



For Immediate Release

Earnings up 5.9% as CSL grows customer numbers

Hong Kong, 22 February 2008 - CSL, Hong Kong's leading wireless operator, has announced its half-yearly earnings before interest, tax, depreciation and amortization (EBITDA) rose 5.9% to HK\$398 million, as the company continues its program of review and improvement across the business.

For the half-year ending 31 December 2007, total income grew by 6.3% to HK\$3,280 million largely due to additional business activity and an increased customer base.

CSL's Chief Executive Officer, Mr Tarek Robbiati, said the positive performance in a highly competitive market was testament to the talents and hard work of employees.

He said the increased activity was driven by growth in handset sales, rising data, international voice and mobile virtual network operator (MVNO) revenues, offset by a decline in local voice revenues after sustained pressure on prices.

"As we celebrate our 25th year in the Hong Kong telecommunications market, customers are increasingly turning to CSL for quality mobile services," Mr Robbiati said.

"With mobiles being one of the fastest changing and most competitive industries in the world, to remain Hong Kong's leading provider we are focused on continuously improving our offerings and service to customers."

Mr Robbiati said that he and his leadership team at CSL were refocusing the business to ensure that it is best placed to continue to meet and exceed customer expectations.

"We are committed to investing to build on CSL's strong foundations for the future."

"These financial results show that our efforts to date are attracting customers and we look forward to continuing to grow the business and deliver benefits for our customers and employees."

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About CSL

CSL is the largest operator 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 Hong Kong CSL Limited 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 Development Company 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 wide coverage by allowing mobile connectivity in more than 260 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 the first in Asia to deploy EDGE (Enhanced Data Rates for GSM Evolution) in September 2003. In December 2004, CSL launched its 3G and Wi-Fi services and a 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.

For media enquiries, please contact:
Sallus Wong
Tel: +852 2883 2742 Fax: +852 2519 9933
Email: sallus.ss.wong@hkcsl.com