



News Release

SmarTone's Sales Team lauded as Distinguished Salespersons

(18 June 2004, Hong Kong) – All five SmarTone-nominated staff won this year's Hong Kong Management Association Distinguished Salesperson Award, which validated the company's commitment to improving the customer service of its front-line staff.

Mr. Douglas Li, Chief Executive Officer of SmarTone, said, "The company's winning of the Distinguished Salespersons Award for the sixth consecutive year is an important industry recognition for the professionalism of our front-line team. In the future, we will continue to upgrade our service quality to bring satisfying customer experience."

Comprehensive training on the provision of customer-oriented services is constantly provided to SmarTone's front-line staff so as to create excellent customer service. The training equips staff with strong product and service knowledge and the ability to identify customers' real needs. SmarTone is incessantly building close relationship and trust with customers and has an ultimate goal to help customers "get closer" to the people, the information and the entertainment that are important to them.

The Distinguished Salesperson Award of the Hong Kong Management Association is widely accepted as the benchmark for quality salesmanship. The objectives of this annual programme are to recognise the achievement of successful salespersons and to improve the quality of salesmanship in various industries. This year, the award is open to 18 industries and each company can nominate a maximum of 5 salespersons. The awardees are then selected by the judging panel in view of the assessment on nominees' submitted paper and performance in the interview.

The acknowledgements from the Hong Kong Management Association over the years further add credits to SmarTone, which has already attained a long list of local and regional retail and service industry awards.



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The retail and service industry awards that SmarTone has won since 2002 are as follows:

June 2004 36th Distinguished Salesperson Award of the **Hong Kong Management Association**

June 2004 15th Top Service Award 2004 of **Next Magazine**

- Top Service Award - Telecommunications Network Service Provider Category
- First Runner-up of The Best Staff Award

November 2003 Mystery Shoppers Programme of the **Hong Kong Retail Management Association**

- Service Retailer of the Year 2003 under the Electronic & Electrical Appliances / Telecommunications Category

October 2003 2003 Service and Courtesy Award of the **Hong Kong Retail Management Association**

- Special Award - Best Team Performance
- Junior Frontline Level - Electronic & Electrical Appliances / Telecommunications Category Award
- Supervisory Level Award - Electronic & Electrical Appliances / Telecommunications Category Award

June 2003 14th Top Service Award 2003 of **Next Magazine**

- Top Service Gold Award
- Top Service Award - Telecommunications Network Service Provider Category
- Champion of The Best Staff Award

June 2003 35th Distinguished Salesperson Award of the **Hong Kong Management Association**

April 2003 Customer Relationship Excellence Awards of **Asia Pacific Customer Service Consortium**

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

March 2003 Mystery Shoppers Programme of the **Hong Kong Retail Management Association**

- Service Category Leader under the Electronic & Electrical Appliances / Telecommunications Category (November 2002 to January 2003)



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- November 2002 **Mystery Shoppers Programme of the Hong Kong Retail Management Association**
- Service Retailer of the Year 2002 under the Electronic & Electrical Appliances / Telecommunications Category
- October 2002 **2002 Service and Courtesy Award of the Hong Kong Retail Management Association**
- Special Award - Best Team Performance
 - Junior Frontline Level - Specialty Stores Category Award
- October 2002 **Hong Kong Call Center Awards of Hong Kong Call Center Association**
- Call Center Team Leader - Silver Award
 - Call Center Team Leader - Bronze Award
 - Call Center Professional - Bronze Award
- June 2002 **34th Distinguished Salesperson Award of the Hong Kong Management Association**
- March 2002 **Mystery Shoppers Programme of the Hong Kong Retail Management Association**
- Service Category Leader under the Electronic & Electrical Appliances / Telecommunications Category (November 2001 to January 2002)

About SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia 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 offers best-in-class multimedia services which are marketed under three categories: SmarTone **i33**[™], 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 **i33**[™], SmarTone **BIZ**[™], **email on the go**[™], **picturemail**[™], **moviemail**[™], **sms via email**[™] and ***131*PhoneHome**[™], deliver substantial benefits to customers.



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SmarTone offers the best network performance in Hong Kong for both voice and multimedia services, validated by a network quality survey conducted by The Chinese University of Hong Kong.

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.

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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