

SUNDAY Communications Limited is an innovative developer and provider of wireless communications and data services in Hong Kong. SUNDAY began commercial operations with GSM 1800 wireless services in 1997.

SUNDAY's core strategy is to capitalise on the convergence of wireless communications and data technologies to develop innovative services and solutions. It has been a leader in introducing wireless "lifestyle" services in Hong Kong.

Today, SUNDAY focuses on developing and delivering targeted wireless data applications and services to an increasingly segmented marketplace. As a 3G licence holder, SUNDAY is committed to develop an enhanced range of 3G wireless services. It is also pursuing growth through MVNO (Mobile Virtual Network Operator) opportunities.

Since 1997, SUNDAY has established a successful brand through unconventional and eye-catching campaigns. SUNDAY receives numerous awards every year for its advertising and branding efforts including, in 2001, the Grand Prix Kam Fan Award from the Association of Accredited Advertising Agents of Hong Kong (4As). The Group is committed to a strategy of differentiating its products through consumer branding.

SUNDAY's shares were listed on the Stock Exchange of Hong Kong and on the NASDAQ in the United States in March 2000. SUNDAY's major shareholders are Distacom Communications Limited (46.2%) and USI Holdings Limited (11.5%).



Owen
(Artist)

SUNDAY means
clear reception
to me!

