



*For Immediate Release*

## **CSL Named *Best Mobile Carrier* at Telecom Asia Awards**

**Hong Kong, 14 April 2011** – CSL Limited (CSL) has confirmed its place as a leader of the mobile industry, taking the prestigious *Best Mobile Carrier* award at the 14<sup>th</sup> Telecom Asia Awards in Singapore on 12 April.

The award recognises CSL's long-term spectrum strategy and innovation in the next generation mobile broadband network. Judged by a panel of 20 industry analysts and editors, the strongly contested award pitted CSL against Japanese giant NTT DoCoMo and regional mobile powerhouse Axiata XL.

"CSL's long-term spectrum strategy and vision have put it in a unique position to take a flexible approach to next generation broadband," said John C. Tanner, Global Technology Editor of Telecom Asia and Wireless Asia. "We singled out CSL for the execution of that strategy, demonstrated by its network revamp and spectrum refarming, as well as its decision to focus its subsequent strategy on the customer experience."

"We would like to thank TelecomAsia for this acknowledgement of industry excellence and it is our commitment to continue delivering the best mobile carrier services to our consumers," Joseph O'Konek, Chief Executive Officer of CSL said.

"Unlike our competitors, who are still trying to achieve return on their spectrum investments, we have moved beyond that stage and are maximizing customer experience on the fastest mobile broadband network in Asia Pacific."

*Best Mobile Carrier* is one of 10 awards presented annually by Telecom Asia Awards, the region's longest-running and most influential telecom industry awards. Winners were chosen from more than 100 fixed, mobile and convergence telecom operators from the region, with accolades given for best fixed-line and broadband carrier, best managed services provider, top CEO, and best community project, among others.

Photo Caption:



Christian Daigneault, Chief Technology Officer of CSL Limited



Christian Daigneault, Chief Technology Officer of CSL Limited(Right), receives the award from John Stefanac, President of Southeast Asia & Pacific, Qualcomm International(left)



Christian Daigneault, Chief Technology Officer of CSL Limited (Right) cheering with other winners of the Telecom Asia Award 2011

## 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: [1O1O](#), [one2free](#) and [New World Mobility](#).

CSL operates the fastest mobile broadband network in Asia-Pacific<sup>1</sup> and is the only operator in Hong Kong to provide extensive 3G coverage through UMTS 900. CSL is also the leading roaming operator in Hong Kong providing 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](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)).

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<sup>1</sup> According to independent US based company OOKLA's Net Metrics network speedtest platform, speedtest.net in February 2011.