



# News Release

## **SmarTone announces the commercial launch of its 3G services**

*SmarTone PC Connect offers high-speed network connectivity with no wires attached*

**(Hong Kong, 2 December 2004)** SmarTone, Hong Kong's leading mobile operator in multimedia services, today announced the commercial launch of its 3G services. SmarTone's first 3G service in Hong Kong is SmarTone PC Connect. This offers customers a high-speed 3G/GPRS datacard and a PC software for one-click access to a broad range of services, providing them true mobile working capability.

SmarTone PC Connect comprises a high-speed 3G/GPRS datacard with a transmission speed of up to 384kbps. It enables SmarTone customers to access all corporate and personal emails, even those with large attachments, to send and receive SMS via email, and to connect to Internet and corporate Intranet. SmarTone PC Connect comes with an intuitive on-screen console that gives customers one-click access to services they want. With its speed and simplicity, SmarTone PC Connect will help customers maximize their work productivity and effectiveness.

"The launch of our first 3G service is an important milestone in SmarTone's 3G service roll out, bringing a better total experience to customers by enabling them to get it faster, get it richer and get it anywhere," said Mr. Douglas Li, Chief Executive Officer of SmarTone. "SmarTone PC Connect together with our fast and reliable 3G network offer business executives and professionals fast downloads with no wires attached, enabling them to work wherever they are without compromise."

SmarTone PC Connect works seamlessly between 3G and GPRS networks. This gives customers significant high-speed access to, and download of, information wherever there is 3G coverage, both locally and internationally. Handover between 3G and 2G is seamless. 3G roaming is currently available in Japan, UK, Germany and Austria, with Italy and Singapore coming on stream in December and Taiwan and other western European countries in early 2005.



# News Release

In countries where 3G services have not been rolled out, GPRS roaming will ensure that customers stay connected.

SmarTone PC Connect is designed to meet the specific needs of business executives and professionals who frequently use laptops, work out of the office and travel overseas. Customers are offered a choice of four monthly service plans ranging from HK\$118 to HK\$1,288 to enjoy SmarTone PC Connect service with 10MB to 400MB free usage. The datacard costs between HK\$3,680 and HK\$4,380, depending on the type of service plan.

SmarTone will launch its 3G consumer services later this month.

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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 **iii**<sup>™</sup>, a ground-breaking mobile multimedia service providing information and entertainment for all customers; (2) SmarTone **BIZ**<sup>™</sup>, 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**<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 best network performance for both voice and multimedia services. SmarTone also excels in customer service, and awards won in 2004 include the Best



# News Release

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).

For enquiries, please contact:

Ms. Alice Li  
General Manager – Corporate Communications  
Tel: +852 3128 2255 / 9093 0218

Ms. Eleanor Chan  
Assistant Manager – Corporate Communications  
Tel: +852 3128 2250 / 9664 7613