




News Release

SmarTone brings the best mobile music while you are on the move

(18 November 2004, Hong Kong) SmarTone, Hong Kong's leading mobile operator in multimedia services, has announced the launch of its new version of Music on my phone, enriched with the largest variety of music in Hong Kong. It has also cooperated with music labels BMG, EMI and Gold Label to provide the latest hits from local and international artists in full song and music video to cater for varied tastes of different customer segments. This makes SmarTone a leader in bringing the best online mobile music to customers, helping them to get into their music while on the move.

"Music on my phone offers our customers a rich choice of music content in the form of ringsongs, ringtones and connecting tones," said Mr. Douglas Li, Chief Executive Officer of SmarTone. "The latest cooperation with prestige music labels to offer full songs and music videos is another of our efforts to create a truly superior customer experience for music on mobile as we move into the era of 3G and beyond."

Music on my phone, accessible through the SmarTone  multimedia portal, now offers the widest range of music available in the mobile environment. This includes top local and international hits, Chinese songs, western songs, movie and drama themes, Japanese and Korean songs, jazz and blues, classical music and funny ringtones. These are delivered in different formats, including full song, music video, ringsong, ringtone and connecting tone. Content optimization by SmarTone ensures that customers receive the best file format, in either AAC or MP3, so they can enjoy consistently superior music quality with just the click of a button.

Music on my phone provides customers with music content from official music labels and music aggregators. This contributes to the music industry's ongoing efforts to combat piracy. "SmarTone is serious about music," added Mr. Li. "Only with our concerted efforts to protect



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the intellectual properties of original music will the music industry continue to prosper and be able to produce good music that enriches the lives of many people.”

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About SmarTone

SmarTone is Hong Kong's leading mobile network 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.

SmarTone offers best-in-class multimedia services which are marketed in three categories: (1) SmarTone **3M**[™], 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 business services for business executives and professionals to help them stay ahead of the game; and (3) messaging services, such as the popular **picturemail**[™]. 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 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.

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