

# CONEXUS MOBILE ALLIANCE



Bharat Sanchar Nigam Limited  
Far Eastone Telecommunications Co., Ltd.  
Hutchison Telecommunications (Hong Kong) Limited  
PT Indosat Tbk  
KT Freetel Co., Ltd.  
Mahanagar Telephone Nigam Limited  
NTT DoCoMo, Inc.  
Smart Communications, Inc.  
StarHub Ltd.

For Immediate Release

## **Conexus Mobile Alliance Announces the Launch of Asia's First Pay-per-day Flat-rate Data Roaming Tariff Plan and Other Member Privileges**

**Indian Operators BSNL and MTNL Join Boosting Customer Base to about 160 million**

**Alliance's Geographical Footprint Extends to Guam Spanning 11 Asian Markets**

**Taipei, Hong Kong, Jakarta, Seoul, Tokyo, Manila, Singapore, New Delhi, 13 November 2007** – Conexus Mobile Alliance (“the Alliance”), one of the largest mobile alliances in Asia with a combined customer base of around 160 million mobile subscribers, today announced the launch of Asia’s first-ever pay-per-day data roaming flat-rate tariff plan and a host of member privileges, with an aim to deliver ground-breaking, genuine and tangible benefits to international roamers and realize its vision of offering the highest level of customer satisfaction in mobile services to corporate and consumer markets.

Since the Alliance's establishment in April 2006, the seven member operators, including 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, have worked in concerted and unwavering efforts to ensure that all members' customers are able to experience seamless and hassle-free mobile-related services when they roam into members' networks. In the first quarter of 2008, the seven member operators will jointly roll out the first pay-per-day data roaming flat rate plan in Asia. Furthermore, an all-you-can-use\* data roaming daily rate will be offered in some members' networks, enabling members' customers traveling across members' countries or cities to check emails, transmit data or surf on the Internet via their mobile devices while completely doing away with the need to count the data usage\*\*. Subscription is not required in most of the member networks. Members' customers will be automatically charged based on the data roaming flat rate tariff plan while roaming onto members' networks.

\* Details of the flat-rate data-roaming tariff vary among member operators and are subject to each operator's final discretion.

\*\* Some members will provide flat rate plan with pre-set ceiling in data usage.

Mr. Chan Kin Hung, Chairman of the Alliance's Board and Head of StarHub's Advanced Multimedia Services said, "We are very pleased with this achievement in bringing the first-ever pay-per-day data roaming flat-rate plan in Asia. With the increasing popularity of mobile broadband (HSDPA) roaming in the region, it is important for the Alliance to offer peace of mind to our customers as they use these services while roaming. For a typical HSDPA session, the consumption of mobile data can be in the tens of megabytes, so the conventional way of data charging (i.e. per kilobyte usage) may not meet customers' needs as it will be costly. This move demonstrates our commitment in offering customers cost-effective data roaming charges while roaming onto all member networks."

Added Mr. Chan, "As this plan operates on a per-day basis, it gives members' customers greater flexibility in how they manage their mobile bills, enabling travelers staying overseas to determine their mobile expenditure depending on the number of days they use these roaming services. It is a more customer-friendly way of data charging. When the pay-per-day data roaming flat rate plan is launched in the first quarter of 2008, our subscribers will be able to enjoy the convenience of mobile broadband roaming with an affordable and predictable pay-per-day flat rate in roaming. We believe that this will lead the industry in driving the usage of mobile data while roaming."

At the press conference held at the Mobile Asia Congress in Macau, Conexus Mobile Alliance also introduced two member privileges, including SIM Card Replacement and Travelling Connect. With Service Centres for SIM Card Replacement set up in members' countries and cities, corporate users with company registered mobile lines of alliance members will be able to get a new and activated SIM card if they lose their original ones in members' places. Meanwhile, Conexus Mobile Alliance has also established partnership with Travelling Connect, a leading global provider of loyalty management services to the telecommunications industry. Mobile subscribers from participating member operators can earn miles or points when traveling abroad and making mobile phone calls on members' networks to gain awards from airlines and hotels which are partner companies of Travelling Connect.

