



# News Release

## **SMARTONE ANNOUNCES DECEMBER LAUNCH OF 3G SERVICES**

*FULL HONG KONG COVERAGE TO EMPOWER FASTER, RICHER MULTI-MEDIA SERVICES*

(Hong Kong, November 2<sup>nd</sup> 2004) SmarTone, Hong Kong's leading mobile operator in multimedia services, today announced that it will launch its 3G-enabled services in December. The company also announced that at launch its 3G network will provide full Hong Kong coverage. It expects to achieve 2G-equivalent coverage for its 3G network in the first quarter of 2005.

Speaking at a press launch for the 3G World Congress & Exhibition to be held in Hong Kong from November 15<sup>th</sup> to 19<sup>th</sup>, SmarTone CEO Douglas Li said. "We're delighted to be announcing our 3G launch, but it's much more than delivering full network coverage. It's about providing customers with a truly better experience. This will be delivered through of a choice of the best handsets, through communication, information and entertainment services that provide real value to businesses and consumers, and through providing the very best service support to our customers as we look to help them maximize the full potential of 3G".

SmarTone also announced that it has already signed an agreement with MTR Corporation to provide 3G coverage on its rail network. SmarTone's 3G MTR coverage will be launched in phases throughout the course of next year, with full coverage targeted for the end of 2005. SmarTone anticipates it will lead the way in the completion of 3G MTR coverage.

To provide customers with a wide choice of 3G handsets, the company will offer phones from several different manufacturers. It is also co-developing a number of 3G phones that will be exclusive to SmarTone, allowing for more customised services. More details of these handsets will be announced in the next two weeks.



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“In line with what we believe 3G will enable in terms of a superior customer experience, we are also upgrading all our customer touch-points to better deliver on our ‘Get Closer’ proposition. For example, we are redesigning our retail outlets to allow customers to better interact with our products and see first hand what our services can do. Our aim is to provide a much better total customer experience”, commented Mr. Li.


New 3G-enabled services will be introduced at launch and more will be added with the introduction of new handsets.

“We aim to fully exploit the potential of 3G, just as we have with 2.5G”, added Mr. Li. “At SmarTone we have been working to a clear brief of what 3G must deliver to the customer: the ability to ‘Get it Faster, Get it Richer & Get it Anywhere’. This has been our focus as we have prepared for launch and we will continue to be uncompromising in our efforts to deliver against each one of these three promises”.

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## About SmarTone

SmarTone is Hong Kong’s leading mobile operator in multimedia services. We 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 shareholder value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our business – products and services, network performance and customer service.

SmarTone offers best-in-class multimedia services which are marketed in three categories: (1) SmarTone ™, a ground-breaking mobile multimedia service providing information and entertainment for all customers; (2) SmarTone **BIZ**™, a suite of simple and easy-to-use mobile



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business services for business executives and professionals to help them stay ahead of the game; and (3) messaging services, such as the popular **picturemail**<sup>™</sup>. Among its many 'firsts', 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. It was also the first in the world to implement Enhanced Full Rate Technology in 1997 and the first in Hong Kong to pilot launch GPRS in 1999. SmarTone will be launching 3G services by the end of 2004.

SmarTone is the only mobile operator 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 ranked first by The Chinese University of Hong Kong for the best network performance for both voice and multimedia services. SmarTone also excels in customer service, and awards won in 2004 include the Best Team Performance Award and Supervisory Level Award from the Hong Kong Retail Management Association (Service & Courtesy Award); the Distinguished Salesperson Award from the Hong Kong Management Association; Best-in-Class Recognition: Customer Satisfaction Management in the Asia Pacific Customer Service Consortium's Regional CRM & Call Center Benchmarking Programme; and the Top Service Category Award and Best Staff Award in Next Magazine's Top Service Awards.

Publicly listed in Hong Kong since 1996, SmarTone's major shareholder is Sun Hung Kai Properties Limited, which holds about 52%.

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

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