



## SmarTone-Vodafone offers the best 3G network in town

*Extending its unmatched leadership in 2G network quality to 3G*

**(Hong Kong, 27 July 2005)** SmarTone-Vodafone announces that its 3G network now leads the market in coverage, call connection time and 3G roaming video calling destinations, and thus offers the best mobile experience in town. Overall quality exceeds its 2G network and other 3G networks in the Hong Kong market: -

- Provides 99.9% 3G coverage of Hong Kong
- Uninterrupted coverage at 48 of the 52 MTR and Airport Express stations and all tunnels in between, with the last four stations to be in service by 20 August
- Fastest voice call and video call connection time
- Widest 3G roaming video calling coverage amongst 3G operators in Hong Kong

"We are pleased that our leadership in network quality has been extended from 2G to 3G," said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. "With the best 3G network, compelling 3G services and superior 3G handsets, it is time for customers to upgrade from 2G to 3G to enjoy the many benefits that 3G can bring."

3G offers a data transmission speed of up to seven times faster than 2.5G. With full 3G coverage, SmarTone-Vodafone provides customers with a more compelling mobile experience, especially in such key areas as news, sports, music and games. Customers can stay up-to-date with 24-hour local, international and financial video news, match highlight video clips and scores for all major sports; enjoy high quality music including full-track songs and music videos, as well as download exciting online multiplayer mobile games.

SmarTone-Vodafone has over 3,500 transmission sites in Hong Kong. It now provides 99.9% 3G coverage of Hong Kong including major shopping malls, commercial buildings and residential areas. It offers uninterrupted 3G coverage at 48 of the 52 MTR and Airport Express stations (including Sunny Bay and Disneyland Resort), including all tunnels between stations. The last four MTR

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stations will be in service by 20 August. At that time, customers will enjoy seamless full 3G service including video calling across the whole MTR system.

The SmarTone-Vodafone network offers the fastest call connection time for both voice calls and video calls in Hong Kong. An independently verified network quality survey confirmed that SmarTone-Vodafone leads the market in voice call connection time, video call connection time and time to display video image for a video call. The benchmarking survey was conducted by Acorn Marketing and Research Consultants in 20 different locations across the territory in July, including both indoor and outdoor sites.

SmarTone-Vodafone also provides the widest 3G roaming video calling coverage at over 40 overseas destinations, including Japan, Taiwan, Singapore, Malaysia, Australia, Europe and Africa, with more countries constantly being added.

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### **About SmarTone-Vodafone**

SmarTone-Vodafone is Hong Kong's leading mobile services brand. Its goal is to better enrich customers' lives by bringing them closer to what matters to them - a world of greater possibilities and achievements. SmarTone-Vodafone is a GSM operator and a 3G services provider in Hong Kong. The commercial launch of 3G-enabled services at the end of 2004 for both consumers and business users is a key milestone in its quest for long-term growth through multimedia services. SmarTone-Vodafone is the marketing brand for SmarTone Mobile Communications Limited following the signing of a Partner Network Agreement with Vodafone. Established in 1992, the company has been listed in Hong Kong since 1996. Its major shareholder is Sun Hung Kai Properties Limited (about 52%).

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