

**SmarTone's excellent customer service further validated by winning  
"Service Retailer of the Year" Second Year in a Row  
"Best Team Performance Award" Third Year in a Row  
conferred by Hong Kong Retail Management Association**

(8 November 2003, Hong Kong) – SmarTone continues to receive unmatched industry recognition for its excellent customer service by winning the "Service Retailer of the Year" Award under the Electronic & Electrical Appliances / Telecommunications Category for the second year running at the 2003 Mystery Shoppers Programme organised by the Hong Kong Retail Management Association ("HKRMA").

This award adds to the three awards recently won by SmarTone at the 2003 Service and Courtesy Award of the HKRMA, namely the "Best Team Performance Award" (across all categories in the retail industry), the "Supervisory Level Award" and "Junior Frontline Level Award" (both under the Electronic & Electrical Appliances / Telecommunications Category). SmarTone's winning of the "Best Team Performance Award" for the third year in a row sets an unprecedented record in the HKRMA's history of award programme.

As SmarTone achieved the highest average scores for the three assessment periods for each of 2002 and 2003, it won the "Service Retailer of the Year" Award in the Mystery Shoppers Programme for both 2002 and 2003, proving its excellence in customer service. SmarTone's notable achievement reflects that its whole front-line team continues to attain consistent high standard of customer service.

"The recognition by the HKRMA through these awards further validates SmarTone as a leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong," said Mr. Douglas Li, Chief Executive Officer of SmarTone.

HKRMA's Mystery Shoppers Programme is an on-going customer service assessment programme, which serves as an industry benchmarking tool for participating companies.

In the past three years, SmarTone has won the largest number of major service awards amongst mobile operators in Hong Kong, this is added by a growing number of retail and service awards that SmarTone has won recently. The HKRMA's endorsement

through these awards affirms SmarTone's excellence in customer service across all service industries.

Customer service is one of the three key pillars of SmarTone's business. The company will continue to provide the best customer experience and help its customers *get closer to the people, the information and the entertainment that is important to them.*

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## About SmarTone

SmarTone is Hong Kong's leading mobile network operator in data services. We are a customer-oriented company and aim to bring our customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders' value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our businesses – products and services, network performance and customer service – as well as the company's brand position.

SmarTone was selected as one of Asia's Top 20 Brands in the annual "Top Asian Brands" survey conducted by *Media* magazine in June 2003. SmarTone was the only mobile operator to be included in the Top 20 alongside other major international brands.

With our strong technological heritage and deep commitment to quality service, SmarTone introduces compelling mobile data services which are marketed under three categories: SmarTone **iM**<sup>™</sup>, a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone **BIZ**<sup>™</sup>, a suite of simple and easy-to-use mobile business services for business executives and professionals to stay ahead of the game; and messaging services, such as **picturemail**<sup>™</sup>. SmarTone's branded offerings, including SmarTone **iM**<sup>™</sup>, SmarTone **BIZ**<sup>™</sup>, **email on the go**<sup>™</sup>, **picturemail**<sup>™</sup>, **moviemail**<sup>™</sup>, **sms via email**<sup>™</sup> and **PhoneHome**<sup>™</sup>, deliver substantial benefits to customers.

Operating the best network in town, SmarTone provides customers with voice and data services of the highest quality.

SmarTone has become the leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong. This is exemplified by the growing number of local and regional retail and service awards received by the company.

### Hong Kong Retail Management Association's Service & Courtesy Award

Best Team Performance Award	2001, 2002 & 2003
Supervisory Level Award	2001 & 2003
Junior Frontline Level Award	2002 & 2003

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

Service Category Leader 2002 Q1 & 2003 Q1  
Service Retailer of the Year 2002 & 2003

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

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

## **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 Call Centre Association's Call Centre Award**

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

## **Next Magazine's Top Service Award**

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

Established in 1992, SmarTone was 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.

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

For more information, please visit SmarTone's website at [www.smartone.com.hk](http://www.smartone.com.hk)

Ms. Helen Kwan  
Head of Corporate Communications  
Tel: (852) 3128 2255  
Fax: (852) 3128 2460  
Email: [helen\\_kwan@hksmartone.com](mailto:helen_kwan@hksmartone.com)

Ms. Desiree Chan  
Assistant Manager - Corporate Communications  
Tel: (852) 3128 2241  
Fax: (852) 3128 2460  
Email: [desiree\\_chan@hksmartone.com](mailto:desiree_chan@hksmartone.com)