



NTT and Fujitsu Hong Kong announce partnership to drive Mobile Digital Workplaces

Plans to accelerate successful digital workplace transformations seamlessly and securely

Hong Kong – 21 July 2021 – NTT Ltd., a world-leading global technology services provider, and Fujitsu Hong Kong today announced a partnership to address the emerging demands for Mobile Digital Workplaces in Hong Kong. With Hong Kong being the first city where the partnership will be launched, NTT will offer a ready-to-go global mobile data service for the end-users of Fujitsu LIFEBOOK Business Notebooks¹ in Hong Kong, enabling seamless and secure connections for easier transfers of company data and better collaboration with colleagues and customers anytime, anywhere.

Supported by NTT Ltd.'s Global Networks division, the Fujitsu LIFEBOOK Business Notebook, running Windows 10, will be equipped with a Ubiquiti² pre-loaded 1GB SIM card. All end-users will be able to enjoy a global cellular data service in any of the 180+ destinations covered by NTT. The solution will automatically select the strongest signal and switch to the best carrier network, offering true mobility to end-users with low-latency and maximum bandwidth internet connectivity. End-users will also have full visibility on their account, with the ability to keep track of data balance, spending and top-up via the Microsoft Windows Store interface that offers a selection of domestic data plans with data bundles ranging from 500MB to 10GB or regional bundles, including Asia, Europe, America, Oceania, Caribbean, and Africa.

Taichi Hiramatsu, CEO, North Asia and Hong Kong, NTT Ltd. said: “We are excited to partner with Fujitsu Hong Kong to empower enterprises to create more successful mobile digital workplace experiences in Hong Kong. This launch will enable organizations to ensure that their distributed workforce stays connected seamlessly and securely around the globe for effective and smooth operations. We look forward to working closely with Fujitsu Hong Kong to roll out further solutions for an even wider audience and help organizations transform their workspaces into highly collaborative, productive, and secure environments.”

Leo Ng, CEO, Fujitsu Hong Kong said: “As we continue to reimagine the workplace in the ‘new normal’ world, the impact of digital technologies on productivity is stronger than ever, especially as economies begin to rapidly pick up. It is crucial for today’s enterprises to capture the opportunities by having the right digital tools ready. Fujitsu Hong Kong is advocating for a ‘Work Life Shift’ and is delighted to join hands with NTT Hong Kong to help enterprises enhance mobility and flexibility, while unlocking added value with our enriched offerings underpinned by a pay-as-you-go model.”

Jacques Bonifay, CEO, Transatel, a subsidiary of NTT Ltd. under its’ Global Networks division, said: “The laptop and tablet manufacture business model is about to change, opening a world of opportunity. As cellular networks are gradually replacing Wi-Fi as the end-users’ preferred choice for connectivity, extra revenue can be generated for manufacturers through data usage and revenue share. Fujitsu Hong Kong rightly measures the potential positive impact on margins in a mature manufacturing market. It also recognizes the importance of giving its customers the greatest possible choice for connectivity options. We are grateful for the privilege of launching our Ubiquiti cellular data plans in Windows 10 with Fujitsu.”

Stephanie Leo, CEO of Fujitsu Business Technologies Asia Pacific said: “With more people than ever moving to flexible, remote working, it makes sense to take a fresh look at working styles that adapts to new digital challenges. Reimagining devices and workplaces is a key element of successful workplace

¹ Selected Fujitsu LIFEBOOK models.

² Part of NTT Ltd.'s Global Networks division, Ubiquiti is Transatel's consumer-facing brand, offering worldwide cellular data plans to remote-working professionals, international travelers, digital nomads but also connected car owners.



transformation and we're delighted to join forces with NTT Hong Kong to accelerate mobile work with ready-to-go secured LTE connectivity, that enables users be more productive and creative anywhere in an office or other on-site locations in a transformed world.”

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About NTT Ltd.

NTT Ltd. is a leading global technology services company. Working with organizations around the world, we achieve business outcomes through intelligent technology solutions. For us, intelligent means data driven, connected, digital and secure. Our global assets and integrated ICT stack capabilities provide unique offerings in cloud-enabling networking, hybrid cloud, data centers, digital transformation, client experience, workplace and cybersecurity. As a global ICT provider, we employ more than 40,000 people in a diverse and dynamic workplace that spans 57 countries, trading in 73 countries and delivering services in over 200 countries and regions. Together we enable the connected future.

Visit us at hello.global.ntt

About Transatel (Subsidiary of NTT Ltd.)

Transatel provides global cellular connectivity solutions for Mobile Virtual Network Operators (MVNO), Internet of Things (IoT) and workforce applications. Pioneer in machine-to-machine (M2M) communication, Transatel's secure wireless 3G/4G/5G cellular data connectivity solutions enable IoT applications including sensors, trackers, mobile and enterprise edge devices, as well as connected vehicles and aircraft, worldwide. Transatel currently manages more than 2.9 million SIM cards and eSIM profiles across 180 destinations for customers such as Airbus, Stellantis, Wordline, and Jaguar Land Rover. Since 2019, Transatel has been part of NTT group where it serves as a center of excellence for cellular connectivity and IoT. Learn more about Transatel at <https://www.transatel.com>

About Fujitsu Hong Kong

Fujitsu Hong Kong is a leading ICT solutions and services provider that creates value for customers throughout their digital transformation journey. With over 60 years of experience and as part of the Fujitsu Group, the company has been leveraging innovation and technology in its flexible response to the unique needs of each customer. As a technology and service hub connecting business opportunities in Macau and Hong Kong to China, Fujitsu Hong Kong values long-term partnerships and is committed to supporting customers and partners through our unique Digital Co-creation approach. Our customers include multinational corporations and major enterprises across various industries including government, telecommunications, aviation, finance, insurance, logistics and retail. For further information, please visit <http://hk.fujitsu.com>

About Fujitsu Business Technologies Asia Pacific

Fujitsu Business Technologies Asia Pacific is the Asia Pacific Regional Headquarters for business technologies of Fujitsu Limited, Japan, responsible for a wide range of client computing devices and business solutions for corporate users in Asia Market. Fujitsu Business Technologies Asia Pacific Limited pledges “Built-in Confidence” for every product under its brand name to reassure users of product and service excellence. From high performance components to stringent quality control and professional after-sales service, Fujitsu stands for reliability and satisfaction.



Media Enquiries:

Ivan Leung

LEWIS

(852) 3002 3761

ivan.leung@teamlewis.com