

HKT and Perplexity collaborate to offer Perplexity Pro's advanced AI service free to designated customers



Bruce Lam (left), CEO, Consumer at HKT, and June Morita, General Manager of Perplexity Asia Pacific, officiate the launch ceremony.

HKT (SEHK: 6823) – HONG KONG, 18 June 2025 – HKT has announced a collaboration with Perplexity, a leading global startup in generative AI (GenAI) search technology, to provide its consumer clients with free access to Perplexity Pro, an advanced AI service, to further drive AI adoption in Hong Kong.

Starting from 18 June 2025, selected customers of HKT's 1010, csl, Club Sim, Netvigator, Now TV and HKT Home Phone services can enjoy a one-year free subscription to Perplexity Pro (valued at HK\$1,488).

Bruce Lam, CEO, Consumer at HKT, said, "HKT has been a long advocate for AI education. In 2023, we launched the 'AI Academy' to offer free basic and advanced courses to the public, teaching more than 12,000 people how to use popular AI tools, such as DeepSeek. Our latest collaboration with Perplexity reinforces our commitment to making AI more accessible in Hong Kong, enabling more individuals to experience the convenience brought by innovative technologies."

June Morita, General Manager of Perplexity Asia Pacific, said, “We are pleased to collaborate with HKT to bring Perplexity Pro to users in Hong Kong. Accurate, trustworthy answers are essential to millions of decisions made every day by Hong Kong people, and HKT’s network infrastructure and strengths in AI, education, and support make it a natural partner for Perplexity.”

Perplexity Pro offers subscribers powerful AI tools, including accurate, citation-based search, in-depth research capabilities, and Labs for completing complex projects from a single query. It features advanced functions such as multi-step reasoning, document and image analysis, image generation and API integration. Unlike other tools, Perplexity Pro integrates leading AI models, including DeepSeek R1 1776, GPT-4.1, Grok 3, Gemini and its proprietary Sonar, giving users of all backgrounds the flexibility to choose the model that best suits their needs.

HKT has established the “AI Academy” since 2023. To date, over 200 online and offline courses have been held. In addition, AI training specialists are stationed at 49 HKT retail stores, providing personalised product recommendations and in-depth guidance on various AI tools and their applications.

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Terms and Conditions:

1. This Promotion is valid from 18 June 2025 to 18 April 2026, both dates inclusive (or such other period as we (CSL Mobile Limited / Hong Kong Telecommunications (HKT) Limited / Now TV Limited) may designate) (“**Promotion Period**”).
2. To become an eligible customer (“**Eligible Customer**”) for the Offer under this Promotion, you must be:
 - a. a consumer customer, having subscribed to a designated 1O1O / csl / Club Sim / NETVIGATOR / HKT Home Phone / Now TV service plan (“**Designated Plan**”) at any time during the Promotion Period, with a valid account under 1O1O / csl / Club Sim App / My HKT App / My HKT App or with valid contact email address consenting to receive promotional communications from Now TV Limited (“**Valid Email**”); and
 - b. a selected 1O1O / csl / Club Sim / NETVIGATOR/ HKT Home Phone / Now TV customer who has received a “Free Perplexity Pro Service 1-year” e-Coupon (“**e-Coupon**”) via 1O1O / csl / Club Sim App / My HKT App under “My Wallet” / My HKT App under “My Wallet” or via your Valid Email during the Promotion Period.
3. Designated Plans refer to selected postpaid 1O1O / csl / Club Sim monthly service plans, excluding 1O1O / csl / Club Sim corporate service plans, primary and secondary student service plans and prepaid service plans / selected monthly service plans of NETVIGATOR, excluding pre-installation plans and pre-activation plans / selected monthly service plans of HKT Home Phone / selected Now TV’s recurring paid monthly service plans or 12-month Pass, excluding Day Passes and Event Passes; and provided further that, all service plans and passes subscribed to or purchased under the same transaction will only be counted as one (1) Designated Plan.
4. An Eligible Customer will be entitled to one (1) e-Coupon for each Designated Plan during the Promotion Period for one time only.

