



***For Immediate Release***

## **CSL New Chief Executive Officer takes office**

**Hong Kong, 3 July 2007** – CSL today announced that Mr Tarek Robbiati has commenced his role as the Chief Executive Officer of the company.

Mr Robbiati has 15 years of experience in the telecommunications industry as a strategy consultant with Accenture, and as senior equity research analyst with Lehman Brothers in London, in the team that was ranked number one for three consecutive years from 2001 to 2003.

More recently, Mr Robbiati was Vice President and Head of Corporate Finance at Orange PCS in London, and Director of Strategic Marketing at Atradius NV, the world's second-largest credit insurer.

For the last two years, Mr Robbiati has been Deputy Chief Financial Officer of Telstra in Australia. In this role, Mr Robbiati helped the CEO, CFO, and COO of Telstra articulate and manage a AU\$14bn, complex, 5-year transformation program for Telstra, and structure T3, the AU\$16bn offering in Telstra shares by the Commonwealth of Australia.

Mr John Stanhope, Chairman of CSL New World Mobility, said: "I'm delighted at the appointment of Mr Robbiati. He has solid experience in the telecommunication industry and has held senior positions in major international corporations. We are confident that his leadership will prove a significant asset to CSL as the company strives to maintain its valued position in the Hong Kong market."

"He succeeds Mr Hubert Ng, who in May announced his decision to move on to other things after leading CSL for six years. I, as Chairman, and my fellow Board directors thank Mr Ng for the immense contribution he has made to CSL over many years, and wish him every success for the future," Mr Stanhope said.

Mr Robbiati said: “I am very pleased to begin this new challenge as CSL’s CEO. While Hong Kong possesses one of the most competitive telecommunications markets in the world I believe that, with the support of our shareholders and CSL’s talented team, we can together continue to drive the company to new levels of accomplishment.”

### **About CSL**

CSL is a pioneer in the mobile communications market in Hong Kong. Combining technical and engineering excellence with an in-depth understanding of the mobile market, it translates leading-edge technologies into customer-focused solutions that meet the needs of different market segments.

In April 2006, a joint venture company, CSL New World Mobility Limited to own CSL and New World PCS Limited, was formed. CSL New World Mobility Limited is 76.4% beneficially owned by Telstra Corporation Limited and 23.6% beneficially owned by New World Mobile Holdings Limited.

CSL is acknowledged as the first mobile company in Hong Kong to employ a distinctive market segmentation strategy. With a commitment to deliver quality, innovative and relevant services to all its mobile customers, CSL markets its services to various segments through its mobile brands: 1010, One2Free and New World Mobility.

CSL launched its mobile services early in 1983 and today operates a world-class GSM / WCDMA network. CSL also offers comprehensive pre-paid mobile services and its international roaming service provides the widest coverage by allowing mobile connectivity in more than 250 destinations around the world.

CSL became the world’s first operator to introduce a High Speed Circuit Switched Data (HSCSD) service in May 2000 and, in November 2000, it launched the first commercial General Packet Radio Service (GPRS) in Hong Kong.

CSL also introduced Asia’s first Multimedia Messaging Service (MMS) in March 2002 and it was also the first in Asia to deploy EDGE (Enhanced Data Rates for GSM Evolution) in September 2003. In December 2004, the Company launched its 3G and Wi-Fi services. And HSDPA (High Speed Downlink Packet Access) service was launched in September 2006.

CSL launched Asia’s first 3G Video Sharing Service in November 2005 and Hong Kong’s first “3G Mobile TV” in February 2006.

For more information about CSL, please visit [www.hkcsl.com](http://www.hkcsl.com).

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