

City Telecom (H.K.) Limited

Our Brand Evolution to “With Speed, Life is Real”
(NASDAQ: CTEL / HKEX:1137.HK)



Ms. Amanda Cheung , Associate Director
Marketing Communications Department
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The Rising Star - 1000Mbps



TVC on TVB Jade & TVB Pearl - To reach general / affluent audiences



With Speed, Life is Real

The Rising Star - 1000Mbps



Print Ads – Mass dailies



**With Speed,
Life is Real.**

The boundaries of time have just been shattered. With more speed comes more time to live. See more, feel more, and experience more.

**1000M
Fibre Broadband
Service
\$199/month***

Hotline: 3613 1000 apply.hkbn.net/en/1000

*Subject to terms and conditions including 24-month contract, payment month fee of \$100 and non-refundable installation fee of \$300. The offer is available to designated residential buildings and not available to business premises.



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Life is Real.**

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\$199/month***

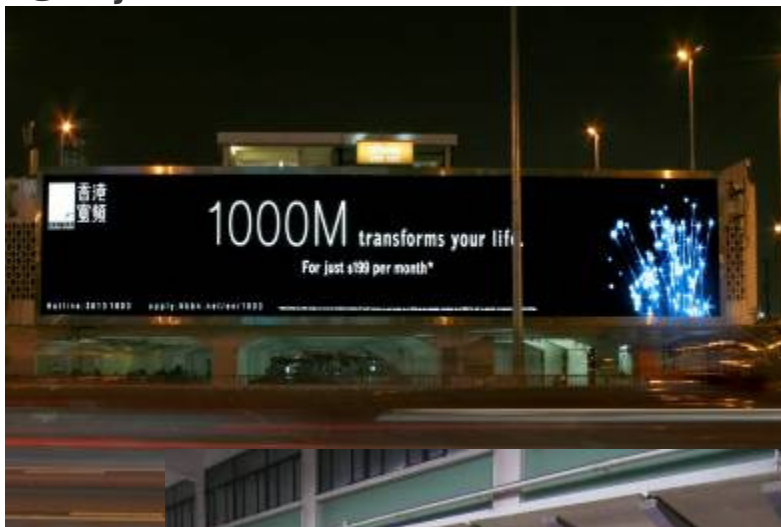
With Speed, Life is Real

This is fibre test for position demonstration only. This is fibre test for position demonstration only.

The Rising Star - 1000Mbps



**Billboard Star ferry Pier Carpark
@ key access to CBD**



**Giant billboard at Cross Harbour
Tunnel @ the highest traffic nexus**



Transform Your Life

**Bus Shelters Panels – in prominent
sites in CBD and major public
transits**

The Rising Star - 1000Mbps



香港寬頻
1000M
Transform your life.
For just \$198 per month*
Hotline: 3613 1000
apply.hkbn.net/en/1000
*Excludes May 20, 2010. Subject to terms and conditions including 24-month contract, one-year monthly fee of \$200 and non-refundable administration fee of \$200. This offer is applicable to designated residential buildings.

香港寬頻
Hong Kong Broadband Network Limited
"Best Fixed-Line and Broadband Carrier" of Telecom Asia Awards 2010
Hong Kong Broadband Network Limited is the fastest growing broadband service provider in Hong Kong. We deliver fibre-based symmetric 100Mbps to 1Gbps* broadband services with our self-built next generation network.
On behalf of Hong Kong people, we are honored to accept the prestigious Telecom Asia Awards 2010 – "Best Fixed-Line & Broadband Carrier"
* Local upload and download speed
www.hkbn.net

