

Hong Kong's First "5G LAB" Opens at sky100 Today

Offering All Hong Kong Residents Special Tickets to sky100 and 5G LAB

SmarTone Customers Enjoy Free Tickets Available for Booking on sky100 Website Now With Tips on Visiting sky100 & "5G LAB" Making it the Smartest Choice in Celebrating Mother's Day and Father's Day

(4 May 2021, Hong Kong) Powered by SmarTone, Hong Kong's first "5G LAB" is opening at sky100 Hong Kong Observation Deck (sky100) today, offering visitors a unique experience in enjoying 360-degree panoramic views of Hong Kong at an altitude of 393 metres while exploring the diverse applications of the latest 5G technology, lifting the sightseeing experience to a whole new level!

Spanning around 5000 square feet, the "5G LAB" consists of multiple exhibition zones showcasing smart homes, Artificial Intelligence (AI) recognition, industrial safety devices to ultra-smooth e-Learning. It showcases a profusion of 5G applications with photo-worthy hotspots and exciting 5G experiences. Be it for adults and children alike to learn more about 5G and enjoy some family fun; for tech lovers to explore innovative technologies; or for you to dive into a weekend of entertainment, the 5G LAB at sky100 is the perfect place to go!

With Mother's Day coming up this Sunday and Father's Day in June, 5G LAB is the best spot for celebrating these special occasions with spectacular views, latest technology and a range of family-friendly 5G new experiences, ensuring every member of the family will have a great time!

SmarTone Exclusive: sky100 and SmarTone Together Offer Free Tickets to All SmarTone Customers

To celebrate the 10th anniversary of sky100 and the opening of Hong Kong's first 5G LAB, sky100 and SmarTone are joining hands to offer free tickets* (include admission to 5G LAB) to all SmarTone customers! Each customer can get to enjoy not one but TWO free sky100 tickets* for them to discover the 5G LAB together with their families and friends. SmarTone customers can also purchase a maximum of three extra tickets for their companions at a special price of HK\$40 per ticket, saving as much as HK\$868¹ from the regular ticket price of HK\$198! From now until 30 June, SmarTone customers will receive MMS/SMS notifications in turn. Simply visit sky100 website, select "**SmarTone Customers Exclusive 5G LAB Ticket Offer**" and book their free tickets* 2 to 30 days prior to the date of visit during the designated period to enjoy the offer. Offer is subject to availability, daily quota applies, while stocks last. Book early to secure your ticket! For more details and ticket reservation, please visit: <https://sky100.com.hk/en/offers/smartone-5g-lab/>

* HK\$1 administration fee per ticket applies.

¹ SmarTone customers book 2 free tickets and 3 extra tickets for family and friends, the special ticket price with administration fee in total is HK\$122, HK\$868 cheaper than the total regular price of 5 sky100 Standard Adult Tickets, which cost HK\$990.

Public Can Also Enjoy “SmarTone 5G LAB Offer” Two to Go, Each at Only HK\$50

Non-SmarTone customers can also enjoy the “**SmarTone 5G LAB Offer**”. From now to 30 June, Tickets for two are only at HK\$100, on average is HK\$50 per person (ie 75% off of regular ticket price). Single ticket is also discounted at HK\$60. Simply visit sky100 website, select the “**SmarTone 5G LAB Ticket Offer**”, and purchase tickets 2 to 30 days prior to the day of visit to enjoy the offer. With more exciting experiences added while ticket prices are more attractive than ever, the “SmarTone 5G LAB Offer” presents great value for money. Offer is subject to availability, daily quota applies, while stocks last. For more details and ticket booking, please visit <https://sky100.com.hk/en/offers/5g-lab-ticket-offer/>

Tips on Visiting sky100 + 5G LAB

- 1) For better crowd control, visitors are required to book the special tickets through sky100 website 2 to 30 days prior to the day of visit. For example, tickets for visit on Father’s Day on 20 June are open to booking online from 21 May to 18 June. If you want to visit sky100 and 5G LAB on weekends or public holidays, book early to avoid disappointment.
- 2) SmarTone customers will receive MMS/SMS notifications in turn. They can book their free tickets within the designated period for each customer category as follows:

SmarTone Customer	Free Ticket* Reservation Dates
SmarTone Plus PriorityPlus™ Premium, PriorityPlus™ and selected customers	4 – 18 May 2021
SmarTone Plus – Plus Customers	19 – 31 May 2021
SmarTone Plus – Classic and other customers	1 – 30 June 2021

When redeeming tickets at sky100, apart from showing the sky100 ticket booking confirmation email, SmarTone customers also need to show the promotion page in SmarTone CARE app. Installing the app prior to visit can greatly reduce the redemption time.

