

SUNDAY Communications Limited is an innovative developer and provider of wireless communications and data services in Hong Kong and well recognised in the global telecoms industry. SUNDAY began commercial operations with GSM 1800 mobile telephone services in 1997.

SUNDAY's core strategy is to capitalise on the convergence of wireless communications and data technologies to develop innovative lifestyle-enhancing services as well as business to business solutions. It has been a leader in introducing wireless "lifestyle" services such as movie information and ticket-booking, music delivery, dating and banking services. SUNDAY is focusing on developing and delivering 2.5G (GPRS) services. In 2001, SUNDAY will offer advanced wireless applications over the GPRS network via a wide range of new wireless devices.

Over the past four years, SUNDAY has established a successful brand through unconventional and eye-catching advertising campaigns. SUNDAY came second on the Ad Recall list for television advertising in Hong Kong for 2000, published by *MEDIA* magazine. Numerous advertising awards also testify to the success of the brand. The "Independence Day" campaign was awarded the Gold Prize as well as the Citation for Outstanding TV Campaign of the HKMA (Hong Kong Management Association) / TVB (Television Broadcasting Limited) Award for Marketing Excellence 2000. The Company also won "The Asian Ad Campaign of the Year" from *MEDIA* magazine. The Group is committed to a strategy of differentiating its products through consumer branding.

SUNDAY's shares were listed on the Stock Exchange of Hong Kong and on the NASDAQ in the United States in March 2000. SUNDAY's major shareholders are Distacom Communications Limited (46.2%) and USI Holdings Limited (11.5%).

