

MEDIA RELEASE



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Innovative Pay-Per-Day Flat-Rate Data Roaming Mobile Tariff Plan Now Available Across Seven Asia-Pacific Countries

Affordable, Predictable Plan to Accelerate Data Roaming Among Customers of Alliance Members

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Taipei, Hong Kong, Jakarta, Seoul, Tokyo, Manila, Singapore

Asia-Pacific's first pay-per-day flat-rate data roaming tariff plan is now available across seven Asia-Pacific countries, as Conexus Mobile Alliance ("the Alliance"), one of the largest mobile alliances in Asia with a combined customer base of over 160 million mobile subscribers, ramps up its efforts to boost mobile data roaming adoption in the region.

From today, most mobile customers from seven member operators of the Alliance can now enjoy a cost-effective and predictable mobile data roaming tariff plan as they travel across member countries or cities to check emails, transmit data or surf on the Internet via their mobile devices¹. Depending on the operator, they can experience an 'unlimited' data roaming plan where they just need to pay data roaming charges on a fixed daily rate beyond which data roaming charges are offered free or they can benefit from 'an affordable per kilobyte daily rate up, to a pre-set cap'.

The seven member operators and countries involved in this innovative mobile data roaming tariff plan in Conexus are as follows: Far EasTone Telecommunications Co., Ltd in Taiwan; Hutchison Telecommunications (Hong Kong) Limited in Hong Kong; PT Indosat Tbk in Indonesia; KT Freetel Co., Ltd in South Korea; NTT DoCoMo, Inc. in Japan; Smart Communications, Inc. in the Philippines; and StarHub Ltd. in Singapore.

For example, Hutchison Telecommunications in Hong Kong is offering an 'unlimited' US\$18 (HK\$138) daily data roaming charge for its corporate customers as they travel and roam onto other





Conexus mobile operator networks; similarly, StarHub in Singapore has started offering an 'unlimited' US\$22 (S\$30) daily data roaming charge as well, but to all its post-paid mobile customer base.

Mr Chan King Hung, Chairman of the Alliance's Board and Head of StarHub's Advanced Multimedia Services applauded the launch of the region-wide initiative, saying that "the pay-per-day mobile roaming data plan works on a similar principle as the daily rate charges most hotels implement for Internet access. The difference is that it comes with nation-wide coverage and full mobility. In addition, the tariff plans also give member customers greater predictability and flexibility in managing their mobile bills when staying overseas. They can now determine their rough mobile expenditure ahead of time by simply calculating how many days they will be using these roaming services. We believe it is a more customer-friendly way of data charging, and no longer gives our customers a 'bill shock' at the end of the month! Now that customers know what to expect in terms of roaming data charging, we believe they are more likely to feel reassured and use more of the service over a Conexus member network as they travel from country to country."

For specific information on the new tariff plans by individual operators, please visit www.conexusmobile.com.

¹ Details of the flat-rate data-roaming tariff will vary among member operators. Terms and conditions may apply.

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About Conexus Mobile Alliance

Established in April 2006, Conexus Mobile Alliance is one of Asia's largest mobile alliances. The alliance is formed to develop and enhance international roaming and corporate mobile services for greater convenience and ease of use for its members' customers. The alliance is committed to promoting voice, video and data roaming via its members' GSM/GPRS, W-CDMA networks and/or HSDPA networks and aims to create a Virtual Home Environment for its member customers to experience seamless, convenient mobile-related services when they roam. The Alliance boasts a combined customer base of over 160 million mobile subscribers.

For more information, visit www.conexusmobile.com.