Transform Your Life

Print Ads – Mass dailies and PC / IT Magazines

Our Customers are our Best Sales Channel



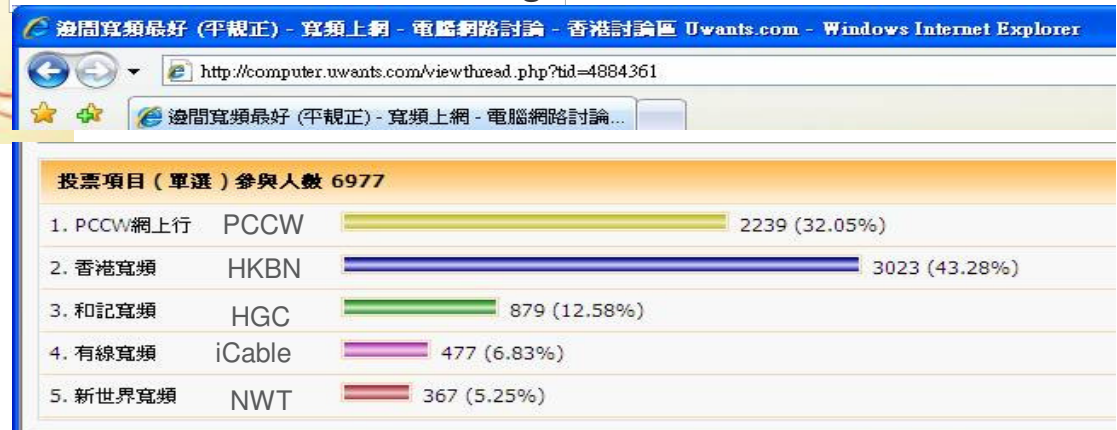
Member-Get-Member

“> 50%* of newly joined customers
are our own customers' referrals ...”

*as of April 2010



“The Best ISP” Online Voting



(Source: 20100507Uwants Forum (top online discussion forum))

18 Fiber Shops



FIBRE SHOPS*

- Experience the full suite of our Fibre Services
- Located at population hubs

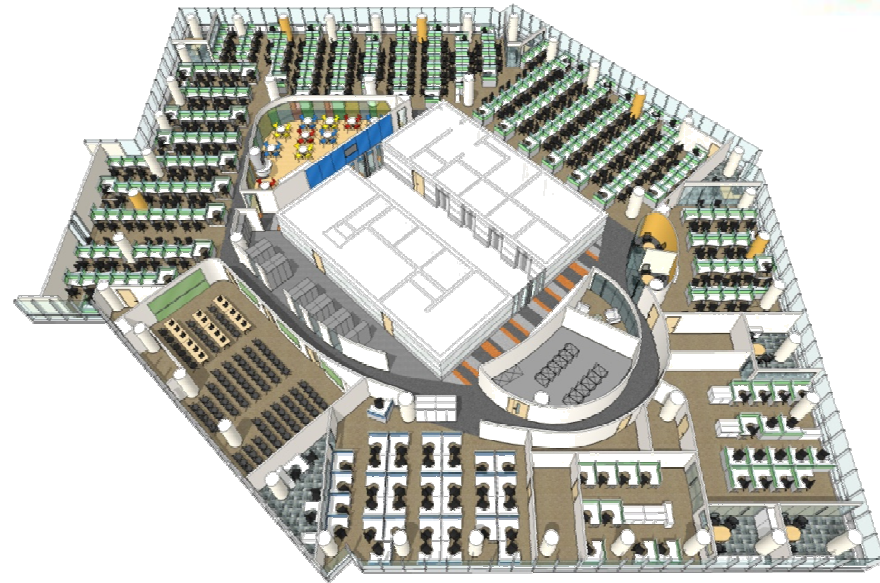
* by the end of Jun 2010



Roadshows & Kiosks with >400 mobile sales executives



Guangzhou – our 1,600 Seat Advantage



**CIC Building Grade A Office
location for our 3rd Call Centre
Expansion.**

On-Line Sales Channel



The screenshot shows a web browser window with the title "HKBN - 100M Fibre Registration Platform". The page features a large banner with the text "1000M Transform your life. For just \$99 per month*". Below the banner, there is a registration form with the heading "To register **bb100** or **FibreHome1000** fibre broadband service, please input your installation address." The form includes three search buttons: "Search by Address keyword", "Search by District", and "Search by Estate". Below these buttons, there is a text input field with the placeholder "Estate name, block No. / Building name". At the bottom of the form, there is a note: "Please input street no., street name if no building name with installation address, separate with a comma (,)." The browser's address bar shows "http://www.hkbn.com.hk/100m/".

