

Hutchison Whampoa Limited



Hutchison unveils brand identity for 3: A concept of more enjoyment and performance together

(Hong Kong, 8th October 2002) The Hutchison Whampoa Group today unveiled the brand identity **3** for its mobile multi-media services (3G) worldwide. A number, a name and a logo, **3** also represents the Group's promise to deliver more enjoyment and more performance, in a way that is simple, human, open, positive, creative and passionate.

The new brand name was chosen for its brevity and simplicity. It is easy to remember, ubiquitous, and transcends language, cultural barriers and even technology. In numerology, three is a lucky number, and is associated with entertainment, optimism and clarity. Behind the name lies a new adventure — **3** is the door to a brand new multi-media communications category that offers much more than 2G or 2.5G.

"For customers **3** represents the natural next step. A step on from where we've been but most importantly the first step of something new that has never existed before, bringing information, communication and entertainment to people on the move." said Doug Hamilton, Global Creative Director of Hutchison Whampoa, who led development of the brand.

Together with its full graphic identity, **3** presents a more complete picture of the brand's character. The logo has a light titanium outside and a dynamic, playful, vibrant inside, animating through the whole spectrum of colour. The contrast between the outside and the inside articulates the spirit of **3**: cool on the outside, hot on the inside, echoing the same spirit as the tough outer shell of the 3G handsets and the cauldron of dynamic information and entertainment inside.

"**3** will deliver on its promises and maintain its appeal over time. The brand is not a chameleon, but it has to have flexibility built in. The average term for our 3G licences is twenty years. We are making something that will live and prosper for at least 20 years. We do not have to promise everything on day one, but we do have to deliver everything that we promise on day one," said Mr Hamilton.

“The technology is real. We are building a completely new kind of consumer experience. Creating a service that over time will become an indispensable component of daily life for all of us. 3G is a new category, it is not about promising some perfection in a fantasy future, it is about delivering enjoyable services that are relevant to the consumer. 3 is simple and straightforward, it is about exciting services. By the time we’ve finished, the measure of our success will simply be how many people can’t imagine life without 3,” added Mr. Canning Fok, Group Managing Director of Hutchison Whampoa.

3 will be adopted throughout all of HWL’s 3G operations in nine markets, which include Australia, Austria, Denmark, Hong Kong, Ireland, Italy, Israel, Sweden and the United Kingdom.

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To view the animated logo on screen, please click on the link below: (Please download QuickTime Player to open the file)

<http://www.ketchum-newscan.com/clients/Hutchison/PressRelease/misc/3.mov>

For the 3 fact sheet, please visit our News section in www.hutchison-whampoa.com.

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[Editors’ Note: More details about the brand will be available on www.three.com]

3 Factsheet

	Brand identity	Description
Our Name	3	<ul style="list-style-type: none"> - It came from Hutchison 3G but it's not about any technology. So if there's 4G, 5G or a 10G, it really doesn't matter. - 3 symbolises Hutchison's commitment to becoming a distinctive global business. - 3 is written as the numeral in all our operations worldwide. It doesn't need translating – it is simply pronounced in the local language. - Same everywhere, different everywhere
Our Logo		<ul style="list-style-type: none"> - The logo is three-dimensional, not flat, developed for an on-screen world. - Cool on the outside, hot on the inside: The outside of the logo is like a titanium shell representing all that is useful, whilst the inside is vibrant, changing colour through the entire spectrum of colour, representing all that is enjoyable. - For print applications, there are six core colours and white as the background. Red, orange, yellow, green, blue, violet and Black & White. (please see images in attached print-out)
The Tristar	 	<p>The Tristar (left) is our secondary representation of 3, and manifests the idea of 3 in a dynamic form. You will see it on a key on your handset that takes you to content, and also in a repeating pattern (right) to be used subtly in packaging and other applications.</p>
Our Brand Values	Positive Passionate Creative Simple Human Open	<ul style="list-style-type: none"> - These are our principles of doing business. - Our values were picked not because they're easy for us, but because in the end, they're useful and enjoyable to customers.

The 3 Logo:

This logo is developed for an on-screen world. So the inside moves through the entire spectrum of colour. (Please click on the link or refer to the CD attached.) The logo is not static, but moving. Not one flat colour, but three dimensional and full of colour.

There are six main core colours of the logo for print applications: Red, Orange, Yellow, Green, Blue, Violet.



This is the mono logo.