



For Immediate Release

CSL provides Hong Kong Users the Fastest Mobile Broadband Network in Asia Pacific

Industry speed test reveals CSL network as third fastest in the world

Hong Kong, 8 March 2011 – Hong Kong has reaffirmed its place as a world leader in the mobile broadband revolution. In a confirmation of the city's digital prowess, the network of Hong Kong's leading mobile operator CSL Limited (CSL) provides the third fastest mobile broadband network in the world, and the fastest in Asia Pacific, according to an independent US-based Ookla Net Metrics' network speed test platform, speedtest.net.

Speedtest.net, which is adopted by major organisations worldwide, including the US federal government, also reveals that CSL mobile broadband speeds are at least 1.7 times faster than other mobile operators in Hong Kong.

For consumers in Hong Kong, this means a truly world-class smartphone and broadband experience. With CSL's network, consumers can be certain that they are getting the most out of their smartphones' voice, data and multimedia features, whether it is the smoothest video chats with family, colleagues or clients, or the best performance of the wide range of social, lifestyle, entertainment and information applications the platform has to offer.

A major contributor to the faster speed on CSL network is the use of UMTS 900 which offers much better radio coverage. UMTS 900 unleashes the full potential of the iPhone 4 and other smartphones indoors and outdoors, enabling users to enjoy high-quality voice and data performance and seamlessly multitask with bandwidth-hungry applications, such as HD video streaming.

"Mobile data usage increased more than 300 percent in Hong Kong between 2009 and 2010¹, and many industry players have been suffering from bandwidth squeeze as a result, which has negatively impacted the user experience for their customers," said Joseph O'Konek, Chief Executive Officer of CSL Limited. "Speedtest.net reported results are another proof point that

¹ Overview of Developments in telecommunications Market in 2010 by Office of the Telecommunications Authority, Hong Kong (<http://www.ofta.gov.hk/en/speech-presentation/2011/20110124.pdf>)



CSL's mobile broadband network is the fastest among mobile operators in Hong Kong and we are proud that our long-term investment in network infrastructure has allowed us to deliver a standard of mobile voice and data experience that is one of the best in the world..”

The results echo the findings of several network data tests conducted by independent parties, such as telecommunications consultancy Celfinet, local media e-zone and PC Corporate, since last year that identify CSL's Next G as the best performing mobile broadband network in Hong Kong. CSL's network has also been recognised with the renowned Global Telecoms Business (GTB) Innovation Award in 2009 and 2010 – the award honours innovative projects involving telecommunications operators and service providers around the world. Moreover, CSL has been awarded ISO9001 certification for its Mobile Network Operations every year since 1995.

“CSL takes a long-term view as we build and manage our mobile network and this investment has paid off for our customers in Hong Kong,” added O’Konek. “As CSL moves Hong Kong into the LTE era, customers can continue to expect world-leading mobile broadband performance throughout the territory, with faster data speeds, higher bandwidth capacity and personalisation never seen before in mobile services. Our commitment to network leadership will keep Hong Kong at the cutting edge of the telecommunications industry.”

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: [1010](#), [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.

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