

**SmarTone partners with Major Asian Network Operators  
launches Hong Kong's 1st International Multimedia Messaging Service  
guarantees All-time Assured Delivery of MMS on reciprocal basis**

(7 September 2003, Hong Kong) – As Hong Kong's leading mobile network operator in data services, SmarTone has recently launched **Hong Kong's 1st International Multimedia Messaging Service (IMMS)**, guaranteeing customers **all-time assured delivery** of MMS messages to friends and relatives overseas. SmarTone's ground-breaking *non-MMS phone support* also applies to IMMS.

In partnering with seven major mobile network operators in the region, SmarTone's IMMS is now available in Taiwan (Taiwan Cellular Corporation, Far EasTone & Chunghwa), Singapore (SingTel & StarHub), Malaysia (Maxis) and the Philippines (Globe Telecom). The service enables mobile users in these countries and SmarTone customers to send MMS messages to each other with all-time assured delivery. SmarTone is now working with other overseas operators in extending IMMS to them.

picturemail™ (SmarTone's picture messaging service) offers **no ordinary** MMS experience since SmarTone is the **1<sup>st</sup> mobile operator in Hong Kong** to provide *non-MMS phone support* when the service was launched in July last year. In addition, SmarTone is the **1<sup>st</sup> mobile operator in Hong Kong** to extend *non-MMS phone support* to mobile users of the overseas GSM network operators which have IMMS service arrangement with SmarTone.

"Only SmarTone customers can enjoy all-time assured message delivery when sending their picturemail™ to overseas friends and relatives, as well as in turn assured of receiving picture messages from them. In this way, SmarTone helps customers get closer to and share delightful moments instantly with their overseas friends and relatives," said Mr. Douglas Li, Chief Executive Officer of SmarTone.

SmarTone customers can send **picturemail™**, combining picture, sound and text, to their overseas friends and relatives, irrespective of the phone model the recipients use (please refer to Appendix 1 – cases 1a, 1b & 2 for detailed graphical description):

Case 1a - For mobile users with MMS subscription of the *seven aforementioned overseas GSM network operators* (i.e. they have IMMS service arrangement with SmarTone), they can view the picture message instantly on their MMS handsets.

Case 1b - For mobile users without MMS subscription of the *seven aforementioned overseas GSM network operators* (i.e. they have IMMS service arrangement with SmarTone), they will receive a SMS message containing an Internet address (URL) and a unique message ID. They can then retrieve and view the picture message via the Internet or a WAP handset\* within the next 48 hours.

Case 2 - For mobile users of those overseas GSM network operators who have no IMMS service arrangement with SmarTone, they will receive a SMS message containing an Internet address (URL) and a unique message ID. They can then retrieve and view the picture message via the Internet within the next 48 hours.

Remarks:

\* Whether the recipients of picturemail™ can view the picture message via a WAP handset depends on the MMS service offered by the respective overseas GSM network operators.

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## Charges of SmarTone's IMMS

Countries	Operators	Charges of sending picturemail™		
		Files size		
		1-10 KB	11-30 KB	31-100 KB
Malaysia	Maxis	HK\$4.5	HK\$6	HK\$11
Philippines	Globe Telecom			
Singapore	SingTel			
	StarHub			
Taiwan	Far EasTone			
	Taiwan Cellular Corporation			
	Chunghwa			


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# News Release

## About SmarTone

Established in 1992, SmarTone is a leading provider of mobile communications services in Hong Kong. It is a customer-oriented company and aims to bring its customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders' value.

With our strong technological heritage and deep commitment to quality service, SmarTone intends to bring our customers into the new world of 2.5G/3G mobile infotainment and media. With a clear focus on customer needs, we have marketed numerous compelling services which deliver substantial benefits to our customers — SmarTone's branded offerings include **SmarTone **, **SmarTone BIZ**, email **on the go™**, **picturemail™**, **moviemail™**, **sms via email™** and **\*131\* PhoneHome™**.

Our commitment to quality service is well recognised in Hong Kong, validated by numerous major retail and service industry awards.

### Next Magazine's 14<sup>th</sup> Top Service Award 2003

Top Service Gold Award	2003
Top Service Category Award	2003
Champion of The Best Staff Award	2003

### Asia Pacific Customer Service Consortium's Customer Relationship Excellence Awards

Customer Relationship Excellence - Outstanding Achievement	2002
Call Centre of the Year (Telecommunications)	2002
Customer Service Professional of the Year	2002

### Hong Kong Retail Management Association's Annual Service and Courtesy Awards

Best Team Award	2001 & 2002
Supervisory Level Award	2001
Junior Frontline Level Award	2002

### Hong Kong Retail Management Association's Mystery Shoppers Programme

Service Category Leader	2002 & 2003
Service Retailer of the Year	2002

### Hong Kong Management Association's Distinguished Salesperson Award

Four SmarTone-nominated staff members won	2003
Five SmarTone-nominated staff members won	2002

### Hong Kong Call Centre Association's Call Centre Award

Call Centre Team Leader - Silver & Bronze	2002
Call Centre Professional - Bronze	2002

We were the first operator to launch GSM mobile services in Asia in 1993 and the first in Hong Kong to introduce automatic international roaming. We were the first in the world to implement Enhanced Full Rate Technology in our network in 1997, greatly improving voice quality for our customers. We were the first in Hong Kong to pilot launch GPRS in 1999.



# News Release

SmarTone (SEHK: 0315) has been publicly listed in Hong Kong since 1996. The Company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

SmarTone's website is [www.smartone.com.hk](http://www.smartone.com.hk)

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