

SmarTone Receives Unmatched Industry Recognition for its Excellent Customer Service Third Year in a Row

(12 October 2003, Hong Kong) – SmarTone Mobile Communications Limited receives unmatched industry recognition for its excellent customer service by winning the Best Team Performance Award for the third year running at the recent 2003 Service & Courtesy Award, organized by the Hong Kong Retail Management Association (“HKRMA”). SmarTone’s winning of this Award exemplifies once again that it excels all other mobile operators and even the retail household names in Hong Kong in providing the best customer service. SmarTone also won the Supervisory Level Award and the Junior Frontline Level Award for the Electronic & Electrical Appliances/ Telecommunications Category.

SmarTone’s winning of the Best Team Performance Award for three consecutive years since the inauguration of the award in 2001 set an unprecedented record in the HKRMA’s history of award programme. This outstanding achievement by SmarTone reflects the consistent high standard attained by its whole front-line team.

“SmarTone continues to deliver the best customer service in the whole retail industry. What made me especially proud is that SmarTone won the top three awards that we participated in,” said Mr. Douglas Li, Chief Executive Officer of SmarTone.

“The recognition by the HKRMA, the leading authoritative body representing Hong Kong’s retail industry, through the 2003 Service & Courtesy Award further validates SmarTone as a leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong,” added Mr. Li.

This year, SmarTone’s representatives outperformed 115 nominees from 40 retailers and 212 nominees from 43 retailers for the awards for Supervisory Level and Junior Frontline Level respectively, becoming the best of the best.

The HKRMA’s acknowledgement in 2003 adds to a growing number of local and regional retail and service awards that SmarTone has already won and affirms SmarTone’s excellence in customer service across all service industries. In the past

three years, SmarTone has won the largest number of major service awards amongst mobile operators in Hong Kong.

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 **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 **131*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 Annual Service and Courtesy Awards

Best Team 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 & 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

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 14th Top Service Award 2003

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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