All-in-one Online Registration Platform

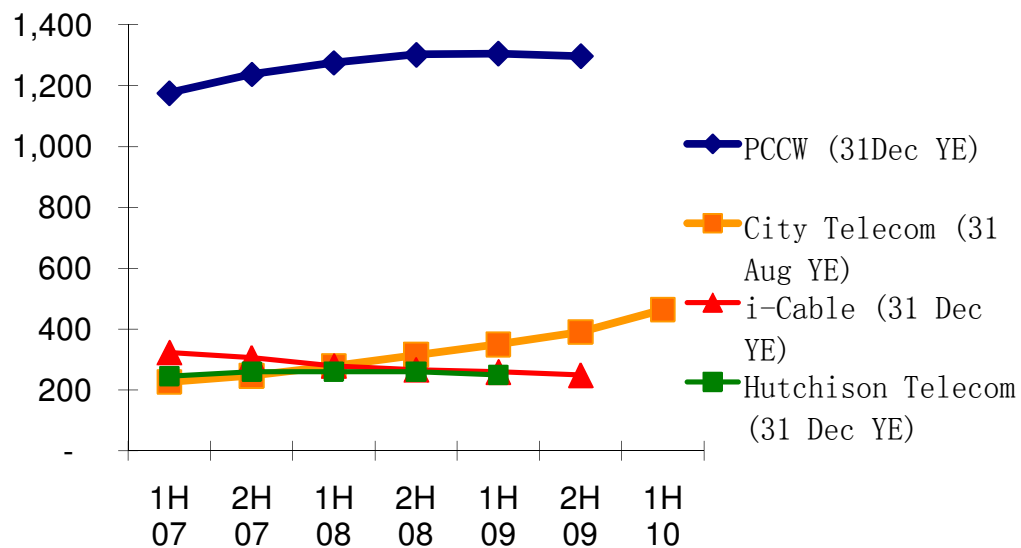
From network availability, resources checking, service plan choices, registration, installation and payment method arrangement

The Results

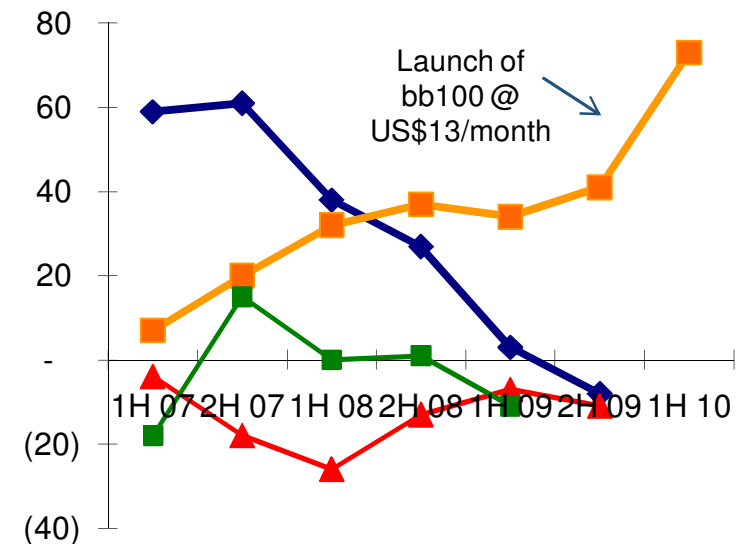


CTEL is the only operator to increase market share in the past 3 years.

