



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 new generations of services and solutions. It has been a leader in introducing wireless "lifestyle" services in Hong Kong and has established one of Hong Kong's most successful brands through unconventional and eye-catching campaigns.

Today, SUNDAY enhances people's lives by providing innovative, relevant and value-added services targeted to specific lifestyle needs. It is firmly committed to a strategy of differentiating its products through consumer segmentation and branding. The Company receives numerous awards every year for its advertising and branding efforts.

As a 3G licence holder, the Company is committed to develop an increasingly advanced range of wireless data services under the "SUNDAY" brand. SUNDAY has also been granted additional spectrum to increase capacity to accommodate further expansion of its customer base and enhance service quality. In 2002, SUNDAY opened an operations centre in Shenzhen with employees in customer service, office administration, finance, human resources, IT and network operations. In addition to offering higher productivity and improved customer response, this on the ground presence in China is expected to provide insight and opportunities for business development in the longer term.

Wireless communications is entering an important new phase of development that will permit the development and delivery of tailor-made services that more directly meet customer needs and desires. This plays to SUNDAY's established strengths in branding, marketing and service innovation.

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%). Distacom is a private holding company with interests in multiple wireless investments. The Distacom group currently has holdings in Hong Kong, India and Madagascar. USI's shares are listed on the Stock Exchange of Hong Kong. USI invests in and operates a balanced range of businesses. The three areas of operation are apparel, property and communications.