

Celebrating an historic breakthrough in mobile communications: Birdie Mobile
An innovative service provider with exciting features customised for millennials:
(i) contract-free; (ii) no admin fee; (iii) P2P data transfer.
Offering 10GB of local data for FREE trial now!



(HONG KONG, 29 January 2018) The time has come – mobile-service users in Hong Kong have finally been liberated by the advent of Birdie Mobile, a ground-breaking service provider that offers flexible subscription plans and innovative functions that will revolutionise the local telecommunications market. With unprecedented features, Birdie Mobile is the provider millennial users have been waiting for. To celebrate this historic moment, Birdie Mobile is launching a free trial programme to immerse Hongkongers in this exciting experience: with 10GB of local data and 2,000 local voice minutes. All Hong Kong ID holders are now invited to enrol!

Designing its services based on the results of several market research studies about millennials, Birdie Mobile caters to their lifestyles, preferences and expectations for mobile communications. The unprecedented features include:

- Physical stores and customer service hotlines moved to an online platform on the Birdie Mobile App, where users can subscribe to service plans and handle account matters at their fingertips, 24/7. The SIM card will be mailed to the address designated by users;
- No contracts attached to service plans; no administration fees;
- Spearheading “Data P2P” technology in Hong Kong, enabling data transfer among users;
- Interactive community for users to share insights and experiences and comment on Birdie Mobile. Birdie Mobile welcomes and values customers’ opinions and aims to develop a Birdie Mobile that belongs to all;
- Referral programme for Birdie Mobile users and referred friends to earn cash rewards and bonus data together upon subscription.

More trailblazing functions are set to follow, adding more and more surprises to the lives of millennials!

Everyone is invited to experience Birdie Mobile’s cutting-edge mobile technology. Register and activate your SIM card by 24 February to enjoy a free trial until 25 March. As we all know, the early bird catches the worm!

Birdie Mobile's free trial programme includes:

- Monthly 5GB of local data (4G network / max 21Mbps data speed)
- Monthly 1,000 local voice minutes
- "Data P2P" function

Birdie Mobile service fees will be announced in due course.

Enrolment:

- Download Birdie Mobile App from the Apple App Store or Google Play and follow the in-app instructions; or
- Register on the Birdie Mobile website: www.birdie.com.hk

Remarks:

- Each valid Hong Kong ID holder can only register for the free trial once. Quotas apply. Registration is available on a first come, first served basis.
- The free trial is offered for two-monthly periods. The first monthly period commences immediately and terminates on 25 February. The second monthly period commences on 26 February and terminates on 25 March.
- In each free trial monthly period, within the first 5GB of data, the highest download speed is 21Mbps. Subsequently, the network data service remains available, while the browsing speed will be adjusted to a maximum 128Kbps.
- Your referral reward will be delivered to you in two periods. Once your invitee successfully signs up to be a paid member and prepays the second month's monthly fee at the start of the second month, the first referral reward of HK\$40 will be delivered to you within 7 business days. The second referral reward of HK\$40 will be delivered to you within 7 business days once your invitee successfully prepays the fourth-month's monthly fee at the start of the fourth month. The invitee reward is an extra monthly 2GB of local data for 2 months in total. The invitee reward will be delivered to the invitee once they prepay the second month's monthly fee and the fourth month's monthly fee at the start of the second and fourth month respectively.

For more information about the enrolment methods and details of Birdie Mobile's free trial programme, please refer to the appendix.


About Birdie Mobile


Birdie Mobile aims to break from convention and liberate customers from the strings attached to contracts. Steering away from unnecessary physical stores, we provide an exclusively self-service online platform where users can easily select their desired services and handle account matters at their fingertips. Keen to innovate and committed to bringing state-of-the-art technology to customers, Birdie Mobile introduces the inventive "Data P2P" function, enabling users to transfer data to one another. Birdie Mobile will keep up-to-date with the fast-paced development in telecommunications technology and no doubt transform mobile services in Hong Kong.


For more information about Birdie Mobile, please visit <http://www.birdie.com.hk>
For media enquiries, please contact: hello@birdie.com.hk

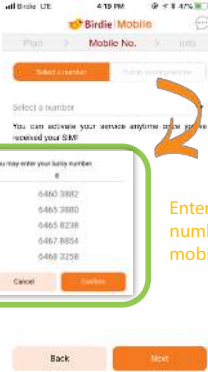
Appendix 1: How to register on Birdie Mobile App

- Download Birdie Mobile App

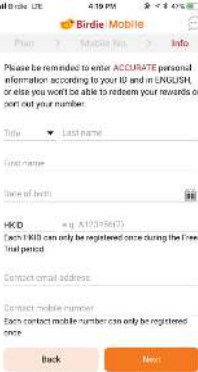

- Open the App, click "Register for Free Trial"

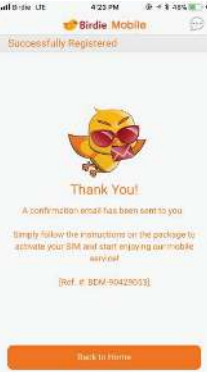

- Review details of our Free Trial and click "Next"


- Select a mobile number or port in




Enter your lucky number to select mobile number
- Fill in your personal information

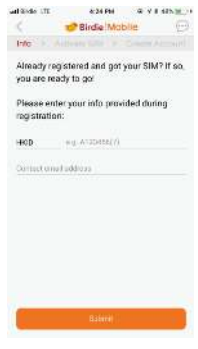

- Completed - your SIM will arrive in 3-5 days

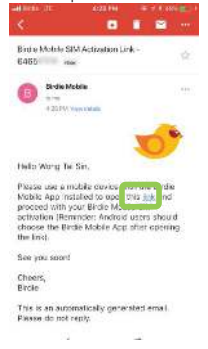



Appendix 2: How to activate Birdie Mobile SIM

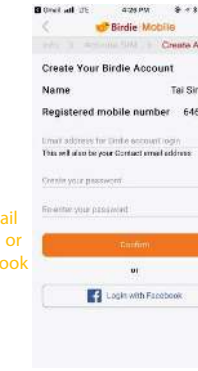
- Open the App and click "Activate SIM"


- Enter your HKID and Email used in registration

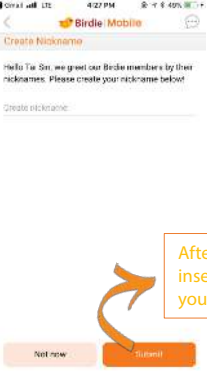

- You'll receive an activation email. Click the "Link" in the email then open with Birdie Mobile App


- Scan QR code to pair up the Birdie Mobile SIM


- Set up a Birdie account



Set up by Email and Password or by your Facebook account
- Create your nickname to complete the activation



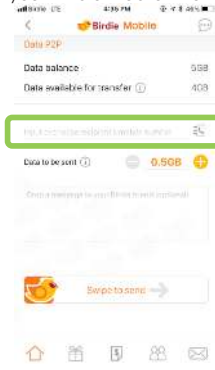
After submitting, insert the SIM on your handset to use

Appendix 3: How to use Data P2P

1 Open Birdie Mobile App, go to Dashboard and click "Data P2P"



2 Directly input or select your "Birdie Mobile" friend's number from contact list



3 Set the data amount to be sent (minimum 0.5GB or its multiplier), the swipe to confirm. Data will be sent to your friend immediately.

