



Corporate

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Corporate Profile

New World Mobile Holdings Limited (“NW Mobile” or the “Company”) and its subsidiaries (the “Group”) is principally engaged in offering best-in-class mobile services including voice service and customized data services that truly meet the needs of individual customer segments via advanced mobile technology.



Operating under the brand name of New World Mobility, the Group sets very high standards through constant innovations and has made significant achievements in boosting the usage of mobile data services in Hong Kong. We have emerged to become a leading service provider through the introduction of numerous stunning mobile data services over the years. *M_{oo}*, the Group’s well-known multimedia service platform, allows users to enjoy the pleasure of mobile multimedia services at ease.

With our strong commitment in service excellence, we constantly upgrade our network for improved quality and higher capacity. The Group has strategically deployed its EDGE network in high data traffic areas in the last quarter of 2004 and is well prepared to meet challenges of the next generation mobile communications.

Inaugurated in 1997, New World Mobility has made significant achievements in marketing its brand equity and has been widely recognized as a solid, vibrant, innovative and reliable brand.

NW Mobile (Hong Kong stock code: 0862, formerly known as “Asia Logistics Technologies Limited”) is a public company listed in The Stock Exchange of Hong Kong Limited. The Company’s major shareholder is New World Development Company Limited (“NWD”; Hong Kong stock code: 0017).