- 3) If the daily quota for the special tickets booked online are not full, balance tickets will be available for purchase at sky100 Ticket Centre on 1/F while stock lasts. For non-peak days like weekday morning, visitors may be able to enjoy the offer on walk-in basis.
- 4) For a less crowded experience and a more relaxed time in the 5G LAB, visit sky100 in the morning on Monday to Thursday is recommended.
- 5) For the best viewing experience, it is recommended to visit sky100 in the afternoon, spend some time at the 5G LAB first, take note of the sunset time updated daily on the observation deck. You can start preparing for photos taking and take in the charming sunset view 30 minutes before the sunset time displayed. If time allows, feel free to stay and enjoy the night view as well and capture the 360-degree of the Hong Kong’s skyline night and day.

Stay Vigilant with Precautionary Measures against COVID-19 to Ensure Safety of All

sky100 has been closely monitoring the development of COVID-19 and has implemented a series of precautionary measures according to the latest health and safety regulations to ensure all visitors can have a fun and worry-free experience! For more details, please visit: <https://sky100.com.hk/en/enhanced-preventive-anti-epidemic-measures/>

Besides, sky100 is now a certified merchant under the Anti-epidemic Hygiene Measures Certification Scheme which is launched by The Hong Kong Tourism Board (HKTB) in partnership with the Hong Kong Quality Assurance Agency (HKQAA). The scheme aims to raise awareness of epidemic prevention and provide unified guidelines on hygiene measures for various premises in Hong Kong. For more details, please visit: <https://www.discoverhongkong.com/tc/plan/anti-epidemic-hygiene-measures-certification-scheme/merchant-list.html?keyword=&category=attraction&area=all&location=all>

Details of SmarTone 5G LAB @ sky100 Special Offer#:

Ticket Booking : 4 May to 30 June 2021
Ticket Redemption : 6 May to 2 July 2021
Opening Hours : Daily from 11:30 a.m. to 8:30 p.m. (last entry at 8:00 p.m.)
Venue : sky100 Hong Kong Observation Deck, 100/F,
International Commerce Centre, Kowloon Station, Hong Kong
Hotline : sky100 – (852) 2613 3888 (11:30 a.m. to 6:00 p.m.)
SmarTone – (852) 2880 2688 (24 hours)

#The opening hours of sky100 are subject to change. Visitors are advised to check the details, opening hours and event timetables at sky100's official website before their visit. Terms and conditions apply; please refer to the sky100 Hong Kong Observation Deck official website.

For details of sky100 Hong Kong Sky Observation Deck, please visit the sky100 official website (www.sky100.com.hk), Facebook page (www.facebook.com/sky100hk) and weibo (<http://weibo.com/sky100hk>).

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About sky100 Hong Kong Observation Deck

Developed by Sun Hung Kai Properties, sky100 Hong Kong Observation Deck is located on the 100th floor of International Commerce Centre, the tallest building in Hong Kong. At 393 metres above sea level, it is the only indoor observation deck in Hong Kong offering 360-degree views of the territory and its famous Victoria Harbour. This world-class attraction is complemented by a well-connected transportation network, including the Express Rail Link Hong Kong West Kowloon Terminus, and a prestigious shopping mall. It also features Hong Kong's fastest double-deck high-speed elevators, which reach the 100th floor in just 60 seconds. sky100 Hong Kong Observation Deck offers a range of multimedia interactive facilities, including 5G LAB that showcases the latest applications of 5G

technology in the different fields and everyday life of Hong Kong. The interactive sky100 mobile app and the “Sky-High Tech Zone” create a virtual dynamic world which allows guests to discover the beauty of Hong Kong in a brand-new perspective through Augmented Reality (AR) and Virtual Reality (VR) technology. Guests can savour a range of delectable treats and enjoy boundless sea views at Café 100 by The Ritz-Carlton, Hong Kong on the west side of the deck, a truly double delight of taste and visual pleasure. sky100 proudly offers visitors and their loved ones Hong Kong’s most memorable sky-high experience in every season and at all times of day.

sky100 Hong Kong Observation Deck has received Travellers’ Choice (formerly Certificate of Excellence “CoE”) for seven consecutive years since 2014 from renowned travel website TripAdvisor in recognition of its breath-taking views and outstanding hospitality. It is also named by CNN as one of the 17 beautiful places to see in Hong Kong. sky100 is one of the eight founding members of the Hong Kong Association of Amusement Parks and Attractions, as well as the only member in Hong Kong of the World Federation of Great Towers.

This press release is issued by Joyous Communications on behalf of sky100 Hong Kong Observation Deck. For media enquiries, please contact:

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Photo Captions



Photo 1 – 3:

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Photo 4 :

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