

SmarTone Selected as One of Asia's Top 18 Profit Performers During 2000 - 2002 in the Leading Regional Survey

(24 February 2004, Hong Kong) – SmarTone was selected as one of Asia's Top 18 profit performers during the tough years of 2000 to 2002 in Bain & Company survey of the region's best profit performers.

The survey is conducted by Bain & Company, a top-tier US strategy consulting firm, exclusively for CFO Asia based on four financial metrics – absolute profit increase, revenue increase, earning before interest and taxes (EBIT) margin improvement and return on assets improvement. Of the companies surveyed, SmarTone was found to have initiated programs like quality improvement initiatives, introduction of new service plans, internal reorganisation and rebranding, all resulted in improving profitability.

Mr. Patrick Chan, Executive Director of SmarTone said, "In the highly competitive mobile market and tough business environment, SmarTone's return to profitability is attributed to its re-centering the whole organisation on its core mobile business and customer orientation. This recognition of the financial performance of the company is very pleasing as it demonstrated that our focused strategy on customer orientation did provide the desired results."

"To capture new growth opportunities in the new areas of multimedia services, we are implementing very substantial changes in our management focus and operational practices in order to capitalise on this changing environment. To deliver the best customer experience is what we have always been focusing on. Getting the basics right is key to delivering compelling, easy-to-use services that meet customers' real needs, giving them real benefits and value, and ultimately underpins our profit growth strategy going forward," added Mr. Chan.

The companies surveyed are the top five by revenue in four sectors – consumer products, technology and telecommunications, financial services, and auto – or the top five overall. Of the 150 listed companies from across the region, including China, Hong Kong, Taiwan, Singapore, Thailand, Malaysia, and South Korea, only 34 companies meet the rigorous criteria. The list was narrowed down to 18 companies when Bain verified whether these companies conducted profit hunt initiatives.

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News Release

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 **iN**[™], a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone **BIZ**[™], 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**[™]. SmarTone's branded offerings, including SmarTone **iN**[™], SmarTone **BIZ**[™], email **on the go**[™], **picturemail**[™], **moviemail**[™], sms **via email**[™] and **x131*PhoneHome**[™], 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

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