

ABOUT SmarTone

SmarTone is Hong Kong's leading mobile network operator in data services. We are a customer-oriented company and 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 shareholders' value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our businesses – products and services, network performance and customer service – as well as the company's brand position.

SmarTone was 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 the only mobile operator to be included in the Top 20 alongside other major international brands.

With our strong technological heritage and deep commitment to quality service, SmarTone introduces compelling mobile data services which are marketed under three categories: SmarTone **3G**, a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone **BIZ**, a suite of simple and easy-to-use mobile business services for business executives and professionals to stay ahead of the game; and messaging services, such as **picturemail**. SmarTone's branded offerings, including SmarTone **3G**, SmarTone **BIZ**, **email on the go**, **picturemail**, **moviemail**, **sms via email** and ***131*PhoneHome**, deliver substantial benefits to customers.

Operating the best network in town, SmarTone provides customers with voice and data services of the highest quality.

SmarTone has become the leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong. This is exemplified by the growing number of local and regional retail and service awards received by the company.

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	
Service Category Leader	2002 & 2003
Service Retailer of the Year	2002
Hong Kong Management Association's Distinguished Salesperson Award	
Four SmarTone-nominated staff members won	2003
Five SmarTone-nominated staff members won	2002
Asia Pacific Customer Service Consortium's Customer Relationship Excellence Awards	
Customer Relationship Excellence - Outstanding Achievement	2002
Call Centre of the Year (Telecommunications)	2002
Customer Service Professional of the Year	2002
Hong Kong Call Centre Association's Call Centre Award	
Call Centre Team Leader - Silver & Bronze	2002
Call Centre Professional - Bronze	2002
Next Magazine's 14th Top Service Award 2003	
Top Service Gold Award	2003
Top Service Category Award	2003
Champion of The Best Staff Award	2003

SmarTone has been publicly listed in Hong Kong since 1996. The company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

For more information, please visit SmarTone's website at www.smartone.com.hk

... to the
people you
seek...





Best-in-class Messaging Services

SmarTone's messaging services, such as **picturemail™** and **moviemail™**, help customers communicate more effectively, instantly and creatively.

... the
information
you need...





SmartTone **BIZ**[™]

Helping business people on the move to stay ahead of the game by enhancing their productivity and competitiveness.

... and the
entertainment
you desire.





SmarTone ™

SmarTone ™ brings customers fun, entertainment and a lot more through a wide variety of live information, games and smart tips.

Market-leading Network Performance

Operating the best network in town, SmarTone continues to invest in its radio, core and service networks to provide customers with voice and data services of the highest quality.





Award-winning Customer Service

SmarTone continues to deliver the best customer service in the industry, winning numerous major industry and service awards. This exemplifies SmarTone as a leader in customer service, not only amongst telecom operators, but also across all service industries.



Music on the phone

Have fun and express yourself with personalised connecting tones and polyphonic ringtones. Practise karaoke on the move!