



Immediate release

1010 Offers Christmas Privileges

Christmas gifts bring sweet excitement to customers

Hong Kong, 29 November 2013 – Christmas is the time for giving and sharing and 1010 is here to help you get into the Christmas spirit! 1010 proudly presents a series of Christmas gifts to celebrate this season of joy with our distinguished customers.

Privilege 1: agnès b. Chocolate Pack from 1010

To thank our customers for their continuous support, 1010 is giving away agnès b. chocolate pack. From 29 November 2013 to 7 December 2013, 1010 will offer a limited number of coupons* for 1010 Facebook fans from 1:00pm every day. Simply download the coupon and redeem an agnès b. chocolate pack (while stock lasts) from any 1010 Centre. Visit and 'Like' our [1010 Facebook page](#) now!



Privilege 2: Receive a 1010 X COVA Hamper Upon Signing Up to \$479 Digital Life Plan

Coupled with our fast and stable 4G service, 1010 completes the experience with a complimentary Christmas gift. Customers who sign up to \$479 Digital Life Plan[^] on or before 1 January 2014 will enjoy a 1010 X COVA Hamper valued at \$675, or a \$500 COVA Gift Voucher to celebrate the festive season.

For more information about 1010 Christmas offers, please call the 1010 hotline on 2988 1010, visit www.1010.com.hk or go in store to any 1010 Centre.

* This coupon must be redeemed at any 1010 Centre on or before 10 December 2013, after which it will be forfeited.

[^] To enjoy this offer, you must subscribe to \$479 Digital Life Plan and designated value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months. Settlement of service fees by autopay and prepayment of \$5,198 - \$5,598 (depending on your chosen device and Service Plan subscription) via



designated credit card is also required. Prepayment amount will be rebated into your 1010 account by instalments during the Minimum Contract Period. Gifts are available while stock lasts.

Other terms and conditions apply.

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.

We reserve the right to terminate or change these Service Plans, offers or terms and conditions at any time without prior notice. We reserve the right to make the final decision in the event of any dispute.

Please visit www.1010.com.hk for 1010 Centre addresses, details of products, Service Plans, offers and terms and conditions.



YES! Sweeten your Christmas with treats from 1010



4G Total Network
First Dualband 4G network in Hong Kong, giving you an ultra-speed indoor and outdoor 4G experience



Privileged offers
Enjoy a new device and a COVA hamper valued at \$675



MyRoom Personal Cloud Storage
Enables you to wirelessly synchronise content across multiple devices and platforms effortlessly



ClubBest™ rewards
Convert every dollar you spent into ClubBest™ points to redeem lifestyle privileges



Samsung GALAXY Note3



HTC One max

24-hour Sales Hotline : 2988 1010

Follow us on Facebook 1010



MAKE YES! HAPPEN

Promotion until 1 January 2014. To enjoy this offer you must subscribe to \$479 Digital Life Plan and value added service(s) of not less than \$38 per month simultaneously for a Minimum Contract Period of 24 months. Settlement of service fees by outlay and prepayment of \$5,198 - \$5,398 (depending on your chosen device and Service Plan subscription) via designated credit card is also required. Prepayment amount will be rebated into your 1010 account by instalments during the Minimum Contract Period. Mobile Service Licence and Administration Fee of \$12 is included. Gifts are available while stock lasts. 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. We reserve the right to terminate or change these Service Plans, offers or terms and conditions at any time without prior notice. We reserve the right to make the final decision in the event of any dispute. Please visit www.1010.com.hk for 1010 Centre addresses, details of products, Service Plans, offers and terms and conditions. Handsets of all parties of the call must support HD Voice.



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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 2009-2012.

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