

Run a Purpose-driven Business

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MAKE OUR HONG KONG
A BETTER PLACE TO LIVE

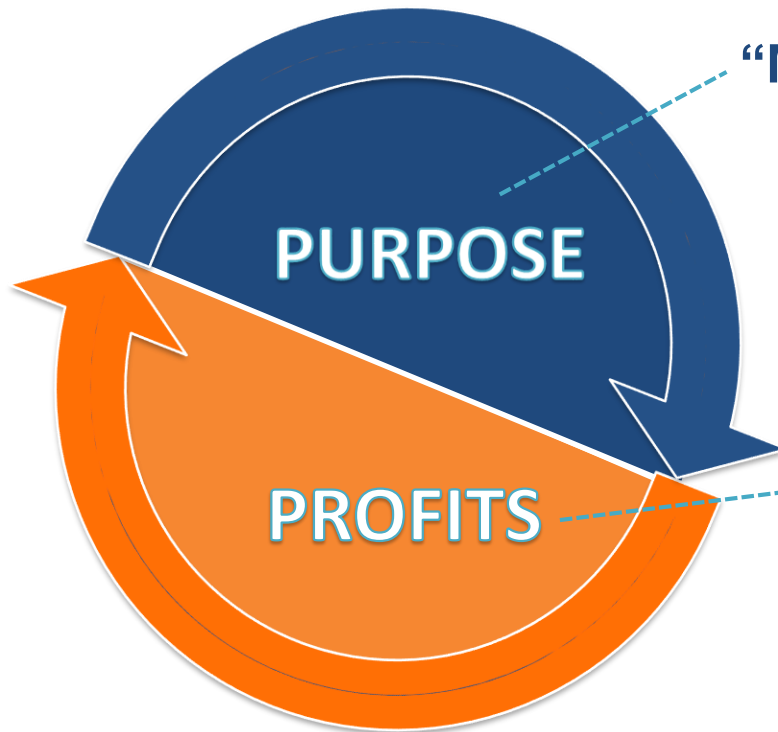
成就香港更美好家園

HKBN Core Purpose



Talent Meeting 2013

Pursue BOTH Purpose & Profits



“Make our Hong Kong a better place to live”

- Core Purpose as our driving force & competitive advantage
- We believe upon doing what is right, profits will follow

Make purposeful profits

- We aspire that our success in making purposeful profits will inspire other companies to follow, resulting in a significant social impact on HK

Put Core Purpose into Action

Pioneer norm-breaking, top-value telecom services in HK



1st to build fibre network across HK and launch 100 / 1000 Mbps service



Top-value quad-play:

- Fibre broadband & Wi-Fi
- Home telephone
- Mobile
- OTT



Pioneer speed guarantee & price ceiling

1% of Hong Kong's median monthly household income

Drive community investment from within



Outsource operations to social enterprises

Put Core Purpose into Action

Share HKBN resources

Non-office hours: free room rental for NGOs



Volunteer HKBN expertise

Award-winning “HKBN PC Doctors”

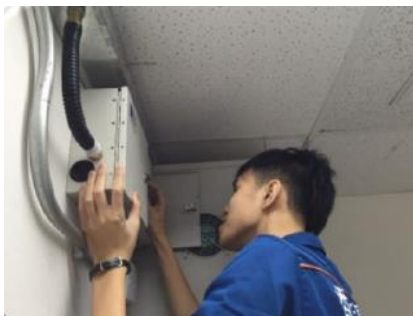


Knowledge volunteers for SEs and NGOs



HKBN Supports YUM

Professional qualification training & mentoring



Optimise exposure through business & media networks



「寬」闊前路由我闖

寬頻服務技術員成金牌師傅

年輕人只要發掘自身優點及興趣，便能朝著目標發達通往成功大道。24歲的張志鵬 (Ken) 一直對電腦有濃厚興趣，中五畢業後投身電訊業界，現於香港寬頻任職服務技術員 (二級)。因著其工作熱誠，他得到公司及客戶認同，今年更成為「金牌師傅」。他遇上師傅子龍 (Angus) 一同商討年輕人：「只要不怕煩、有熱誠，行行出狀元。」



The Way Forward

Continuous Support to YUM 3



- Sponsorship & strategic support
- Marketing & promotion
- 13 job openings in 4 departments
- 1:1 Talent mentoring

CSI Upcoming Focus: Cyber Wellness



- 1st to launch Digital Intelligence (DQ) in HK
- Empower 2,000 children to acquire 8 digital citizenship competencies in 2018-19
- Develop DQ Index for Hong Kong in the long run