

# 10 Million and counting

*Hutchison's global 3G customer base has broken through the 10 million barrier*



IMAGINE OLD TRAFFORD on a Saturday afternoon as Manchester United's players take the field. A capacity crowd of 68,190 packs the famous English Premier League ground to watch the most famous soccer team in the world.

Now imagine if you can 147 Old Traffords placed side by side. The total number of people would be 10 million, and that is how many 3G customers Hutchison has today.

All around the world, from Australia to Austria, from Ireland to Israel, 3 customers pick up their handsets every day to use an extraordinary range of services. From video clips, SMS, horse racing, cricket and soccer results to e-mail, digital photography, financial data and browsing the Internet, 3 quite simply has it all.

The mobile phone – once seen as just a convenience for talking on the move – is taking the place of a whole range of other devices. The availability of a range of applications means that the 3G handset is the most ubiquitous and versatile lifestyle device available in the world today.

Hutchison's 3 brand, with its emphasis on multi-media mobile content, has captured the spirit of this consumer revolution like no one else. In the UK alone, customers have downloaded more than 15 million music videos, 2.5 million computer games and one million reality TV show clips in the past 12 months.

But there is more to come. 3 UK is unveiling a number of groundbreaking initiatives, including the launch of a customer-created content channel called "See Me TV" and a new approach to delivering music tracks. Every audio download will also be available online so customers can play the track on their laptop or PC, transfer it to an MP3 player or burn it onto a CD.

Today, 3 is a dominant global brand with an impressive operational track record in nine markets - Australia, Austria, Denmark, Hong Kong, Ireland, Israel, Italy, Sweden and the UK. It achieved the fastest global network rollout in history and is the first operator in the world to launch dual mode WCDMA networks and multi-media video mobile services. 3 has already marketed more than 30 models of 3G handsets and over 30 million music clips have been downloaded over 3's networks.

Canning Fok, Hutchison's Group Managing Director, said: "We are continuing to introduce new and innovative products and services and I am confident that we will maintain our leadership position in this industry as we move into the important Christmas market season ahead."

Congratulations 3, 10 million and counting, you've come a long way in a very short time.

