

MEDIA RELEASE



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Thailand's TrueMove Joins Conexus Mobile Alliance

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Taipei, Hong Kong, Jakarta, New Dehli, Seoul, Tokyo, Manila, Singapore, Bangkok

Conexus Mobile Alliance today welcomed Thailand's TrueMove into the fold, as one of Asia-Pacific's largest mobile alliances expands its customer footprint to about 190 million mobile subscribers.

TrueMove, a subsidiary of True Corporation Plc, is one of the leading mobile operators in Thailand, with a steadily growing customer base of over 12 million mobile users. As part of the True Group, Thailand's only fully-integrated communications company and leader in convergence lifestyle, TrueMove provides innovative services for wireless communications across convergence technologies.

"Thailand is a key travelling destination for Asian travellers and we are delighted to welcome one of Thailand's fastest growing operators to our alliance," said **Mr Chan Kin Hung, Chairman of Conexus Mobile Alliance, and Head of StarHub's Advanced Multimedia Services**. "TrueMove will be able to bring their own unique experience and perspective to help promote and expand the benefits of the Alliance throughout Asia-Pacific. At the same time, we are pleased to offer TrueMove's mobile customers true convenience and simplicity as they use the services that Conexus brings. We believe this partnership will be a strong and long-lasting one. Together, we aim to continually drive the adoption of mobile data roaming amongst Asia-Pacific road warriors and business users."

"TrueMove is very thrilled to join the Conexus Mobile Alliance," said **Mr Supoj Mahapan, Deputy Director, International Roaming, True Move Co., Ltd.** "Being a part of one of the largest mobile alliances in Asia-Pacific will certainly enhance TrueMove's current international brand recognition while placing it among the region's leading mobile operators. When roaming in Thailand, about 190 million mobile subscribers from member operators will be able to enjoy our superior network which





provides high-quality coverage throughout the country as well as connectivity options from GSM through GPRS/EDGE and right up to Wi-Fi in major urban areas. At the same time, our subscribers will have increased options and convenience of voice and data roaming when travelling around Asia-Pacific. By joining this alliance, we are also committed to working with our member operators to develop and improve mobile services and elevating the customer experience and satisfaction to a higher level. This partnership is another important step for TrueMove as we forge ahead with our convergence lifestyle strategy that enables consumers to freely communicate across various platforms domestically and internationally.”

Introduced in April 2008, Conexus Mobile Alliance is the only alliance today that offers the customers of its members the innovative pay-per-day flat-rate data roaming tariff plan, ensuring that member customers can benefit from greater cost savings, predictability and flexibility in managing their mobile phone bills when roaming overseas. This customer-friendly way of data-charging has been very well-received, since customers feel more reassured of the price and therefore tend to use more of the service over a Conexus member network. The seven member operators and countries involved in this innovative mobile data roaming tariff plan in Conexus are as follows: Far EastTone 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.

With TrueMove’s participation in the alliance, its Thai mobile customers will soon be able to enjoy similar benefits as they travel from country to country.

For specific information on Conexus Mobile Alliance, visit www.conexusmobile.com.

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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 about 190 million mobile subscribers.

For more information, visit www.conexusmobile.com.

About True Move Company Limited

TrueMove, a subsidiary of True Corporation Plc, Thailand's only fully-integrated communication solutions provider, convergence solutions leader and premier lifestyle enabler, offers innovative and high-quality wireless communications services on its nationwide 1800 MHz network to 12.5



million subscribers (March 2008) throughout Thailand. TrueMove's vision is to create a pioneering wireless hi-speed lifestyle where people can communicate as well as access knowledge, information and entertainment wherever, whenever, and however they wish. The company delivers superior coverage coupled with quality and best value services, which make TrueMove more than just a mobile phone operator. Leveraging its relationships with True Corporation and the CP Group, TrueMove offers unique integrated products and services to the Thai market.

For more information, visit www.truemove.com or www.truecorp.co.th

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