



CSL and SK Telecom launch world's first 4G LTE international roaming

Hong Kong, 4th June 2012 — CSL Limited, the leading mobile provider in Hong Kong, and SK Telecom, the largest mobile operator in Korea, have launched the world's first 4G LTE international roaming between two markets – Hong Kong and Korea. International travellers can now seamlessly roam between the two regions and enjoy a consistent 4G experience, enabling efficient multi-tasking and rich-content data applications.

CSL, the first operator in Hong Kong to launch a 4G LTE network in November 2010, continues to lead the Hong Kong market in 4G connections. SK Telecom launched an LTE service in Korea in July 2011, achieved nationwide coverage in April 2012, and has acquired over 2.7 million LTE customers as of May 2012. The partnership is ideal as both operators possess the advanced 4G technology and large customer base needed to maximise the potential of each country's high mobile data usage.

"This is a significant milestone for the telecommunications industry, which continues to debate the feasibility of 4G LTE international roaming. Our pioneering partnership with SK Telecom is proof that 4G LTE international roaming will be a reality worldwide – and sooner rather than later," said Christian Daigneault, Chief Technology Officer, CSL Limited. "Both markets are leading the way in terms of 4G LTE adoption. As the first 4G LTE network operator in Hong Kong, we are committed to investing in network development that will ensure our technological advancements continue to not only deliver firsts for our customers, but lead the way for the industry as a whole."

In addition to the extensive mobile adoption in both regions, the number of visitors to Hong Kong from Korea is rising fast, exceeding one million for the first time in 2011¹, and more than 30,000 Hong Kongers visit Korea every month². Now CSL and SKT Telecom customers, who frequently travel between the two regions, can easily roam with no need for new settings or service registration. The new 4G LTE roaming service will enable high-speed uploads, downloads and uninterrupted use of data intensive applications such as media streaming and video conferencing.

"SK Telecom is delighted to join hands with Hong Kong's leading mobile carrier CSL to provide LTE international roaming service and a differentiated LTE experience to its customers in Korea," said Lee Sung-Young, Senior Vice President and Head of Collaboration Marketing Office of SK Telecom. "SK Telecom is currently providing 3G international roaming services in 194 countries through partnerships with 383 global mobile operators. Looking forward, we plan to launch LTE international roaming services

¹ Hong Kong Tourism Board, "Tourism Performance in 2011"; <http://bit.ly/KsMI7M> (2012)

² Korea Tourism Organization, "Tourism Statistics"; <http://bit.ly/KG82Vw> (2012)



in other countries based on the existing alliances with global mobile operators and ensure high quality, low cost LTE roaming usage by setting different rates for each country.”

The CSL/SK Telecom LTE roaming service will be on general availability in July for the same price as 3G roaming. Prior to full availability, CSL customers travelling to Korea may borrow 4G handsets free of charge from the 1010 Centre at Hong Kong International Airport, enabling them to use their own SIM cards during their visit. SK Telecom’s customers can enjoy LTE roaming service through Pantech’s ‘Vega Racer 2’, and plans to secure additional handsets are underway.

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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 560 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).

About SK Telecom

SK Telecom (NYSE: SKM, KSE: 017670), established in 1984, is Korea’s leading telecommunications provider with more than 26 million subscribers, which accounts for more than 50% of the total market. The company reached KRW 15.945 trillion in revenue in 2011. SK Telecom was the first to launch and commercialize CDMA, CDMA 2000 1x, CDMA EV-DO and HSDPA networks, and it currently provides cellular, wireless internet, mobile media, global roaming service and more. For more information, please visit www.sktelecom.com or email to press@sktelecom.com.



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