Conexus Mobile Alliance also welcomed Bharat Sanchar Nigam Limited ("BSNL") and Mahanagar Telephone Nigam Limited ("MTNL") joining the Alliance today at the press conference. Together with its geographical footprint expanding to Guam and the Northern Mariana Islands, the Alliance's members network now spans 11 markets covering about 160 million customers.

Mr. Chan concluded, "Besides the geographical expansion to Guam and the Northern Mariana Islands, we are delighted to have BSNL and MTNL as new members. As the top telecommunications company in India, BSNL and its sister company MTNL will help strengthen the Alliance's network as it grows internationally. We hope to attract more mobile operators to share the same vision around the world as we grow from strength to strength."

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**About Far EasTone Telecommunications Co., Ltd.**

Far EasTone Telecommunications Co. Ltd. (FET) was awarded two wireless service licenses (GSM 900 and GSM 1800) in January 1997, and launched high-quality mobile services in January 1998. In addition to voice centric 2G services, in July 2005, FET launched 3G technology and services, which emphasized faster and more diverse multimedia applications. In Oct. 2006, FET was the first telecom operator in Taiwan to launch the 3.5G/ HSPA service with a speed of 3.6 Mbps. In July 2007, FET won the south region WiMax license as extension of wireless business. In August 2007, FET introduced “Big Broadband” service as its first step into home space.

As a leading wireless service provider, FET continues to introduce attractive rate plans, full-line products and services for enriching the lives of people. With the convergence of services in media and telecom industry, FET expands its scope and vision to become a leading full service provider for electronic communication, information, entertainment, and transaction. FET is providing an innovative environment for superior shareholder value, customer loyalty, employee satisfaction and community involvement.

**About Hutchison Telecommunications (Hong Kong) Limited**

Hutchison Telecommunications (Hong Kong) Limited (“Hutchison Telecom Hong Kong”) is one of the largest mobile telecommunication service operators in Hong Kong. Since 1983, it has always been a pioneer in the development of mobile telecommunication deploying multiple mobile technologies including 1G AMPS/ TACS, 2G GSM/ CDMA and 2.5G GPRS/ IS95B in Hong Kong.

Hutchison Telecom Hong Kong is committed to providing high quality mobile telecommunication services, telecom retail services and call centre services in Hong Kong and Macau, as well as mobile telecommunications consultancy services in Mainland China. It is also the first operator in Hong Kong to roll out world-class 3G service under the “3” brand, leading Hutchison Telecom Hong Kong’s technical and service excellence into the 3G era.

Hutchison Telecom Hong Kong is a subsidiary of Hutchison Telecommunications International Limited (“Hutchison Telecom”). Hutchison Telecom is a leading listed telecommunications operator (SEHK:2332; NYSE:HTX) focusing on dynamic markets. It currently offers mobile and fixed-line telecommunication services in Hong Kong, and operates mobile telecommunications services in Israel, Macau, Thailand, Sri Lanka, Ghana, Indonesia and Vietnam.

For more information about Hutchison Telecom Hong Kong, see [www.three.com.hk](http://www.three.com.hk)

For more information about Hutchison Telecom, see [www.htil.com](http://www.htil.com)

**About PT Indosat Tbk**

Indosat is a leading telecommunication and information service provider in Indonesia that provides cellular services (Mentari, Matrix and IM3), IDD service (IDD 001, IDD 008 and FlatCall (01016), fixed telecommunication services (StarOne, Indosat Phone). Indosat also provides Multimedia, Internet & Data Communication Services (MIDI) through Indosat and its subsidiary companies, Indosat Mega Media (IM2) and Lintasarta. In addition, Indosat provides 3.5G with HSDPA technology. Indosat's shares are listed in the Jakarta and Surabaya Stock Exchange (JSX:ISAT) and its American Depository Shares are listed in the New York Stock Exchange (NYSE:IIT).

**About KT Freetel Co., Ltd.**

Since the launch of PCS service in 1997, KTF has grown into a prominent mobile communications service provider with 13.6 million subscribers in Korea. It has always been at the fore-front of providing innovative services -- delivering enriched customer values in communications as well as providing a cutting-edge mobile internet and convergence services in information, entertainment and transaction areas.

