



For immediate release

Introducing Birdie Mobile's Monthly Service Plans

Kick-starting "Birdie-Get-Birdie" Early Birdie referral programme

with double rewards HK\$200:

More Birdies, greater rewards

Establishing "Birdie Community" right here and right now:

Share insights, Create networks

(HONG KONG, 26 February 2018) Following the exciting free trial programme, Birdie Mobile – the first-ever exclusively online mobile service provider in Hong Kong – officially introduces the monthly plans starting as low as HK\$90 per month with 5GB local data. Users may also opt for specific monthly plan that allows for unlimited data usage during the Owl Time¹. Birdie Mobile is also kick-starting the “Birdie-Get-Birdie”² Early Birdie referral programme³ with double rewards HK\$200 (The basic cash reward of the “Birdie-Get-Birdie” referral programme is HK\$100). Birdie Mobile is an innovative mobile service provider for millennials, offering “Chill” mobile services free from contracts, administration fees, as well as exciting “Data P2P” feature and many more.

The “Birdie-Get-Birdie” referral programme comes with attractive rewards. Current paid users can simply invite friends to subscribe to Birdie monthly plans to get cash reward HK\$100. Invitees will alongside be rewarded an extra 2GB monthly local data for two months. Starting from today, the “Birdie-Get-Birdie” Early Birdie referral programme with double rewards HK\$200 is launched. Upon subscription by 15 April, Birdie users will earn double cash rewards, which are HK\$200 in total. Simply put: the more the merrier for everyone!

As the first mobile service provider which customises its services for millennials, Birdie Mobile is establishing the “Birdie Community”, which enables users to share insights and experiences through Birdie Mobile App. We also welcome feedback from users, and aim to co-create a Birdie Mobile that belongs to all.

Determined to innovate, Birdie Mobile offers flexible and unprecedented services to our customers. As the first-ever online-only mobile service provider, we do not rely on physical stores and customer service hotlines. These conventional modes of communication are shifted to a service with full online platform on the Birdie Mobile App, where users can subscribe to the service and handle their account around



the clock. Moreover, no contracts nor administration fees apply to the service plans. Not only do we introduce the innovative “Data P2P” feature, which enables data quota transfer among users, users can also roam their way through over 50 countries with the same SIM card. More exciting reward programmes are set to follow, showering customers with endless surprises. Stay tuned!

Birdie Mobile Monthly Service Plans

Monthly fee	HK\$90/month	HK\$120/month
Local data	5GB (Unlimited data service remains available beyond 5GB while at a maximum browsing speed of 128Kbps)	7GB (Unlimited data service remains available beyond 7GB while at a maximum browsing speed of 128Kbps)
Network speed	4G LTE (21Mbps)	4G LTE (21Mbps)
Data P2P	✓	✓
Owl Time ¹	X	✓
Voice minutes	3,000 minutes	Unlimited
Add-on services	Intra SMS, Voicemail, Call Forwarding, Call Number Display, Call Waiting, and Conference Call	

¹ During the Owl Time (1:00am-6:00am daily), if the user still has local data quota as included in the monthly plan, the network speed will be 21Mbps and the data usage will not be counted toward the data quota. Whereas if the user has used up the local data quota as included in the monthly plan (at a speed of 21Mbps), unlimited data service will remain available during the Owl Time while at a maximum browsing speed of 128Kbps.

-Available data top-up values are: 1GB for HK\$20; 5GB for HK\$60, and 10GB for \$100.

Remarks:

- ² **Birdie-Get-Birdie referral programme.** Your referral reward will be delivered to you in 2 periods. When your invitee successfully signs up to be a paid member and pre-pays the second month's monthly fee at the start of the second month, the first referral reward of HK\$50 will be delivered to you within 7 business days. The second referral reward of HK\$50 will be delivered to you within 7 business days when your invitee successfully pre-pays the fourth-month's monthly fee at the start of the fourth month. The cash reward will be deposited to the wallet in your account, which can be transferred to any local bank account. 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 when they pre-pay the second month's monthly fee and the fourth month's monthly fee at the start of the second and fourth month respectively.

- ³ **Birdie-Get-Birdie Early Birdie referral programme.** When you and your invitee become paid users on or before 15 April, you will receive double rewards, which is HK\$200 in total. The rewards will be delivered to you in the second, fourth, fifth and sixth month, with HK\$50 each.
- Any unused monthly data and voice minutes will be expired at the end of each bill month, and cannot be carried forward to the next bill month.

Monthly Plan Subscription Methods

- Download Birdie Mobile App from the Apple App Store or Google Play.
- Go to the Birdie Mobile website: www.birdie.com.hk

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 quota to one another. Birdie Mobile will lead fast-paced development in telecommunications technology and transform mobile services in Hong Kong.

For more information about Birdie Mobile, please visit <http://www.birdie.com.hk>