



For Immediate Release

CSL Makes New Executive Appointments to Ramp up Value for Customers

Leading mobile operator creates new business unit for mass market sales channels

Hong Kong – 16 August 2010 – CSL Limited (CSL), Hong Kong’s leading mobile operator, today announced two new leadership appointments to further enhance its position to deliver customer-centric experience. Irene Leung, previously head of CSL’s Corporate and Business Market, has taken up the role of Executive Vice President, Mass Market. Global telecom veteran Yip Ly has joined CSL to succeed Leung as Executive Vice President, Corporate & Business Market.

The appointments come as CSL realigns its customer-facing teams to deliver greater customer experience. This includes the creation of the Mass Market unit, which covers all mass market sales channels including retail sales and indirect channels.

“Enhancing customer relations has been key to CSL’s successful leadership of the industry and will continue to be part of our growth strategy,” said Joseph O’ Konek, Chief Executive Officer of CSL. “The new Mass Market unit under a seasoned business leader such as Irene, and the introduction of proven global talent in the form of Yip, will ensure we drive to deliver even more value to all our customers in the future.”

As head of Mass Market, Leung is responsible for CSL’s retail operations and indirect sales channels, with an emphasis on enriching the customer experience. Irene began her career in 1991 with the former CSL and brings 20 years of telecom industry experience to the role, including 10 years in the mobile business, with rich expertise in sales and service for premium customers. In recent years, Leung has helped to drive CSL’s commitment to corporate social responsibility by initiating a number of corporate citizenship programs and a series of new mobile services with social enterprises and NGOs to serve the local community, including the award-winning “Mobile Link” service.

Leung holds a Bachelor of Social Sciences degree from the Chinese University of Hong Kong. She is currently the vice chairwoman of Hong Kong General Chamber of Commerce’s Women Executives Club and a councilor of the Hong Kong IT Federation.



Yip has taken over leadership of the Corporate & Business Market as Executive Vice President and will continue to build up the market-leading position that Leung established. His responsibilities include developing the sales and service experience across enterprise, corporate and small and medium-sized enterprises, together with delivering the next generation of customer-specific solutions.

Yip has solid technical expertise in IT solution and service sales in Europe, Asia Pacific, including mainland China and Hong Kong, and the United States. He also has a strong network in and thorough knowledge of the corporate and SME market in Hong Kong. Yip worked in BEA Systems for more than 14 years. His most recent assignment was senior vice president in product and marketing for Kryptonite Systems Inc in the United States.

Yip holds a Bachelor of Science degree in Information Systems from the London School of Economics, a Master of Science degree in Software Engineering, Cerics Sophia Antipolis, has attended executive programs in Stanford and Berkley universities and is a graduate of the International Executive Program at INSEAD Business School.

Both Leung and Yip will report directly to O' Konek, CSL's CEO.

Copies of [Leung](#) and [Yip](#)'s full biographies are **attached**.

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: [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 510 mobile operators around the world. For more information, please visit www.hkcsl.com.

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