



For Immediate Release

CSL wins “Asia’s Best Brand” at CMO Asia Awards

Recognised for its leadership in delivering the best customer experience in Hong Kong

Hong Kong, 25 July 2011 – CSL Limited was today named Asia’s Best Brand at the CMO Council’s ‘CMO Asia Awards’, held in Singapore. This prestigious award recognises CSL for its success with a multi-brand strategy, innovative marketing and customer-centricity in providing the best customer experience in Hong Kong’s highly competitive mobile service market.

The Global Research Cell, a virtual organisation under the CMO Council, selected CSL following an intensive search for brands that perform above and beyond others within their respective markets. CSL was selected as the winner as it demonstrated superlative performance in three areas: mind share, brand’s strength inside the consumer’s mind; market share, its strength in a certain market; and commitment share, its ability to encourage customers to buy that brand in the future.

“CSL is honoured to be the recipient of this year’s Asia’s Best Brand award,” said Mark Liversidge, Chief Marketing Officer of CSL Limited. “Our marketing strategy has always been to create superior brand experiences and enhance every customer’s life, through a service built on the most advanced mobile network in Hong Kong. The CMO Council’s recognition of our achievements affirms and reinforces our pursuit of outstanding customer-centric innovation, as well as our commitment to leading the Hong Kong mobile broadband market. Fellow recipients of the Asia’s Best Brand award include Coca Cola, Starbucks, HSBC and Disney. It’s a great coup for CSL to be ranked alongside such heavy-weight brands; it shows that we are delivering a truly world-class experience, that’s on par with some of the biggest brands in the world”

The award adds to the recognition CSL has achieved for its customer-centric strategy, winning two Hong Kong Retail Management Association (HKRMA) awards – a Service Retailer of the Year award for its prestigious mobile brand 1O1O for the second consecutive year, and a 2010 Service & Courtesy Award for an employee of its lifestyle one2free shop.. In April 2011, it also received the Best Mobile Carrier award at the Telecom Asia Awards.

The CMO Asia Awards seeks to recognize organizations, chief marketing officers and professionals who have shown leadership in building brands combined with consistent innovation and strategic marketing, and is represented by 25 countries across Asia.



About CSL

CSL is Hong Kong's first and leading mobile network operator. It is the only mobile company in the world to operate with a distinctive multi-brand strategy providing customer-centric services through the brands: [1O1O](#), [one2free](#), [New World Mobility](#) and a number of Pre-paid service brands.

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong and launched the world's first 4G LTE/DC-HSPA+ network in November 2010, through which it offers comprehensive mobile and broadband services to both local and international customers. CSL also supports customers across the world, as the leading roaming operator in Hong Kong providing unmatched global multi-media connectivity through over 540 mobile operator partners around the world. For more information, please visit www.hkcsl.com.

CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstra.com).

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