Broadband Subscribers ('000)



Net Additions ('000)



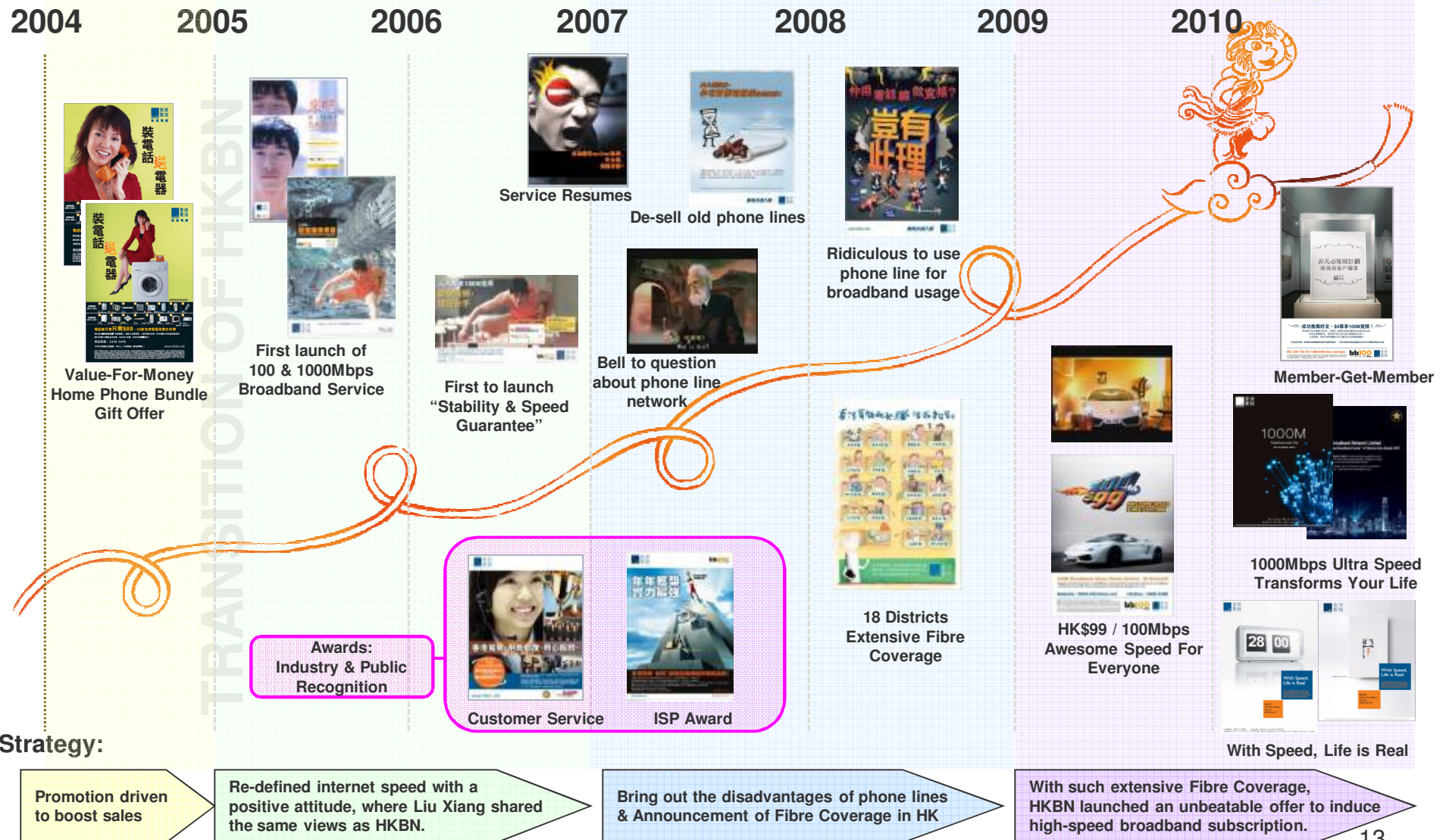
Source: PCCW, CTCL, i-Cable and HTHK Interim and Annual Reports, JP Morgan's HTHK report "Hutchison Telecom Hong Kong Holdings Ltd" dated Aug 12 2010, CTCL's press release "HKBN shatters the millionth subscription mark" dated 11 January 2010.

