



HKT launches Go Wallet

Blockchain-based marketing and loyalty platform

Empowering retailers with one-stop solution to facilitate business growth

Complimentary 6-month subscription for HKT Smart POS Merchants³

HKT (Stock Code: 6823) – HONG KONG, 6 February 2025 – HKT launches today Go Wallet, a blockchain-based marketing and loyalty platform designed to empower the retail sector of Hong Kong, especially SMEs, in the current challenging environment. This one-stop solution provides merchants with the tools they can use to showcase their products, acquire new customers, and boost their presence and revenue.

Go Wallet leverages the power of Web3 technology to deliver several key advantages for retailers:

- **Unlock instant access to new customers:** Go Wallet integrates with leading digital wallets, such as Tap & Go¹, which has over 3.88 million accounts, and MetaMask², a popular Web3 wallet trusted by millions worldwide. Retail customers can access Go Wallet easily through these digital wallets, and merchants can increase exposure by setting up a dedicated brand page on Go Wallet. To further extend its reach and drive traffic to merchants, Go Wallet will soon integrate with HKT's customer loyalty and rewards platform, The Club.
- **Programmable e-vouchers for unique business needs:** Go Wallet empowers merchants to create and distribute customised e-vouchers through a user-friendly, self-service platform at affordable costs. Merchants can leverage the programmable nature of e-vouchers to suit specific business strategies, such as boosting sales of particular products during off-peak hours. They can also monitor voucher performance through Go Wallet's merchant portal, allowing them to swiftly adjust their marketing strategies and save on promotional costs.
- **Strengthen customer engagement:** Built on the public blockchain network, Go Wallet enables consumers to seamlessly share e-vouchers via WhatsApp. This feature fosters word-of-mouth referrals, which drives customer acquisition and enhances brand discovery. Go Wallet will soon launch a feature for issuing loyalty tokens, helping merchants further enhance customer loyalty.
- **Flexible payment acceptance:** Go Wallet provides merchants with the flexibility to choose their preferred payment acceptance solutions, including HKT Smart POS. This allows consumers to make purchases and use e-vouchers with a seamless checkout experience.

Monita Leung, Chief Executive Officer, Digital Ventures, HKT, said, "HKT is committed to providing future-proof solutions that empower our customers in the evolving digital landscape. Go Wallet, powered by blockchain technology, enables merchants to engage consumers while seamlessly integrating online and offline experiences. The platform is designed to be user-friendly and cost-effective, eliminating complex setup and technical

challenges. With just a few clicks, businesses can launch compelling reward programmes, enhancing customer engagement and loyalty.”

