



For Immediate Release

CSL Caps Off 2010 With ISO9001 Certification and Two HKRMA Awards

Hong Kong, 20 December 2010 – CSL Limited (CSL), Hong Kong’s leading mobile operator, had its ISO9001 certification for its Mobile Network Operations renewed for a 15th year in a row, making it the only Hong Kong telecommunications operator to receive this rigorous accreditation. Furthermore, the company has also won two Hong Kong Retail Management Association (HKRMA) awards – a Service Retailer of the Year award for its prestigious mobile brand 1O1O for the second consecutive year, and a 2010 Service & Courtesy Award for an employee of its lifestyle one2free shop.

CSL has been receiving ISO9001 certification for various operational areas of its Mobile Network for 15 years. This year, the company has enlarged its Quality Management System, which now covers the Operation and Design of Network Services including Value Added Services.

“The ISO recognition assures that all of our processes to design, build, maintain and monitor network KPI [key performance indicators] follow high quality standards and are subject to continuous improvement,” said Christian Daigneault, Chief Technology Officer of CSL Limited. “Together with the newly-launched world’s first LTE/DC-HSPA+ network, this means we can continue to provide our customers with high quality data, voice and value-added services in the market.”

The HKRMA Service Retailer of the Year award is based on the performance of companies against strict criteria via continuous quarterly assessments throughout the year by a mystery shoppers programme – the first of its kind in Hong Kong. In the Telecommunications category, 1O1O emerged as the clear leader for the second year in a row.

“1O1O is known for quality service and premium branding, therefore customers always have much higher expectations of us,” said Irene Leung, Executive Vice President, Mass Market of CSL Limited. “In a mature retail market like Hong Kong, we need to maintain a consistently high level of professionalism in order to win the hearts of customers. 1O1O is not a price leader and many customers in fact demand quality and reliable service. HKRMA Service Retailer of the Year award is a much-appreciated confirmation that 1O1O’s unique service offering is recognized by customers and the industry.”

This year’s HKRMA Service and Courtesy Award was won by one2free’s retail employee Bob Chan Chau Yu in the Telecom category. The award was given based on Chan’s performance

against criteria including professionalism, presentation skills, interpersonal skills and service concept skills.

“I am delighted to win the award, it is a huge honour and recognition,” said Chan. “I found my confidence in serving customers increased in the course of the competition. My service philosophy is to feel happy with my work and be proud of my professionalism. I strongly believe that we can totally devote ourselves to our jobs if we are working in a happy environment and this enthusiasm rubs off on customers.”

About CSL

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: [1O1O](#), [one2free](#) and [New World Mobility](#).

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong 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 over 530 mobile operators around the world. In 2010, CSL launched the world’s first LTE/DC-HSPA+ network, the next generation of mobile broadband network with significantly increased capacity and speed. For more information, please visit www.hkcsl.com.

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

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