Initially implementing the WCDMA network in Seoul metropolitan area in 2003, KTF has launched a HSPA service in June 2006 and a fully nationwide HSPA service in March 2007, and thus became the world's first operator to achieve with 99% population coverage with HSPA. With the new brand "SHOW," KTF has acquired more than 2.4 million 3G customers in just eight months of nationwide launch, the vast majority of who are HSPA users, and is currently the No.1 HSPA operator\* in the World.

For more information, visit [www.ktf.com](http://www.ktf.com).

(Source: Wireless Intelligence (In terms of number connections, 3Q, 2007))

**About NTT DoCoMo, Inc.**

NTT DoCoMo is the world's leading mobile communications company. DoCoMo serves about 53 million customers, including 40 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DoCoMo also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by more than 47 million people. With the addition of credit-card and other e-wallet functions, DoCoMo mobile phones have become highly versatile tools for daily life. NTT DoCoMo is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges. For more information, visit [www.nttdocomo.com](http://www.nttdocomo.com).

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**About Smart Communications, Inc.**

Smart Communications, Inc. is the Philippines' leading wireless services provider with 28.3 million subscribers on its GSM network as of end-September 2007. Of its total subscriber base, 19.9 million subscribers are served under the brands Smart Buddy, Smart Gold, and Smart Infinity. Another 8.3 million subscribers are served through its subsidiary, Pilipino Telephone Corp., under the brand Talk 'N Text. Smart has built a reputation for innovation, having introduced world-first wireless data services, including mobile commerce services such as Smart Money, Smart Load, and Smart Padala. Smart also offers Smart Link, a prepaid satellite telephony service, and 3G service called Smart 3G. Another subsidiary, Smart Broadband, Inc., offers a wireless broadband service, Smart Bro. Smart is a wholly-owned subsidiary of the Philippines' leading telecommunications provider, the Philippine Long Distance Telephone Company.

**About StarHub Ltd.**

StarHub, Singapore's second largest info-communication company, offers a full and diverse range of information, communications and entertainment services over its advanced fixed, cable, mobile and Internet platforms. Targeting both consumer and corporate markets, StarHub operates a full two-way 3.5G mobile network in addition to its GSM network, a nation-wide HFC network that delivers multi-channel cable TV services (including Digital Cable and High Definition Television) as well as ultra-high speed residential broadband services, and an extensive fixed business network that provides a wide range of data, voice and wholesale services.

Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers. StarHub is listed on the SGX-ST. Visit [www.starhub.com](http://www.starhub.com) for more information.

**About Bharat Sanchar Nigam Limited**

BSNL is a fully state owned public sector undertaking of Government of India. It is the incumbent and largest telecom operator in India with a market share of around 28.1% of combined telecom services having subscriber base of around 66.4 million out of which 30.30 million are GSM subscribers.

It provides whole range of State-of-art telecom services in the whole of India except Delhi and Mumbai where the telecom services are provided by its State owned sister company, MTNL.

Net worth of BSNL as on 31 March 2007 is approximately US\$21 billions, with total income and net profit for the year 2006-07 of US\$9.5 billions, and US\$ 1.9 billions respectively.

**About Mahanagar Telephone Nigam Limited**

MTNL was set up on 1st April 1986 by the Government of India to upgrade the quality of telecom services, expand the telecom network, introduce new services and to raise revenue for telecom development needs of India's key metros – Delhi, the political capital and Mumbai, the business capital of India. In the past 21 years, the company has taken rapid strides to emerge as India's leading and one of Asia's largest telecom operating companies. Besides having a strong financial base, MTNL has achieved a customer base of about 6.5 million.

The company has also been in the forefront of technology induction by converting 100% of its telephone exchange network into the state-of-the-art digital mode. The Govt. of India currently holds 56.25% stake in the company. In the year 2007-08, the company is focusing on widening the cellular and CDMA-based WLL customer base, introducing IPTV & VOIP services and achieving at least 5,00,000 broadband customers, and further expanding of telecom services in Mauritius through its subsidiary.

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