



For Immediate Release

CSL CREATES MORE JOB OPPORTUNITIES IN HONG KONG
Further Enhancement in Customer Service Quality
with Opening of New CRM Centre

Hong Kong, 30 July 2008 – Hong Kong CSL Limited (CSL) today announced the grand opening of its brand new Customer Relationship Management (CRM) Centre in Tuen Mun. Its two call centres in the mainland will subsequently be relocated to Hong Kong creating hundreds of new employment opportunities for the local community. Together with another CRM Centre in Kwun Tong, CSL has two CRM Centres servicing customers in Hong Kong.

At the grand opening ceremony, Financial Secretary Mr. John Tsang said: “As one of the largest telecom companies in Hong Kong, CSL has been providing Hong Kong people with quality services. CSL’s decision to migrate its call centre facility in the mainland back to Hong Kong is certainly encouraging for me. This not only creates more job opportunities for Hong Kong people, but also demonstrates that the quality of Hong Kong’s labour force remains very competitive.”

Mr Tarek Robbiati, Chief Executive Officer of CSL, said: “The opening of the new CRM Centre will initially create more than 200 full-time employment opportunities in Hong Kong, particularly for residents of Tuen Mun and northwestern New Territories. The new CRM Centre also demonstrates CSL’s long-standing commitment to continually meet and exceed customers’ expectation on our services and sets a new benchmark by which all Hong Kong call centres will be judged.

“By investing in the resources and development of our customer services, we and our customers will see the long-term benefits of enhancing operational cost-efficiency and staff productivity which allows us to meet and exceed the growing demand for our expanding service capabilities and customer needs.”

Occupying a total floor area of 23,000 square feet, the new CRM Centre will begin operations with more than 200 employees in August 2008. At full capacity, it can accommodate more than 400 employees. Our new employees who live in the

neighbourhood can save travelling time and cost for commuting to work. We also offer flexible work hours to employees ensuring a good work-life balance.

Mr Robbiati added: “As part of our ongoing commitment to corporate social responsibility, we are co-ordinating with the Labour Department and various representative organizations for disadvantaged groups in order to provide enhanced recruitment opportunities. We are pleased to provide appropriate pre-training program for disadvantaged persons to equip them with the necessary skills and knowledge to enable them to be effective team members at our CRM centre.

“I would also like to take this opportunity to thank the Labour Department for their assistance in recruitment. Their valuable contribution ensured a successful recruitment programme in Tuen Mun and surrounding areas.”

To ensure that the high quality service for which CSL is famous is maintained, all new employees will undergo a five-week full-time training program at the CRM Centre, including product knowledge, corporate policies, customer service skills and system operation. We also provide on-the-job mentoring and development programs for the continuous career development of our employees.

About CSL Limited

CSL is Hong Kong’s first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: [1010](#), [One2Free](#) and [New World Mobility](#).

It operates a world-class GSM / WCDMA network through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with more than 260 destinations around the world.

CSL is a subsidiary of Telstra Corporation Limited, Australia’s leading telecommunications and information services company (www.telstra.com.au).

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