Note: PCCW reports "lines in service" rather than subscribers. Hutchison Telecom Hong Kong no longer discloses broadband subscribers as of Dec 31 2009.



OUR BRAND EVOLUTION

Focus and Persistence



Year 2004 : Home Phone Tactical Promotion



香港寬頻
家庭電話

裝電話 送電器

選擇機電
使用30個月

選擇機電
使用24個月

電話線月費只需\$88，30款名牌電器免費任你揀

將你這全線電話轉撥「香港寬頻」，
就送你名牌電器，30款免費任你揀，仲唔打電話轉撥登記？
(仲有多款電器未能盡錄，即向上「香港寬頻」網站睇吓啦！)

登記熱線：3498 3498 www.hkbn.net

香港寬頻
家庭電話

裝電話 送電器

選擇機電
使用30個月

選擇機電
使用24個月

電話線月費只需\$88，30款名牌電器免費任你揀

將你這全線電話轉撥「香港寬頻」，就送你名牌電器，30款免費任你揀。所有電器均有原廠保養服務，
即仲更提供免費送貨及安裝，如此慳心保體，仲唔打電話轉撥登記？

登記熱線：3498 3498 www.hkbn.net

(仲有多款電器未能盡錄，即向上「香港寬頻」網站睇吓啦！)

香港寬頻
家庭電話

裝電話 送電器

多款名牌電器
款款都實用
你唔快啲登記？

選擇機電
使用30個月

選擇機電
使用24個月

電話線月費\$88，另加超值組合(每月\$20)，多款名牌電器免費任你揀！

將你這全線電話轉撥「香港寬頻」，加送你名牌電器，每月\$20超值組合，所有電器均有原廠保養服務，部分更附送免費
送貨及基本安裝，如此慳心保體，仲唔打電話轉撥登記？
(仲有多款電器未能盡錄，即向上「香港寬頻」網站睇吓啦！)

登記熱線：3498 3498 www.hkbn.net

HKBN invited Ms. DoDo Cheng, a famous TV host who is also known as a smart consumer, for the value-for-money Home Phone promotion campaign – Electrical Appliances Giveaways

Year 2005 : Perfect Match Icon “Liu Xiang”



First launch of 100Mbps & 1000Mbps Broadband Services.
Liu Xiang, as a spokesperson of HKBN, shared the same views as we do – “Continue to Strive for the Best”

Year 2005-06 : Promise – “Speed Guarantee”



First to launch
“Stability & Speed
Guarantee”



Bold to promote
“No Contract Plan”



HKBN Challenge - Performance
supported with 3rd party testing

Year 2006 : Awards Recognition



香港寬頻 勇奪3大獎項

「環球企都@新加坡大獎」
香港寬頻，備受新加坡經濟發展局，與及亞洲華爾街日報認同。

「Cisco QoS 服務質素認證」
2005年香港寬頻成為全球首間榮獲思科系統(Cisco Systems)服務質素認證的電話商，推出全球最高建住宅寬頻服務。

「2005品牌大獎」
2005年度，香港寬頻獲PC Weekly頒發寬頻服務類品牌大獎。

bb100
www.hkbn.net

Enterprise, Network Quality and Brand

香港寬頻 用新態度，用心服務。

榮獲
2005亞太區顧客關係管理獎
最佳客戶熱線中心
(900線佔比以上)
最佳顧客服務中心

www.hkbn.net

Customer Service

Year 2006-07 : First to Resume Service



Announcement ad

香港寬頻

以鞏固香港
亞洲電訊樞紐地位為己任

感謝全體員工、業務夥伴及各方努力，我們成為香港最快恢復對外通訊的電訊商之一。

我們的服務已率先於昨天(12月26日)早上11時42分大致恢復，用戶得以接達海外網站及各即時通訊應用如MSN Messenger、ICQ及Yahoo Messenger等。

