



For Immediate Release

CSL unleashes its new vision and logo

New Look for Hong Kong's Leading Mobile Service Provider

Hong Kong, 24 August 2011– CSL, Hong Kong's leading provider of mobile services, has unveiled a new identity to position itself as a customer-centric organization and a leading employer of choice in Hong Kong.

The new brand identity reflects the company's new vision: Communications for everyone; Connecting everything; Unleashing the potential of human networks. CSL's vision demonstrates its commitment to being the market leader, by operating its business through providing services that focus wholly on customer experience, across all segments of the market and being first to leverage the latest innovations in technology.

The symbolic new logo emphasizes the "C"—representing the company's focus on customers, communications and connectivity, with the design exuding progressive movement, simplicity and flexibility, and complemented by the electric lime colour giving a sense of fresh, strong and confident leadership.

The new brand identity will be used to distinguish CSL as the corporate company brand with a unique proposition, separate from its existing service brands 1010, one2free, New World Mobility and several pre-paid service brands.

"Our new logo captures the essence of what CSL means to our customers, staff and business partners. As a company we're no longer constrained. We're opening up and unleashing all of the possibilities that can be enabled by wireless connectivity. It brings to life our three company values of being innovative, trustworthy, and having respect for the customer," says Mr Joseph O'Konek, Chief Executive Officer, CSL Limited.

CSL is a Hong Kong icon and the new corporate identity maintains a connection to the past whilst focusing on the future, as it aims to attract people that are the innovators in their field to join the team and build on the company's near 30 year award-winning, market leading history. The new identity is targeted to attract digital natives and the smartest graduates to join the bold



company mission, working in a team focused on displaying the values of innovation, trustworthiness and respect.

About CSL

CSL is Hong Kong's first and leading mobile network operator. It is the only mobile company in the world to operate with a distinctive multi-brand strategy providing customer-centric services through [1O1O](#), [one2free](#), [New World Mobility](#) and a number of pre-paid service brands.

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong and launched the world's first 4G LTE/DC-HSPA+ network in November 2010, through which it offers comprehensive mobile and broadband services to both local and international customers. CSL also supports customers across the world, as the leading roaming operator in Hong Kong providing unmatched global multi-media connectivity through over 540 mobile operator partners around the world. For more information, please visit www.hkcsl.com.

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For media enquiry, please contact:

CSL Limited

Lavin Chan

Tel: +852 2883 2742

Email: lavin.ch.chan@hkcsl.com