5. Eligible Customers can obtain an e-Coupon via 1010 / csl / Club Sim App / My HKT App / My HKT App or via his / her Valid Email around seven (7) working days after the effective date of the Designated Plan.
6. Each e-Coupon could be used by eligible user to redeem Perplexity Pro Service for one (1) year ("**Offer**") for free for one time only.
7. In order to enjoy the Offer, Eligible Customer must obtain an e-Coupon via 1010 / csl / Club Sim App / My HKT App / My HKT App or via his / her Valid Email and follow the instructions to redeem the Offer via a designated redemption link (<https://www.perplexity.ai/join/p/hkt>, which is accessible by clicking on the e-Coupon) (each a "**Redemption Link**") on or before 30 April 2026.
8. The Redemption Link and the redemption for the Offer are only for new Perplexity Pro service users (as determined by email address used for the redemption) who have never subscribed to Perplexity Pro. Each Redemption Link can be used to redeem one Perplexity account to enjoy free Perplexity Pro Service for one (1) year. Failure to redeem by 30 April 2026 will result in forfeiture of the eligibility for the Offer, and customers will not be compensated in any way. The e-Coupon and the Redemption Link will not be re-issued under any circumstances.
9. Perplexity service (including the Offer and all Redemption Links under this Promotion) are provided by Perplexity AI, Inc. ("**Partner**"). The use of the Offer is subject to relevant terms and conditions of the Partner. For details, please visit <https://www.perplexity.ai/hub/legal/terms-of-service>. For any inquiries regarding Perplexity service, please contact support@perplexity.ai.
10. Upon successful redemption of the Offer under this Promotion, the Perplexity Pro Service will automatically be terminated upon expiry of the one-year period and will not be renewed.
11. The Offer under this Promotion is subject to availability, and will be provided on a first-come-first-served basis while stocks last. Notwithstanding any provisions in these Terms and Conditions, we have sole discretion on whether or not to offer or to give an e-Coupon or a Redemption Link to any customer (whether being an Eligible Customer or not).
12. Unless otherwise stated, this Promotion cannot be used in conjunction with any other promotional or discount offer and are non-transferable or exchangeable for cash or other products.
13. The Offer and the Redemption Link are strictly for the personal use of eligible user only. The Offer and the Redemption Link are non-transferable, non-resellable, and cannot be assigned, sold, exchanged, or otherwise disposed of to any third party.
14. We are not the provider or operator of Perplexity service (including the Offer and all Redemption Links under this Promotion). We make no representation or guarantee to any aspect of Perplexity service (including the Offer and all Redemption Links under this Promotion) (including but not limited to their quality) and shall not in any way be liable to any matters in relation thereto. No compensation shall be forthcoming under any circumstances. For enquires about Perplexity service (including the Offer and the Redemption Link under this Promotion), please contact the Partner directly.
15. Where applicable, the General Terms and Conditions of CSL Mobile Limited apply (https://www.1010.com.hk/terms_and_conditions/) / (<https://www.hkcsll.com/en/service-terms-and-conditions/>). / Where applicable, the "General Conditions of Telecommunications Service (Consumer Customers)" apply (www.hkt.com/Terms+of+Use). / Now TV services are provided by Now TV Limited, and only cover designated areas. Where applicable, the "Now TV Terms and Conditions" apply (<https://www.nowtv.now.com/terms-and-conditions/>).
16. We and the Partner reserve the right to vary or cancel this Promotion and/or amend these Terms and Conditions at any time without notice. The Partner reserves the right to amend the relevant terms and conditions governing the use of the Redemption Link and the Offer at any time without notice.

17. In the event of dispute in relation to this Promotion, our decisions shall be final. In the event of dispute in relation to Perplexity service (including the Offer and the Redemption Link under this Promotion), the Partner's decisions shall be final.
18. In the event of discrepancy or inconsistency between the English and Chinese versions of these Terms and Conditions, the English version shall prevail.

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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