



For Immediate Release

11 leading Asia Pacific mobile operators from Bridge Alliance form region's largest M2M alliance

Hong Kong, 27 January 2014 – 11 leading Asia Pacific mobile operators today form the region's largest Machine-to-Machine (M2M) alliance to offer a 'one-stop-shop' experience for M2M deployment across the Asia Pacific region. Bridge M2M Alliance is a centre of excellence for M2M services and solutions to attract partnerships and provide customers with an end-to-end M2M regional capability.

Bridge M2M Alliance comprises members of Bridge Alliance and is made up of Airtel (India), AIS (Thailand), CSL (Hong Kong), Globe Telecom (Philippines), Maxis (Malaysia), MobiFone (Vietnam), Optus (Australia), SingTel (Singapore), SK Telecom (South Korea), Taiwan Mobile (Taiwan) and Telkomsel (Indonesia). Together, the group serves a combined base of over 500 million subscribers, making it the largest M2M alliance in the Asia Pacific region.

Bridge M2M Alliance eliminates the complexity of dealing with multiple operators by offering seamless delivery of regional M2M services across geographical borders. The Alliance will also improve customers' service experience through enhanced interoperability, service levels and customer support.

Alessandro Adriani, CEO of Bridge Alliance, noted: "Asia is made up of highly varied economies, uneven technological development and diversified regulatory requirements. As a result, multinational businesses find it extremely difficult to navigate the intricacies of the region and to fully capitalise on economies of scale. The evolution of Bridge Alliance in the M2M business is an indication of the commitment from the 11 operators to overcome these challenges for the success of customers' businesses."

The M2M partnership covers commercial as well as technological cooperation across various industries such as vehicle telemetry, security, energy management, etc. This enables the development of new business models, creation of new products and services and reduction in customers' operational costs. The alliance is determined to build an innovative ecosystem by partnering technology players in the M2M value chain like application developers, module manufacturers and service providers.

Alliance members will continuously cooperate to secure significant commercial benefits and economies of scale for customers and enable joint product development initiatives. Being key operators in the respective countries, they are well placed to leverage and support multinational companies hoping to ride on Asia's growth, as well as Asian companies looking to expand globally.

"We are delighted to be a part of this Asia Pacific alliance, allowing us to offer end-to-end M2M capabilities and regional support for our Corporate clients," said Paul Hodges, Executive Vice President, Corporate, Wholesale and International at CSL Limited. "Combining a regional M2M Centre of Excellence with our local expertise in the Hong Kong market, our clients will enjoy faster response time and lower costs when adopting M2M services. By being part of this mobile ecosystem, we hope to drive increased adoption of M2M services in Hong Kong and the region."

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About Bridge Alliance

Bridge Alliance a partnership of 31 leading mobile operators, namely, Airtel (India, Africa, Bangladesh), AIS (Thailand), CSL (Hong Kong), CTM (Macau), Globe Telecom (Philippines), Maxis (Malaysia), MobiFone (Vietnam), Optus (Australia), SingTel (Singapore), SK Telecom (South Korea), Taiwan Mobile (Taiwan), Telkomcel (Timor-Leste) and Telkomsel (Indonesia).

A combined customer base of over 570 million and an extensive footprint allow members to leverage the collective strengths of the alliance to develop and launch innovative roaming and enterprise solutions. Bridge Alliance operates through a Singapore-incorporated joint venture company, Bridge Mobile Pte Ltd. For more information, visit www.bridgealliance.com.

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About CSL

CSL Limited, 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 1010, one2free, and 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 590 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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