For immediate release

HKBN Collaborates with EC Healthcare to Launch Unlimited Pain Management Service for Just $99/Month Helping Urban Dwellers Relieve Common Pain Conditions

(Hong Kong – 29 September 2025) Hong Kong Broadband Network Limited (HKBN) and EC Healthcare's Pain Management Centre, Hong Kong's largest non-hospital medical service provider*, today announced the launch of the "Comprehensive Pain Management Service Plan".

This plan provides advanced medical technology with professional clinical care to address common ailments such as cervical, lumbar, and knee joint discomfort, helping to improve overall well-being. For a monthly fee of just $99, customers can enjoy unlimited^ professional pain relief sessions throughout their chosen 12 or 24-month contract period.

Key Features of the Plan

- **Transparent Monthly Fee**: $99/month (choice of 12 or 24-month contract options)
- **Unlimited Sessions^**: Enjoy unlimited designated pain relief sessions during the contract period, reducing the risk of treatment interruption
- **Non-pharmaceutical or Non-surgical Approach**: Relieve pain safely through non-invasive methods, reducing medication dependency and surgical risks
- **Convenient Locations**: 20+ service centres across Hong Kong for easy access
- **Wide Age Applicability**: Suitable for individuals aged 18 to 70

All treatment sessions are arranged following an assessment by professional therapists, providing personalised pain relief plans to address common pain conditions, such as neck stiffness, lower back pain, knee pain, and sciatica.

Flexible Upgrades for Comprehensive Health Support

Beyond the designated treatments within the plan, users can also flexibly purchase upgrade services as needed, such as chiropractic follow-ups, Traditional Chinese Medicine (TCM) consultations, physiotherapy, and professional imaging examinations, facilitating one-stop health management support.

Kenneth She, Chief Transformation Officer of HKBN, said, "HKBN constantly enhances our 'Infinite-play' service portfolio, delivering value beyond connectivity to serve our customers' lifestyle needs. Our cross-industry collaboration with EC Healthcare eliminates traditional barriers through a new subscription model, giving customers unlimited access to pain relief services. It transforms healthcare services from a 'high-threshold expense' into an 'affordable everyday utility' – now more accessible and convenient for citizens. This initiative not only transcends service extension, but also embodies our commitment to pursuing innovation and meeting the evolving needs of our customers."

Dr. Julie Chow, Chief Proposition Officer (Healthcare) of EC Healthcare, said, "Chronic pain is one of the most prevalent health concerns for urbanites. EC Healthcare's multi-disciplinary team, encompassing TCM, chiropractic, physiotherapy, and medical imaging specialists, facilitates the development of comprehensive, personalised treatment plans. Our one-stop medical

platform integrates diagnosis, treatment, and follow-up care, differentiating us from clinics offering only single-therapy solutions. Our plan targets to provide unlimited access to safe, non-invasive pain alleviation through a transparent and clear monthly fee structure. Teaming up with HKBN will enhance the accessibility and consistency of pain management for the community, while promoting a broader shift towards innovative and accessible local healthcare service models."

Click here to learn more about Unlimited Pain Management Service.

* According to independent research conducted by Frost & Sullivan based on 2020-2021 revenue.
^The actual number of treatment sessions is subject to professional therapists' assessment of the subscriber's needs each time. Subscriber may receive up to once treatment per day only. This plan provides supportive physiotherapy aimed at relieving pain and is not intended for medical diagnosis or treatment of any disease.
Subscriber shall commit commitment period.
Terms and conditions apply.



Photo Caption: HKBN and EC Healthcare launch Unlimited Pain Management Service Plan.
(From left: Kenneth She, Chief Transformation Officer of HKBN and Dr. Julie Chow, Chief Proposition Officer (Healthcare) of EC Healthcare)

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About EC Healthcare

EC Healthcare is the largest non-hospital medical service provider in Hong Kong*, with its core business focusing on preventive and precision medicine. By integrating a wide range of services, the Group is actively developing medical artificial intelligence, supported by premium brands and high-quality customer service. It is committed to providing clients with the most professional, safe, and effective healthcare services. The Group currently operates self-owned clinics and service centres mainly in the Greater Bay Area, offering one-stop medical and healthcare services.

The Group's extensive services include several well-recognised brands such as DR REBORN, Hong Kong's No. 1 one-stop medical aesthetic solutions provider for consecutive years; Hair Forest, a professional hair treatment centre; and a diverse range of medical services, including re:HEALTH, New York Pain Centre, Bayley & Jackson Dental Surgeons Ltd., EC Dental Care, Health Care Dental, Hong Kong Advanced Imaging, reVIVE Oncology and Cancer Centre, Hong Kong Medical Endoscopy and Day Surgery Centre, Premier Medical Centre, Specialists Central, Primecare Paediatric Wellness Centre, PathLab Medical Laboratories, EC Eye, and EC Veterinary Hospital and Imaging Centre.

About Hong Kong Broadband Network Limited

Hong Kong Broadband Network Limited is the residential solutions arm of HKBN Group ("HKBN" or the "Group"). Headquartered in Hong Kong with operations spanning across Hong Kong, Macau and mainland China, the Group is a leading integrated telecommunications and technology services provider. The Group provides a full range of one-stop, high-quality information and communication technology ("ICT") solutions and an unlimited services portfolio. HKBN's extensive tri-carrier fibre infrastructure covers over 2.6 million residential homes and 8,200 commercial buildings and facilities across Hong Kong.

Committed to creating a lasting positive impact wherever it operates, HKBN received the highest rating of AAA in the MSCI ESG Ratings in 2024. For more information about HKBN, please visit https://www.hkbn.net/group/en.

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