我們不負香港主要電訊商之一的地位，致力鞏固亞洲香港成為亞洲電訊樞紐。

24小時服務熱線：128 100 www.hkbn.net

香港寬頻 bb100

被迫退隱online戰場，失去啦，還追得着！

睇唔到，聽唔到，chat唔到，從未試過咁孤獨！

電郵重慢過平郵，files開極...都冇野睇！

Online打機愈打愈high
全因有30%換機頻寬擴展

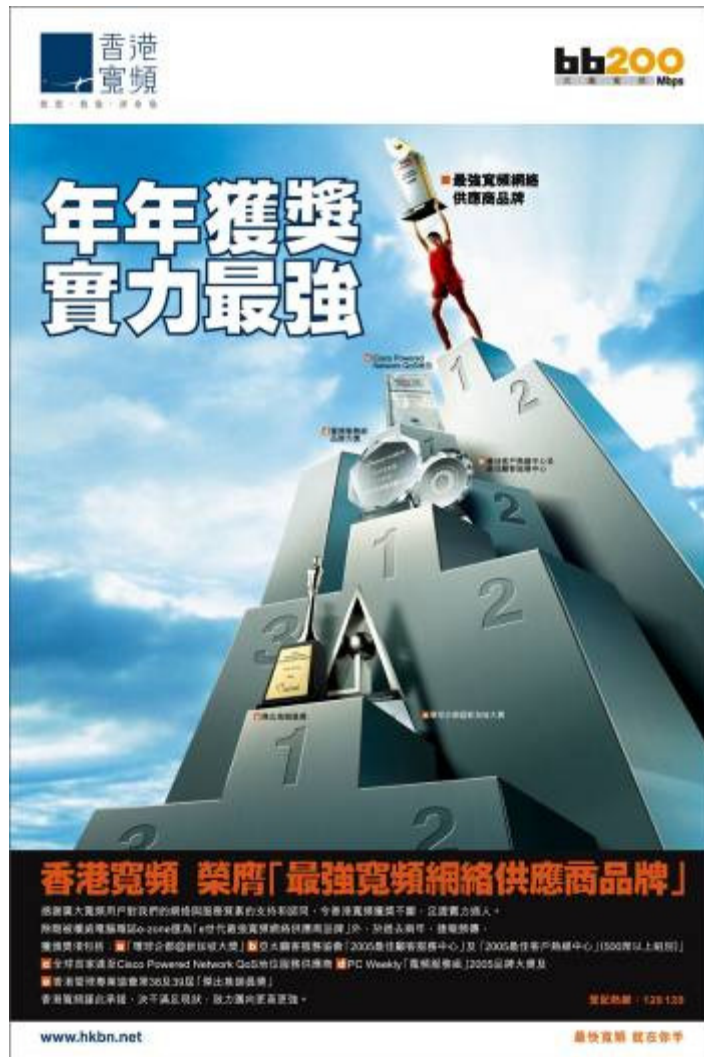
隨時隨地chat趣向
全因背後有多個拾級力撐

收發電郵絕無延遲
全因100M上下載對等極速寬頻

www.hkbn.net 最特寬頻 最靚網事

First to resume broadband service after the earthquake in Taiwan in Dec 2006

Year 2007 : Awards Recognition



Honored the Best ISP Award by a highly reputable & No. 1 Best Selling PC/IT Magazine in Hong Kong

