



Milestones⁺

Dec 2003	<p>First mobile operator in Hong Kong to offer Wireless LAN Roaming Services for business travelers</p> <p>First mobile operator in Hong Kong to partner with China Travel Services</p> <p>Announces 3G partnership with Huawei</p>
Nov 2003	<p>SUNDAY and Hong Kong Youth Arts Festival jointly host “SUNDAY U decide Street Art Party”</p>
Oct 2003	<p>Launches “International Roaming Rechargeable Mobile Service” for frequent travelers</p> <p>Launches “Mosquito Buster” service</p>
Aug 2003	<p>Launches an enhanced All-star Pack — “SUNDAY 8:4 All-star Pack”</p>
Jul 2003	<p>Launches Mobile Betting Service, a one-stop-shop for customers to bet on football with SMS Info Betting Package</p>
Jun 2003	<p>Launches the first unlimited GPRS Package in Hong Kong</p> <p>Introduces “U decide” Youth Plan and a Youth Culture Campaign, strengthening market segmentation</p>
May 2003	<p>Launches the location based “SUNDAY Family Watch”</p>
Apr 2003	<p>Provides location based “SARS Updates” from Department of Health via SMS</p> <p>Donates mobile phone services to the Hospital Authority for distribution to SARS patients in local hospitals</p> <p>Launches true personalised “Mug Doe Tone” in Hong Kong — enabling customers to designate different call connection tones to different callers</p>
Mar 2003	<p>Launches Rechargeable Mobile Services “Buy One Get Three” special offer</p> <p>Launches “Rugby Live Scores SMS” for subscribers to keep track of the live scores and results of “Hong Kong Sevens 2003”</p>
Feb 2003	<p>Launches “SUNDAY Join & Win Lucky Draw” for new customers</p> <p>SUNDAY Exhibition Booth at Hong Kong Information Infrastructure Expo 2003</p>
Jan 2003	<p>Launches “Two-in-One Hong Kong/China Service”</p> <p>Launches “SUNDAY Snap and Win Photo Contest” and “SUNDAY Snap-A-Fortune Photo Contest”</p>