

# HONG KONG



- 7.3 million
- Chinese, English
- Hong Kong
- HK Dollar (HKD)

## SMARTPHONE PENETRATION



166%

SIM PENETRATION

## CREDIT CARD PENETRATION



## TRANSACTION TYPES

- Premium
- In-app purchases
- Subscriptions

## PRE PAY VS POST PAY



## PRICE POINTS



## MARKET SHARE



CSL (32%)



CMHK (30%)



Three (25%)



SmarTone (13%)

Regulator: Office of the Communications Authority (OFCA)