



***For Immediate Release***

## **CSL to maintain unlimited data plans**

**Hong Kong, 13 February 2012** — CSL Limited announced today that it will continue to offer unlimited local data in service plans to customers through its 1010 and one2free brands.

“As we announced in early 2011, CSL’s intention is to complete the move to volume-based pricing before the end of 2012,” said Mark Liversidge, Chief Marketing Officer of CSL Limited. “However, we believe our customers need more time to understand their data usage behavior before moving to volume based plans. Therefore, we will continue to offer unlimited data plans and provide tools for customers to clearly understand how much data they use. Armed with that knowledge, they’ll be able to choose the volume-based plan that best suits their requirements and maximizes the value benefit.”

To ensure fair network access for all customers and in line with OFTA’s new guidelines for the implementation of Fair Usage Policy, CSL will apply network priority management in real time. Under the new policy, customers on unlimited and capped plans who reach 5GB of local data fair usage within a single billing period will be given lower priority to access the network for the remainder of that billing period. Customers continue to have unlimited access to the network without any additional charges on unlimited or capped plans, without speed throttling, or switching off of their service. The broadband experience may be affected, when the traffic generated by broadband customers on a specific cell is extremely high. However, customers should see no impact to common internet usage, but may feel some impact on data rich applications such as high volume Peer-to-Peer services. Under normal cell conditions, customers will be able to continue to enjoy its regular broadband service.

“We continue to invest in our 4G LTE/D-C\* network to deliver world-class broadband performance to customers. This also ensures the sustainability and utilization of our network in order to meet with the burgeoning demand of data growth with accelerated market adoption of smartphones and tablets,” said Mark.

Along with available Customer Service Apps on iOS and Android, all customers will be notified before their priority is being lowered. CSL will also provide an online data calculator on its websites for customers to gauge their expected data usage requirements. This new service is based on CSL’s core aim of providing customer-centric services. The Company will actively work to optimize performance, monitoring data transfer loads in every single network cell to ensure a sustainable, superior customer experience at all times, and maintain consistently high data speeds even during peak traffic hours.



Mark Liversidge, Chief Marketing Officer of CSL Limited, announces CSL to maintain unlimited data plans.

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#### **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 [1010](#), [one2free](#), [New World Mobility](#) and a number of pre-paid service brands.

It operates a world-class GSM / WCDMA 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 550 mobile operator partners around the world. 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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