

PCCW Solutions opens intelligent unmanned store HABBITZZ+ to create a seamless O2O experience

PCCW (SEHK: 0008) – HONG KONG, September 14, 2018 – PCCW Solutions, the IT services flagship of PCCW Limited, today opens a fully automated and intelligent unmanned store named HABBITZZ+, with full integration with its premium ecommerce platform – HABBITZZ. Seamlessly complementing convenient online shopping with touch-and-feel experience at the physical store, HABBITZZ+ creates a fun and interactive environment to enhance customer engagement and deliver frictionless shopping experience.

Shoppers can discover an extensive array of items in a range of categories including beauty, electronics, health and wellness, toys, kids and babies, beverages and sports on both online and offline platforms. After browsing the products on HABBITZZ online shop, shoppers can touch, experience and try on the trending products at the HABBITZZ+ intelligent unmanned store before making purchase decisions. The store is equipped with interactive displays and AI-powered chatbots which enable consumers to instantly obtain comprehensive product information and recommendations on matching selections, empowering them to make smart choices.

Mr. Ramez Younan, Managing Director of PCCW Solutions, said, “PCCW Solutions has been at the forefront of transforming businesses by adopting disruptive technologies and customer-centric approach. By unveiling HABBITZZ+ intelligent unmanned store, we are creating an unparalleled O2O journey with seamlessly integrated and complementary experiences of ecommerce and physical store. HABBITZZ+ is definitely the best showcase for ecommerce players and retailers to embrace state-of-the-art technologies to enrich customer experience and unlock revenue potential.”

Shoppers can try on merchandise virtually through Infinitem™ Visum*, interact with the service robots or simply enjoy fully automated shopping experience at HABBITZZ+ store with easy and fast pick-and-go option. The system automatically recognizes the products which the shoppers are carrying upon leaving the store and links to their respective HABBITZZ account for secure and fast online payment using biometric authentication, making the entire buying process effortless.

PCCW Solutions’ intelligent unmanned store leverages advanced technologies, including artificial intelligence (AI), biometric verification, advanced analytics, radio-frequency identification (RFID), and Infinitem™ Visum to maximize efficiency and customer experience. In addition, retailers can analyze customer behavior through rich data visualizations to optimize store operations and devise highly targeted omni-channel strategies to drive sales.

For more information about HABBITZZ+ and our intelligent unmanned store solution, please visit <http://www.pccwsolutions.com/habbitzz+> .

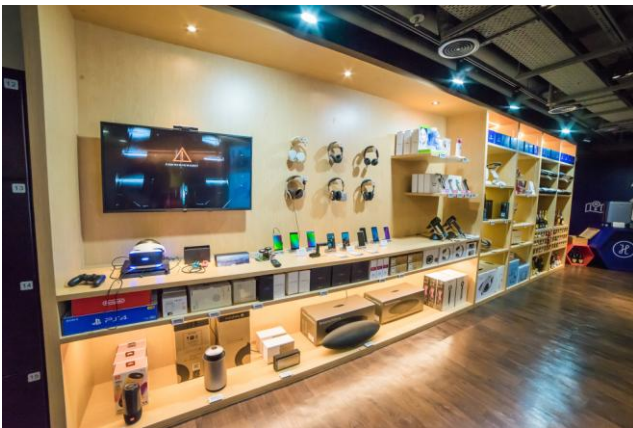
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*Infinitem™ Visum is PCCW Solutions’ flagship Internet connected mirror with an interactive high-definition touch screen.

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Mr. Ramez Younan, Managing Director, PCCW Solutions (2nd from left), Mr. Alex Bono, CEO of HABBITZZ (2nd from right), Ms. Yoki Lee, Head of Infinitum, PCCW Solutions, and Mr. Sinko Choy, Senior Vice President and Head of Client and Market Development, PCCW Solutions (right), at the kick-off ceremony.



HABBITZZ+ intelligent unmanned store

About PCCW Solutions

PCCW Solutions is the IT and business process outsourcing flagship of PCCW Limited, which also holds interests in telecommunications, media, property development and investment, and other businesses.

Responsible for a growing number of large-scale IT projects in the public and private sectors, PCCW Solutions holds a wealth of experience and expertise and is viewed as a major industry player in Greater China. To learn more about PCCW Solutions, please visit www.pccwsolutions.com.

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About HABBITZZ

HABBITZZ, the ecommerce arm of PCCW Solutions, is a premium shopping ecommerce platform, offering a wide range of products from Hong Kong and international brands. Conceived in Hong Kong and designed to meet the needs of Hong Kong online shoppers with innovative use of technology, HABBITZZ offers a simple and intuitive online retail experience.

About PCCW Limited

PCCW Limited (SEHK: 0008) is a global company headquartered in Hong Kong which holds interests in telecommunications, media, IT solutions, property development and investment, and other businesses.

The Company holds a majority interest in the HKT Trust and HKT Limited, Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, and other telecommunications businesses such as customer premises equipment sale, outsourcing, consulting, and contact centers.

PCCW also owns a fully integrated multimedia and entertainment group in Hong Kong, PCCW Media. PCCW Media operates the largest local pay-TV operation, now TV, and is engaged in the provision of over-the-top (OTT) video service under the Viu brand in Hong Kong and other places in the region.

Also wholly-owned by the Group, PCCW Solutions is a leading information technology outsourcing and business process outsourcing provider in Hong Kong and mainland China.

In addition, PCCW holds a majority interest in Pacific Century Premium Developments Limited, and overseas investments including the wholly-owned UK Broadband Limited. To learn more about PCCW, please visit www.pccw.com.

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Issued by PCCW Limited.