

SUNDAY Communications Limited (“SUNDAY” or the “Group”) is a developer and provider of wireless communications and data services in Hong Kong, and a 3G licence holder. It began commercial operations with GSM 1800 wireless services in 1997 and its far-sighted management has built a high quality, efficient infrastructure that is supported by a strong brand.

The SUNDAY experience is rooted in the belief that “fun is good”. SUNDAY 3G aims to deliver fun to customers through a wide variety of entertaining content, intriguing handsets and innovative service, combined with ease of use.

For its 3G services, SUNDAY is partnering with Huawei Technologies Co., Ltd. (“Huawei”). Huawei is a high-tech enterprise which specialises in the research and development, production and marketing of communications equipment, providing customised network solutions for telecom carriers in optical, fixed, mobile and data communications sectors. Huawei is based in Shenzhen, China and has an expanding client base of major international and Chinese corporations, with sales in 2004 of US\$5.6 billion.

The partnership with Huawei also aligns with SUNDAY’s longer term aim to develop business in Mainland China. In 2002, SUNDAY opened an operations centre in Shenzhen with employees in customer service, office administration, finance, human resources, IT and network operations. In addition to offering higher productivity and improved customer response, this on the ground presence in China together with the Huawei relationship is expected to provide insight and opportunities for business development in the longer term.

SUNDAY’s shares were listed on the Stock Exchange of Hong Kong and on the NASDAQ in the United States in March 2000. SUNDAY’s major shareholders are Distacom Communications Limited (46.2%), USI Holdings Limited (13.7%) and Huawei Tech. Investment Co., Limited (8.0%), a subsidiary of Huawei. Distacom is a private holding company with interests in multiple wireless investments. The Distacom group currently has holdings in Hong Kong, India and Madagascar. The shares of USI Holdings Limited are listed on the Stock Exchange of Hong Kong. USI invests in and operates a balanced range of businesses. The three areas of operation are apparel, property and strategic investments.

