



News Release

SmarTone signs Partner Network Agreement with Vodafone

(Hong Kong, 15 December 2004) SmarTone today announced that they have signed a new Partner Network agreement with Vodafone, making SmarTone Vodafone's exclusive partner in Hong Kong.

The mutually beneficial partnership brings together two well-recognised brands. Vodafone is the world's leading mobile operator and SmarTone is Hong Kong's leading mobile operator in multimedia services. SmarTone will re-brand its business to SmarTone-Vodafone, enabling the Vodafone brand to be introduced into the important Hong Kong mobile market. Under the terms of the agreement, both companies will co-operate in developing and offering products and services, under the SmarTone-Vodafone brand, to international travellers and domestic customers.

As a Partner Network, SmarTone will offer its customers easy access to all SmarTone's services across Vodafone's extensive global footprint, the same way as at home. Vodafone's superior products and services will also be made available to SmarTone customers. These include enhanced international roaming services at simple, transparent and predictable prices, as well as services and exclusive devices such as Vodafone Mobile Connect Card and BlackBerry from Vodafone. For Vodafone and its partners' customers, SmarTone will ensure them of seamless access to Vodafone's international mobile services whilst travelling in Hong Kong.

"We are delighted about our partnership with Vodafone as we move from strength to strength in delivering even greater value to both our customers and shareholders," said Douglas Li, Chief Executive Officer of SmarTone. "Together with Vodafone's leading position in mobile communications and its unmatched global footprint, we will be able to develop and offer enhanced and richer products and services with a shorter time-to-market and greater cost efficiency. This sharpens our competitive edge and further strengthens our brand in the market."



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Brian Clark, Chief Executive Officer, Vodafone Asia Pacific said: "Our partnering with SmarTone is another significant step towards bringing our customers the key benefits of the Vodafone brand and services in the Asia-Pacific region. It also clearly demonstrates how Vodafone is leveraging its global scale and scope to strengthen Vodafone's international brand profile and use of its global services, creating new sources of revenue for itself and its partners."

Following today's announcement, Vodafone will have subsidiaries, associated companies and partner networks in a total of 40 markets across the world, including US, most of Europe, China, Hong Kong, Japan, Australia and many others.

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About SmarTone

SmarTone is Hong Kong's leading mobile operator in multimedia services. It 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 shareholder value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of its business – products and services, network performance and customer service. Publicly listed in Hong Kong since 1996, SmarTone is a GSM operator and one of the four 3G licensees in Hong Kong.

For more information, please visit www.smartone.com.hk.

About Vodafone

Vodafone provides a full range of mobile telecommunications services, including voice and data communications. Vodafone has equity interests in 26 countries and Partner Networks in a further 14 countries, with a proportionate customer base of over 146 million.

For more information, please visit www.vodafone.com



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