



【For immediate release】

Industry-leader Birdie Mobile recognised, wins numerous awards

(Hong Kong, 19 July, 2019) Since its establishment more than a year ago, Birdie has been leading the way in the online-only mobile market by delighting customers in innovative, fun and unconventional ways.

Asides from our flexible service offerings, key product features include groundbreaking community functions such as data p2p, member get member, gift box, Birdie Friday and probably the first mobile data game in the universe, Birdie Farm. The fresh experience it brings to customers has been well recognised by the wider industry as Birdie Mobile has received the following awards recently:

- MARKies Awards 2019
 - Best Idea: Integrated Marketing - Bronze
 - Best Idea: Launch - Silver
- Asia Smart App Awards 2018/2019
 - Samsung - The Most Creative Award
 - Business and Commercial category – Certificate of Merits

Marketing Magazine's MARKies Awards are aimed at recognising the most innovative, creative and effective campaigns or projects spanning Hong Kong's entire marketing services industry.

The Asia Smart App Awards, organised by the Hong Kong Wireless Technology Industry Association (WTIA), are in recognition of industry players of their contribution to the smart app sector and to promote the development of Hong Kong's creative industry.

By making use of new technology coupled with people insights, Birdie will continue to offer market first and new features to continue delighting our customers in unique ways.

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About Birdie

Birdie is unwinding in every way.

Unwinding to relax and be yourself. Overcoming rigid rules, being flexible and opening up a new exciting world!

Birdie has done away with contracts and admin fees. Instead we've rolled out new ideas, so you can unwind anytime, anywhere.

Get extra data from your friends with the pioneering Data P2P feature. Instantly connect to your destination's mobile network with the same Birdie SIM while you are travelling. Choose and manage your services on our mobile app easily, saving the hassle of queuing up in a store.

Freedom, unwinding and fun is Birdie's new attitude!