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here, how's
HK?**





Say it better with
picturemail™

ABOUT SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia 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 offers best-in-class multimedia services which are marketed under three categories:

SmarTone , a ground-breaking mobile multimedia service providing information and entertainment for all customers; **SmarTone **, 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 was awarded a 3G licence in 2001 and is on schedule to launch our 3G services by end of 2004.

SmarTone offers the best network performance in Hong Kong for both voice and multimedia services, validated by a network quality survey conducted by The Chinese University of Hong Kong.

SmarTone has become the leader in customer service, not only amongst telecommunications 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 Service & Courtesy Award	
Best Team Performance Award	2003, 2002 & 2001
Supervisory Level Award	2003 & 2001
Junior Frontline Level Award	2003 & 2002
Hong Kong Retail Management Association's Mystery Shoppers Programme	
Service Category Leader	2003 Q1 & 2002 Q1
Service Retailer of the Year	2003 & 2002
Hong Kong Management Association's Distinguished Salesperson Award	
Five SmarTone-nominated staff members won	2004 & 2002
Four SmarTone-nominated staff members won	2003
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 Top Service Award	
Top Service Gold Award	2003
Top Service Category Award	2004 & 2003
The Best Staff Award	2004 & 2003

Established in 1992, 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. 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 has been publicly listed in Hong Kong since 1996. The company's major shareholder is Sun Hung Kai Properties Limited (holding about 52%).

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