

About SmarTone

Established in 1992, SmarTone is a leading provider of mobile communications services in Hong Kong. It is a customer-oriented Company and 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 shareholders' value.

With our strong technological heritage and deep commitment to quality service, we intend to bring our customers into the new world of 2.5G/3G mobile infotainment and media. With a clear focus on customer needs, we have marketed numerous compelling services which deliver substantial benefits to our customers – recent branded offerings include **email on the go**[™], **picturemail**[™], **sms via email**[™] and

***131*PhoneHome**[™].

Our commitment to quality service is well recognised in Hong Kong, validated by recent retail and service industry awards.

Hong Kong Retail Management Association's Annual Service and Courtesy Awards

Best Team Award	2001 & 2002
Supervisory Level Award	2001
Junior Frontline Level Award	2002

Hong Kong Retail Management Association's Mystery Shoppers Programme

Services Category Leader	2001
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Hong Kong Management Association's Distinguished Salesperson Award

All five SmarTone-nominated staff members	2001
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We were 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 (SEHK: 0315) has been publicly listed in Hong Kong since 1996. The Company's major shareholders include Sun Hung Kai Properties Limited (29.45%) and British Telecommunications Plc.(20.82%).

For more information, please visit the Group's website: www.smartone.com.hk