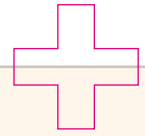


Corporate⁺ Profile



SUNDAY Communications Limited (SUNDAY or the Group) is a developer and provider of wireless communications and data services in Hong Kong. It began commercial operations with GSM 1800 wireless services in 1997 and its professional management has built a high quality, efficient infrastructure that is supported by a strong brand.

The Group's core strategy is to capitalise creatively 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 service targeted to specific lifestyle needs. It is firmly committed to a strategy of differentiating its products through consumer segmentation and branding.

As a 3G licence holder, the Group 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.

For its 3G services, SUNDAY is partnering with Huawei Technologies Co., Ltd. Huawei is a high-tech enterprise which specialises in the research and development, production and marketing of communications equipment, providing customised network solutions for telecom carriers in optical, fixed, mobile and data communications sectors. Huawei is based in Shenzhen, China and has an expanding client base of major international and Chinese corporations, with sales in 2003 of more than US\$3.8 billion.

The partnership with Huawei also aligns with SUNDAY's longer term aim to develop business in mainland China. 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 together with the Huawei relationship 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 creative 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%), USI Holdings Limited (13.7%) and Huawei Tech. Investment Co., Limited (6.3%), a subsidiary of Huawei, 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.