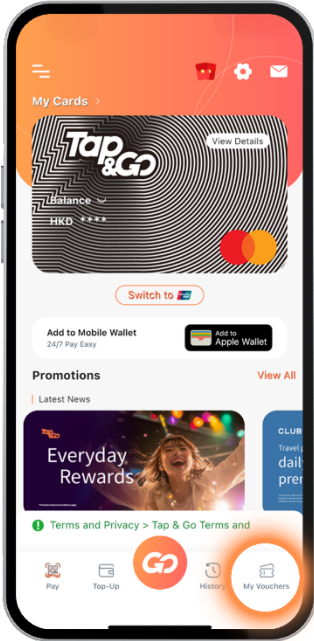
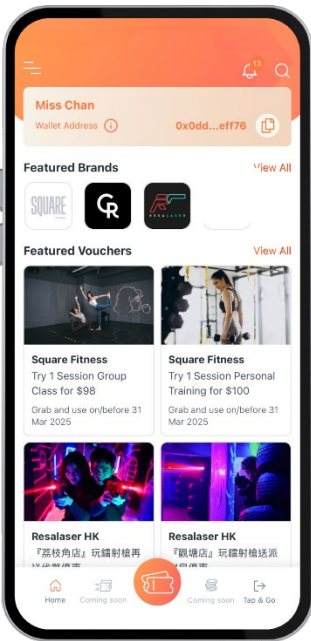
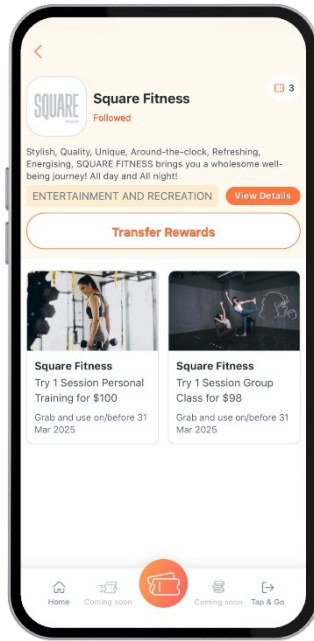
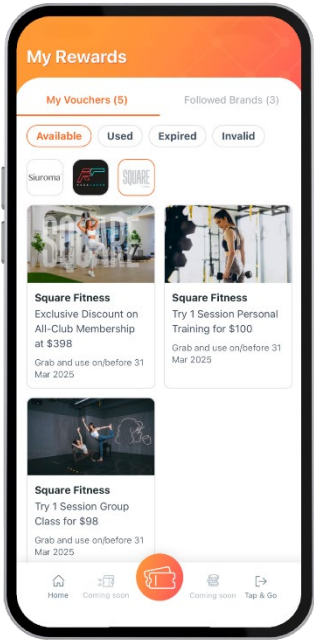


Brands from the food and beverage, fashion, entertainment and wellness sectors, such as Cupping Room Coffee Roasters, Häagen-Dazs, I.T, Lady M, Resalaser, and Square Fitness, are among the early adopters of Go Wallet, highlighting the solution’s versatility and a shared commitment to delivering enhanced value to both merchants and consumers.

To celebrate the launch, HKT is offering a complimentary 6-month Go Wallet subscription³ for merchants using HKT Smart POS.

For more information about Go Wallet, please visit <https://gowallet.com.hk>.

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Go Wallet provides a one-stop solution for retailers

		
<p>Consumers can access Go Wallet via “My Vouchers” in the Tap & Go app¹.</p>	<p>Merchants can showcase their products and services on Go Wallet.</p>	<p>Merchants can set up a dedicated brand page on Go Wallet.</p>
		
<p>Merchants can create programmable e-vouchers to suit specific business strategies.</p>	<p>After the merchant creates an e-voucher, Go Wallet can send it to consumer wallets. Consumers will be notified through WhatsApp.</p>	<p>Consumers can use Go Wallet to present the e-voucher QR code to the merchant.</p>

All images are for reference only.

1. Tap & Go is operated by HKT Payment Limited (Stored Value Facilities Licence Number: SVF0002), subject to its relevant terms and conditions (www.tapngo.com.hk/eng/tnc.html).
2. MetaMask is a digital wallet that uses blockchain technology. For details, please refer to <https://metamask.io>.
3. From now until 31 March 2025, eligible merchants who use HKT Smart POS and successfully subscribe to Go Wallet can enjoy a Go Wallet service fee waiver for 180 days, subject to promotion terms and conditions (https://user.gowallet.com.hk/api/documents/gowallet_subscription_offer_terms_and_conditions.pdf).

About HKT

HKT is a technology, media, and telecommunication leader with more than 150 years of history in Hong Kong. As the city's true 5G provider, HKT connects businesses and people locally and globally. Our end-to-end enterprise solutions make us a market-leading digital transformation partner of choice for businesses, whereas our comprehensive connectivity and smart living offerings enrich people's lives and cater for their diverse needs for work, entertainment, education, well-being, and even a sustainable low-carbon lifestyle. Together with our digital ventures which support digital economy development and help connect Hong Kong to the world as an international financial centre, HKT endeavours to contribute to smart city development and help our community tech forward.

For more information, please visit www.hkt.com.

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