

## Our People

As a company committed to attracting and retaining the talent needed to succeed in a competitive market, SUNDAY placed an emphasis on providing a healthy, rewarding and stimulating work environment in 2005.

SUNDAY maintains a workforce on the basis of equal opportunities for all, and seeks to meet special needs with initiatives such as the provision of specialised PC monitors and software for weak-sighted employees.

Throughout 2005, SUNDAY made efforts to ensure a family-friendly work environment by providing compassionate leave, flexible work schedules and counselling services.

Effective staff training provides opportunities for personal and professional development and ensures that SUNDAY's customers receive the best possible service, while the Company maintains a competitive edge.

During 2005, the SUNDAY training team devised and executed a series of programs that included:

- More than 4,500 "man-days" of Sales & Customer Services Skills Training to enhance front-line sales techniques and coach staff in telephone skills and handling various customer issues. During the year, Distinguished Salesperson Awards were conferred on three SUNDAY sales people by the Hong Kong Management Association.
- Product and System Training to equip staff with new data products and services knowledge relating to topics such as mobile email, GPRS and location-based services. In addition, 3G Billing System (BOSS) training was provided to all Sales and Customer Service staff.
- Some 65 sessions of 3G Training provided staff with a basic understanding of Hong Kong's 3G market and familiarised them with SUNDAY's approach to 3G service provision.