

ABOUT PEOPLES

Our Background

Incorporated in 1994, China Resources Peoples Telephone Company Limited (the “Company” or “PEOPLES”) was founded by a consortium with strong financial resources and extensive local and overseas telecommunications experience.

In 1996, the Company obtained a Public Radiocommunication Service (“PRS”) license to construct and operate a PCS1800 network in Hong Kong, and on 28 January 1997, the Company became the first Personal



Communication Service (“PCS”) operator in Hong Kong to launch its service.

Operating under the brand name “PEOPLES”, the Company launched its postpaid and prepaid services in January 1997 and December 1998 respectively. Since then, PEOPLES has actively developed and expanded its service portfolios to meet the ever-changing needs of its customers.

On 25 February 2004, the Company changed its legal name from “Peoples Telephone Company Limited” to “China Resources Peoples Telephone Company Limited” to reflect more accurately the close relationship with the controlling shareholder, China Resources (Holdings) Company Limited (“China Resources”).

The Company was listed on the main board of The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) on 1 April 2004, trading under the stock code 00331.

The Company’s current major shareholders including China Resources, one of the largest People’s Republic of China (“PRC”) state-owned conglomerates in Hong Kong, and Onwel Capital Company Limited (“Onwel Capital”), are always supportive to the Company, and have provided a strong foundation for its successful establishment of business and operation. The shareholding of the two major shareholders of the Company as at 31 December 2004 is depicted as follows:

- China Resources (Holdings) Company Limited 48 per cent.
- Onwel Capital Company Limited 16 per cent.

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Our Business

China Resources Peoples Telephone Company Limited is one of the six primary providers of the mobile voice and data communications services in Hong Kong. The Company has established a reputation in the market for offering the best value mobile services in terms of network coverage, quality and tariff. Its extensive distribution network and experienced sales force operates in 47 strategically located outlets across Hong Kong to ensure effective and attentive customer care. Currently, the Company has an impressive base of over one million subscribers.



Our Mission

Faithful to its “We Care” belief, the Company puts customer satisfaction at its top priority and is dedicated to making sure the services provided cater for customers’ specific needs and always offers the best value services in the market. Furthermore, “PEOPLES VIP CLUB” was established in January 2003 to offer customers a variety of benefits such as discounts on handsets and service package rebates, according to their respective service tenure. The strong focus on customer satisfaction gives the Company a competitive edge in attracting new subscribers as well as retaining existing subscribers.

Our Data Services & EDGE Development

Committed to providing high quality mass market mobile communications services, the basic mobile voice services of PEOPLES are complemented by a wide range of user-friendly and affordable data services designed to satisfy customers’ needs. Multimedia services including “COLOR” portal, download services, mobile betting, mobile data via GPRS (“General Packet Radio Service”) and information services, are all valuable sources of data revenue for the Company.

Following the Memorandum of Understanding with Ericsson in April 2003 on EDGE (“Enhanced Data Rates for GSM Evolution”) deployment, the Company rolled out the EDGE-enabled “Mobile TV” services in late August 2004. To enable more customers to experience the new services, a series of enjoyable video content is offered free of charge to customers according to their respective VIP status and rate plan during the promotional period. The Company continues to enrich the services by putting forward more diversified channels like “Music TV”, “Movie Trailer” and “Fortune Telling”. Embarking on the new wireless era with EDGE, PEOPLES is well positioned to maximise the business opportunities ahead and capture the revenue of the future data services.

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Awards

- Caring Company awarded by the HK Council of Social Service (three consecutive years from 2002 to 2005):

- Year 02-03: 5 December 2002
- Year 03-04: 3 February 2004
- Year 04-05: 21 February 2005



- Awardee of the Certificate of Hong Kong Service Supplier for the Mainland & Hong Kong Closer Economic Partnership Arrangement (CEPA) – 23 April 2004



- 2004 SuperBrands – 12 May 2004

- Recognised merchant of the Quality Tourism Service (“QTS”) organised by the HK Tourism Board – 31 May 2004



- Recognised merchant of the “No Fakes” Pledge Scheme organised by the Intellectual Property Department – 9 July 2004

- Platinum Award of The Community Chest Corporate & Employee Contribution Programme 2003/2004 – 7 September 2004

