



For Immediate Release

CSL Appoints New Chief Marketing Officer

International marketer Mark Liversidge to lead CSL's marketing efforts into 4G era

Hong Kong, 7 June 2010 – CSL Limited (CSL), Hong Kong's leading mobile operator, today announced the appointment of internationally experienced marketer Mark Liversidge as the company's chief marketing officer.

In this role, Liversidge will lead CSL in creating and delivering world-class marketing programs, including branding and public relations, device and product marketing, research, pricing, merchandising and customer loyalty programs.

Liversidge has been with CSL since 2009, when he joined the company as director of Consumer Marketing. He has 12 years experience in the telecommunications industry, having previously served as general manager for Marketing at Macquarie in Australia, where he delivered a number of innovative marketing and customer experience projects in the corporate market. Prior to that, he led Orange in building a major telesales channel and e-commerce in the UK market. Liversidge started his telecommunications career with British telecom, gaining rich experience and several marketing and customer experience awards through a number of roles with the O2 brand in Europe.

"I am delighted to have such an innovative and seasoned marketing partner to work with," said Joseph O'Konek, CEO, CSL Limited. "Mark's experience in the industry and within CSL will prove invaluable as the company enters an exciting new era of change by launching 4G in Hong Kong."

A copy of Liversidge's full biography is [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 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 over 500 mobile operators around the world. For more information, please visit www.hkcsl.com.

CSL is part of Telstra International, a business unit of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstrainternational.asia).

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