment Channels. Local stock quote enquiries, index enquiries, 24 hours breaking news, news express and video express are not included.
3. Simultaneous subscription of a \$36 or above Value-added Service (“VAS”) for a Minimum Contract Period of 24 months and prepayment is required. Prepayment amount will be rebated into your account by installments during the Minimum Contract Period.



For more information on iPhone 4S, please visit: [www.apple.com/iphone](http://www.apple.com/iphone).

**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 Mongkok is located at Sai Yeung Choi Street South, Mongkok. With 6000 sq. ft. divided into six unique experience zones, it provides customers with a one-stop-shop for all their mobile needs, as well as a window into the future of mobile broadband with 4G LTE.

For more information, please call one2free at 29 722 123 or visit [www.one2free.com.hk](http://www.one2free.com.hk).

\*\*\*

**For media enquiry, please contact:**

CSL Limited

Erin Godfrey

Tel: +852 2883 4883

Email: [erin.godfrey@hkcs.com](mailto:erin.godfrey@hkcs.com)