



For Immediate Release

CSL Appoints New Chief Marketing Officer

Hong Kong, 16 August 2013 – CSL Limited (CSL) today announced that Mr Danny Mok will join the company as Chief Marketing Officer on 16 September 2013.

Mr Mok will lead the marketing and development for the CSL brands. Mr Mok has 20 years extensive experience across advertising, media and telecommunication industries. He served various senior executive positions in companies including Grey Group, BBDO, SUNDAY and PCCW. Prior to joining CSL, he was the CEO of Grey Group in Hong Kong and Shanghai, leading the group to develop and achieved remarkable results in these challenging markets.

Chief Executive Officer of CSL Limited, Mr Phil Mottram, welcomed Mr Mok in joining the company, “Danny is a renowned business development and marketing expert in the region. I am looking forward to the level of energy and focus on customers that Danny will bring to us. Given his depth of experience and market knowledge, Danny will be driving the Marketing team to achieve our strategic goals in one of the most competitive and fast-moving markets in the world.”

“It is my great honor to be part of the CSL team led by Phil and to working with the team to develop the CSL brands further in the market. I’m impressed with his vision for the company,” said Mr Danny Mok.

Mr Mok holds a Bachelor of Computer Science Degree from the University of New South Wales in Australia, an MBA from the Kellogg-HKUST EMBA program. He was most recently the Vice-Chairman of the Association of Accredited Advertising Agencies of Hong Kong (HK4As).

Mr Mok’s full biography: http://www.hkcsl.com/en/pdf/2013/Bio_Danny_Mok_Eng.pdf

About CSL

CSL, established in 1983, is Hong Kong’s first mobile network operator and is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy to provide customer-focused services through its brands [1O1O](#), [one2free](#), [New World Mobility](#).



It operates a world-class GSM / WCDMA/ UMTS 900 network in Hong Kong and launched the world's first dual band 4G LTE with DC-HSPA+ network in 2010, through which it offers comprehensive mobile and broadband services to both local and international customers. As a leading roaming operator in Hong Kong, CSL also provides customers with comprehensive international multi-media connectivity with over 580 mobile operator partners around the world. 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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