



***For Immediate Release***

## **Independent Benchmark Report Reaffirms CSL as Providing Truly the Best Network Performance in Hong Kong**

*CSL poised to further enhance its leadership position in preparation for the upcoming launch of 4G in Hong Kong*

**Hong Kong, 22 June 2010** – CSL Limited (CSL), Hong Kong’s leading mobile operator, today released the results of an independent telecommunications benchmarking report. The findings validated that CSL has the best overall performance in terms of average speeds, coverage, broadband coverage, voice quality, and data throughput.

The study was conducted in April 2010 by an independent benchmarking firm, Celfinet, with professional test equipment over a period of four weeks. It tested voice and data performance of major mobile operators throughout Hong Kong SAR territory, on all main roads (Drive Test), at 200 indoor and outdoor locations (Stationary Test) and inside the MTR network. The results reflect the success of CSL’s investment in network technology and specifically its recent supercharging of the mobile broadband experience with Next G UMTS 900.

The report shows that CSL has the best overall performance for voice calls, based on the mobile industry-recognized performance indicators for call drops, voice quality and call setup success rates.

CSL’s 3G coverage is the most extensive in Hong Kong due to the deployment of UMTS in the 900 MHz frequency band -- no other operator in Hong Kong operates a UMTS 900 network. CSL UMTS 900 provides much stronger signal levels that are much better at penetrating indoor environments to deliver a unique and comprehensive customer experience for voice and data.

In terms of broadband coverage, CSL also excelled with broader coverage and higher speeds, offering better broadband network performance than any of its competitors.

Tarek Robbiati, Group Managing Director of Telstra International said: “Hong Kong has one of the highest mobile penetration rates in the world, which makes it one of the most dynamic telecommunications markets to compete in. Our Next G network is at the core of our innovation strategy. Today’s findings have again proven our solid commitment to delivering best in class mobile network performance for voice and data services. UMTS 900 has enhanced the quality of both the voice and broadband experiences with the best coverage and performance. We will continue our network investment across the whole of Hong Kong and are on track towards being the first mobile operator in Asia to commercially launch LTE 4G, thereby improving the



total experience of our customers with unique devices, and innovation that is not yet possible today.”

“CSL is the only mobile network operator in Hong Kong accredited with an ISO9001 certification and Next G is a globally recognised, award winning network, which has won two consecutive Global Telecom Business Awards in 2009 and 2010,” he added.

At today’s announcement, CSL also introduced its new Chief Executive Officer, Joseph O’Konek. “It’s great to join CSL and have the opportunity to lead a team of professionals that are dedicated to pursuing the vision to “Create a Simple Life” for the people of Hong Kong. CSL is the only company in Hong Kong that can offer customers a choice of three service brands 1O1O, one2free and New World Mobility designed to meet their individual needs that are all powered by our world class Next G mobile network,” said O’Konek.

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### **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 500 mobile operators around the world. For more information, please visit [www.hkcsl.com](http://www.hkcsl.com).

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

### **For media enquiries, please contact:**

CSL

Lavin Chan

Tel: +852 2883 2742

Email: [lavin.ch.chan@hkcsl.com](mailto:lavin.ch.chan@hkcsl.com)

Waggener Edstrom Worldwide

Angel Yip

Tel: +852 2907 8620

Email: [ayip@waggeneredstrom.com](mailto:ayip@waggeneredstrom.com)