Also, a tribute to HKBN for all awards obtained in past years

Newspaper Full page: 217H x 147H

Year 2007: Desell Old Phone Lines



**最大網絡商，
仲有用舊電話線提供寬頻！**



用舊電話線寬頻上網，速度有幾快？以下載一部約90分鐘的DVD電影為例，用舊電話線按既的寬頻，需時約1小時53分鐘；用光纖入屋的寬頻，下載相同電影，則只需約41秒。明顯地，舊電話線的頻寬速度，實在不能與光纖寬頻比擬。

1. 香港網絡服務有限公司提供之寬頻服務，其網絡速度受多種因素影響，包括網絡擁擠程度、用戶位置、網絡設備等。2. 光纖入屋服務之網絡速度亦受多種因素影響，包括網絡擁擠程度、用戶位置、網絡設備等。3. 以上數據僅供參考，實際網絡速度可能有所不同。

唯有光纖入屋 | **香港寬頻**

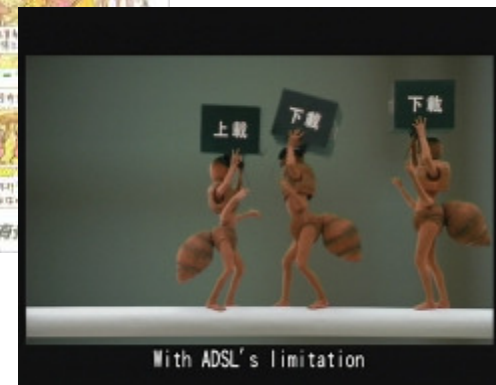


**Squeeze in Phone Line – to demonstrate
phone line has a low bandwidth**

Year 2007: Educate limitations of Phone Lines

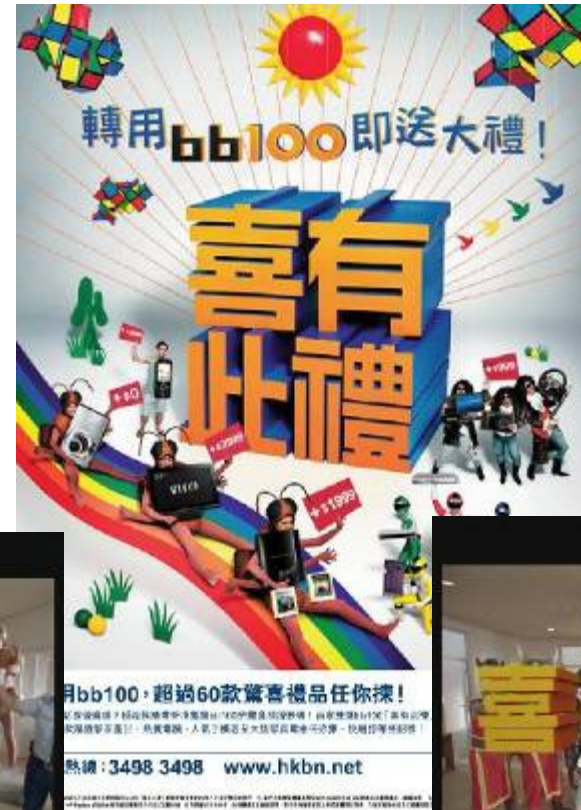


Bell – to educate the public that phone line network is not intended for broadband usage.



Ants - Upload speed is not symmetrical to download speed.

Year 2008: Ridiculous Campaign



Phase 1:

To show how ridiculous to use phone line network for broadband service.

