

For immediate release

Microsoft Launches its First Experience Zone in Hong Kong *Bringing One Microsoft Experience to customers*

Hong Kong, May 15, 2015 — Microsoft Hong Kong today announced the launch of its first Microsoft Experience Zone* in Mong Kok, the busiest shopping district in Hong Kong. Located in The Mong Kok Computer Centre (MCC), the area will not only showcase Microsoft's latest devices, but will also educate visitors on exciting new technologies.

Horace Chow, general manager of Microsoft Hong Kong remarked, "We are very excited to launch our first Hong Kong experience zone. This is a great opportunity for us to engage directly with customers and introduce our technologies, products and services in an innovative way. Coinciding with the launches of Surface 3, Windows 10 and Office 2016, the opening of our Microsoft Experience Zone comes at the perfect time to deliver the One Microsoft Experience to our consumers. Through the establishment of this theme shop, we look forward to bringing more valuable moments to our customers, while optimizing our products and services through direct customer engagement."

In addition to offering Microsoft flagship devices for trial, such as Surface series, Lumia Phones and Xbox, there are also other affordable, powerful and highly mobile Windows PCs and tablets, to ensure consumers who visit the theme shop will be delighted with a brand-new understanding of Microsoft. The new experience zone will showcase the latest PC accessories, including Wireless adapters, Universal Mobile Keyboards, as well as other market-anticipated products, such as the newest Surface 3 and Lumia 640. The interactive entertainment area in the shop will also allow customers to surf the internet, shop online, read, and play games through our latest Windows platform and Microsoft devices.

Consumers looking to embrace cutting edge technology can discover which devices or services are most suitable for them in the experience zone. Store assistants will provide professional advice and guidance on various devices and services, such as different versions of Office 365, OneDrive or Skype and much more, based on customers' backgrounds and needs. The zone will also be used to educate consumers through 1:1 meetings and group workshops on topics like improving productivity and Windows 10 upgrade. Customers can purchase at the [Microsoft Store](#) right after their trials.

Apart from the new experience zone, another key channel in which the company engages customers is the [Microsoft Store](#). On May 5, 2015, Microsoft Store kicked off its very first [Microsoft Store Online Trade-in Program](#), a 24/7 Online Trade-in service platform for electronic products. The trade-in value for Surface 2 or Surface RT can reach up to HK\$2,000, and consumers can easily upgrade to Surface 3 or other products available in Microsoft Store with cash-equivalent store coupons. The advantages to this one-stop trade-in arrangement includes a convenient and trustworthy customer experience, exclusive door-to-door pick-up services and eligibility of earned coupons across all categories.

Microsoft has developed different channels, including the experience zone and the online store, to engage a wide variety of consumers. People can choose exactly how and when they learn about Microsoft productivity and what is offered to them in this "mobile first, cloud first" world. To celebrate

the launch of Microsoft Experience Zone, Microsoft is giving out free Jax Coco beverages in pedestrian areas of Mong Kok and Causeway Bay over the coming two weekends.

*Microsoft Experience Zone opening hours: Monday – Sunday (12:00nn – 9:00pm)



Microsoft Experience Zone not only offers flagship devices for trial, such as Surface series, Lumia Phones and Xbox, but also other affordable, powerful and highly mobile Windows PCs and tablets.



(from the right) Chester Wong, Director, Consumer Channels Group of Microsoft Hong Kong Limited; Jacqueline Wong, artist; and Ulric Wan, Associate Director of Asset Management Services at Savills, attended the cutting ribbon ceremony to unveil the first Microsoft Experience Zone.



Jacqueline Wong, artist shared her excitement for using Microsoft products.



Microsoft Hong Kong announced the launch of its first Microsoft Experience Zone to showcase Microsoft's latest devices and educate visitors on exciting new technologies.

For more Microsoft Experience Zone photos, please [click here](#).

For more Microsoft Experience Zone photos (with model), please [click here](#).

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About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. Microsoft Hong Kong was established in 1991.

About MCC

Mongkok Computer Centre (MCC) is a shopping mall for computers and computer related products located at 8 Nelson Street, Mong Kok, Hong Kong.

About 80 retailers offering an extensive selection of computer products, computer hardware, software, electronics and accessories. MCC is a leader in the latest trends and technology.

Located at the heart of Mong Kok, MCC is easily accessible via public transportation. Apart from upholding a young and dynamic image though providing consumers with the latest products available in the market, MCC aims to provide an enhanced customer experience with its additional services. Enjoy

unlimited wireless internet access at the Cyber Spot or pay a visit the Customer Service Centre on the third floor, offering professional advice and support for all your technical enquiries.

In 2012, MCC launched its breakthrough Membership Award Program, becoming a pioneer in the industry to providing a most extraordinary shopping experience. The Mongkok Computer Centre aims to build customer loyalty and keep shoppers up to date with the latest products, promotions and special events.

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