



*Immediate release*

## **1010 joins hands with Hang Seng Bank to launch Mobile Payment Service**

*Promotes hassle-free mobile payment experience with attractive offerings*

**Hong Kong, 20 February 2014** – No wallet? No worries! Every now and then, you may stumble upon the occasion of leaving your wallet or purse at home. Committed to delivering a superior customer experience by offering an innovative mobile service backed by a fast and stable 4G LTE network, 1010 has launched Mobile Payment Service with Hang Seng Bank for 1010 customers, especially the digital drivers who live life on the go.

CSL and Hang Seng Bank announced their partnership to expand Mobile Payment Service in November last year. This Service does not only bring convenience to 1010 customers but also delivers a high level of security. Participating customers can use designated near-field communication (NFC)-enabled smartphones\* to make payments through MasterCard PayPass terminals at over 3,000 merchant outlets in Hong Kong. The entire payment process is encrypted while customers can also opt to enter a password each time they launch the Hang Seng Mobile Payment App and check their 20 most recent transaction records on their phones.

Interested customers can visit any 1010 Centre to obtain an NFC SIM card for free\*\* to kick-start the Service. Besides, those who spend \$500 or above during the first three months will receive \$100 Hang Seng Cash Dollars^.

To further spur excitement and encourage more 1010 customers to experience the ease of mobile payment, within the promotional period beginning today through 31 March 2014, customers who sign up on \$479 or above designated 1010 Service Plan and fulfilled the prescribed conditions^^ and activate the Hang Seng Mobile Payment Service are entitled to the following:

- \$200 shopping vouchers△
- Amuse battery (valued at \$399)▲

For further enquiries, please call the 1010 hotline on 2988 1010, visit [www.1010.com.hk](http://www.1010.com.hk) or go to any 1010 Centre.

\* 1010 Customers who wish to use this service must possess one of the NFC-enabled handset models as specified in Hang Seng Mobile Payment website: <http://www.hangseng.com/mobilepayment>

\*\*From now until 30 June 2014, the first NFC SIM charge (valued at \$100) will be waived.

^ To be eligible for the \$100 Hang Seng Cash Dollars Reward, customers are required to spend for an accumulated transaction amount of HKD500 or above using Hang Seng Mobile Payment App within 90 days from the account opening date of the Hang Seng Mobile Card. To find out more details of the offers, terms and conditions of the Hang Seng Mobile Payment Service, please visit Hang Seng Mobile Payment website [www.hangseng.com/mobilepayment](http://www.hangseng.com/mobilepayment).

^^ To use the Hang Seng Mobile Payment Service, you will need to: i) have a Personal Hang Seng MasterCard Principal Card; ii) be a registered user of Hang Seng Personal e-Banking with an activated security device in hand; iii) have a designated NFC-



enabled smartphone; iv) use 1010 mobile service and v) download the Hang Seng Mobile Payment App on Google Play and install the app.

△ To enjoy the Shopping Voucher offer, customer must:

- (a) subscribe to a \$479 or above designated 1010 Service Plan and a designated Value-Added Service(s) of not less than HKD38 per month simultaneously for a Minimum Contract Period of 24 months, on or before 31 March 2014;
- (b) settle service fees by autopay and prepayment of \$350–\$6,100 (depending on the chosen device) via Eligible Credit Cards (prepayment amount will be rebated into your 1010 account by instalments during the Minimum Contract Period); and
- (c) become a ClubBest™ member and redeem ClubBest™ points to shopping vouchers.

The ClubBest™ points will be credited to customer's 1010 ClubBest™ account within 4 – 6 weeks after service activation.

▲ Gifts are available while stocks last.

Actual speeds experienced will be considerably less than the theoretical speeds obtainable on a 4G network 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.

CSL Limited ("CSL") accepts no liability for any matters arising from the products and/or services provided by Hang Seng Bank Limited ("Hang Seng"). Hang Seng or other suppliers are solely responsible for all obligations and liabilities relating to the products sold and services on offer. Hang Seng Mobile Payment Service is provided by Hang Seng and not CSL.

These offers are subject to the terms and conditions of CSL's Mobile Service Agreement. CSL reserves the right to terminate or change these offers or any of the terms and conditions at any time without prior notice.

In case of any dispute, the decision of Hang Seng and CSL shall be final.

Please visit [www.1010.com.hk](http://www.1010.com.hk) for details of 1010 Centre addresses, products, NFC SIM and terms and conditions for individual Service Plans.

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## About 1010

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited. Known for its award-winning customer services#, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch dual band 4G LTE with DC-HSPA+ mobile broadband network, and now offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.

For more information, please call 1010 at 2988 1010.

# 1010 won "Service Retailer of the Year (Telecommunications)" at the Hong Kong Retail Management Association's "Mystery Shoppers Programme" from 2009-2013.

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