(A call for action campaign on the switch of ISP)

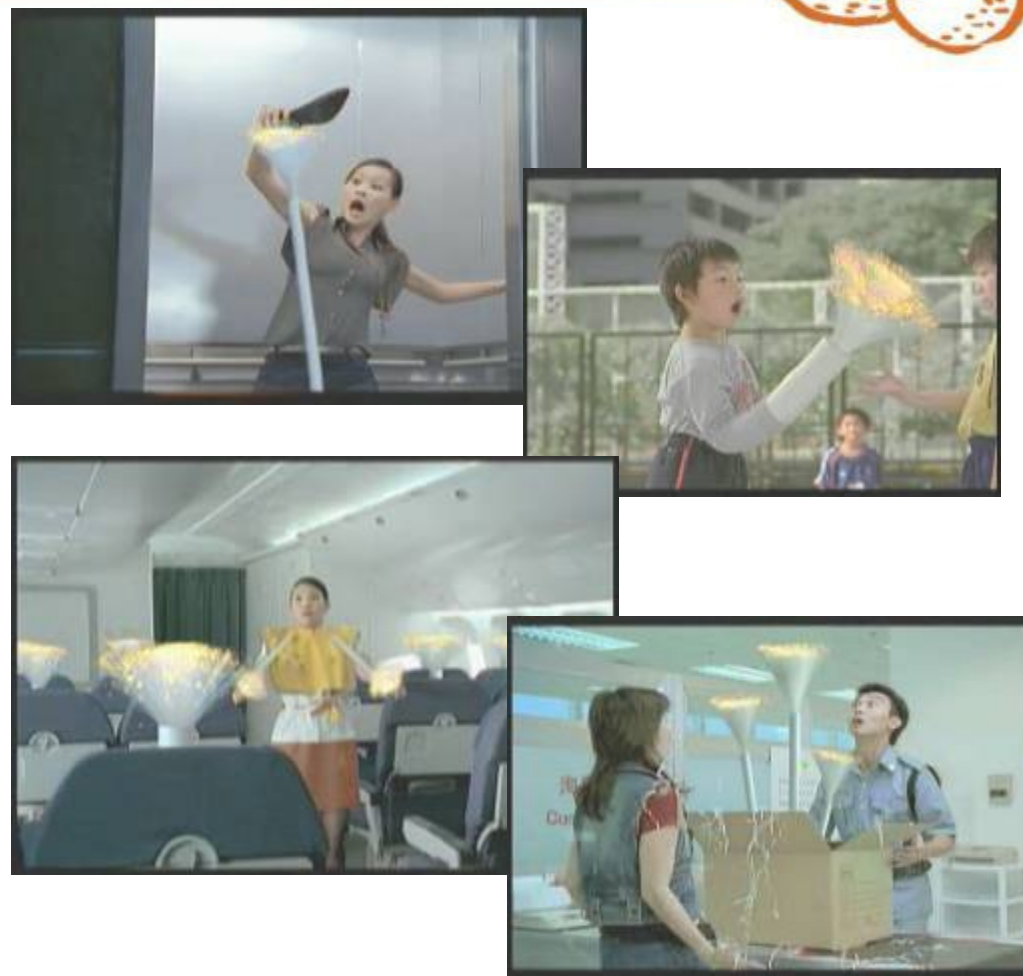
Phase 2:

To increase broadband subscriptions with bundle gift offers

Year 2008: Extensive HKBN Fibre Network Coverage



Announcement of Extensive Fibre Network Coverage in 18 districts in Hong Kong



A series of 18 TVCs to communicate with local households

Year 2009 : Awesome Speed For Everyone



100M \$99 極速普及 人人喜動

由即日起，登記香港寬頻bb100，上網極速100M，月費\$99*，更享全港唯一穩定速度保證*！從此家家極速，人人又快又喜！

立即登記：3498 3498 或 99bb100.hkbn.net

bb100 香港寬頻

100M \$99 AWESOME SPEED FOR EVERYONE

100M Broadband+Home Phone Service \$119/month
Register a bb100 connection for just \$99 per month and get a home phone service for an additional monthly fee of only \$20. More amazing service bundles are available. Act now.

Website : 99bb100.hkbn.net Hotline : 3498 3498

bb100 香港寬頻



The launch of 100Mbps @ HK\$99 / US\$13, an unbeatable offer amongst all ISPs in Hong Kong.

Thank You

Investor Engagement Contact

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Email: investor_engagement@ctihk.com

