

CAREER ASPIRATION AT YOUR HANDS



About City Telecom/Hong Kong Broadband Network Limited

Established in 1992, City Telecom (H.K.) Limited (SEHK : 1137, NASDAQ : CTEL) and its wholly owned subsidiary Hong Kong Broadband Network Limited (HKBN) provides integrated telecommunications services in Hong Kong. The Group currently employs over 2,700 talents located mainly in Hong Kong and Guangzhou. HKBN has achieved an aggregate Voice, Broadband (symmetric 10Mbps up to 1 Gbps), IP-TV and Corporate data services base in excess of 640,000 subscriptions. Additional information on City Telecom can be found at www.ctigroup.com.hk

If you would like to apply the vacancy of our Group, please send your resume:

- By mail to "Head of Talent Management Department, City Telecom (HK) Limited, Level 39, Tower 1, Metroplaza, No.223 Hing Fong Road, Kwai Chung, N.T., Hong Kong" and mark "Confidential" at the envelope; or
- By fax to +852 2199 8755; or
- e-mail to resume@ctimail.com



■ "Best Retention Strategies" of Hong Kong HR Awards 2007, organized by Key Media International Ltd.



■ eZone's e-Brand Award 2006-07 "Best Brand for Internet Service Provider"

■ "Global Entrepoliss @Singapore 2005 Award", organized by The Asian Wall Street Journal and Economic Development Board of Singapore

■ Asia Pacific Customer Service Consortium - Customer Relationship Excellence Awards 2005: "Call Center of the Year" & "Customer Service Center of the Year"

■ The first service provider in the world to achieve the Cisco Powered Network Metro Ethernet QoS Certified Status

■ PC Weekly Best Brand Award 2005 (Broadband Service)

■ Hong Kong Management Association - 38th Distinguished Salesperson Award

■ "Contact Centre of the Year (over 100 seats), Corporate Awards - Bronze" at Hong Kong Call Centre Association's 7th Annual Call Centre Awards 2006



Talent is CTI Group's most valuable asset and talent quality is the foundation of our productivity and competitiveness. Our ideal talent is one with passion, boldness, diligence and innovation.

Since year 2005, we have implemented an "Employee Upgrade Plan" as our long-term human capital management policy. With the use of appropriate performance appraisal methodologies, we adopt a performance-based reward system. For extraordinary performers, we provide extraordinary rewards. Our performers are proactively developed towards their aspirations to succeed in their careers. On the other hand, our Group strictly enforces a policy whereby the bottom 5% underperformers are asked to leave the company annually.

We offer a Career Rather than a Job

We offer diversified positions to talents with the aim to develop their careers. By providing continuous training and development, we help talent to accomplish their long term goals and achieve career success:

- **Life-Time Learning Facilities** – a total of 25,500 square feet area together with 15 training specialists in Hong Kong and Guangzhou for staff training and development
- **Education Partnership Allowance** – encourage talent to attend courses or enroll professional membership
- **Reading Day** – organize group study of global best business practices and leadership experience
- **Internal Library** – wide collection of management books to allow talent to absorb extensive industry best practices

Work-Life Balance

We strongly believe that "Work-Life Balance" is a pillar to uplift team productivity. We care about our talent's total wellbeing and invest to ensure an attractive working environment.

- **5-day Week** – enhance the quality of family life
- **Smart Casual Dress Code** – enjoy the freedom to select own attire to fit for different occasions
- **Paternity Leave** – allow husbands to welcome new members to the family
- **Sabbatical Leave** – for personal development and family commitment of up to 1 year without breaking off any benefits
- **Sports and Leisure Activities** – diversified, creative and meaningful leisure activities including volunteer group and various sports competition

Benefits and Facilities

- **Free Company Services & Discount Purchases** – experience high quality corporate telecom services at the value of around HK\$10,000 per year
- **Free Company Coach** – commute from/to office premises, MTR Station and different locations
- **Multi-Purpose Canteen** – provide economical, healthy and delicious meal/snack. It is also a venue for internal exhibition or product demonstration
- **Medical & Life Insurance**



* Depending on the job nature, employment status and ranking, the benefits may vary for individual staff.

Vision Statement

Core Purpose

To experience the emotion of competition, winning, and crushing competitors.

To experience the joy of advancing and applying telecommunications technology for the benefit of the public.

To fulfill the desire of Self-Actualization and "to become everything that one is capable of becoming".

Core Values

1. Continuous strive for the best as a way of life

- We continuously look for innovative changes/improvement in our life and in our company, including products, services and work processes and ourselves; even though change is painful most of the time.
- We regularly change whatever can be changed after a certain period of time, even though we may not foresee any gain at the moment. We encourage "Attempts".
- We will not rest as long as there is a single outstanding unresolved customer service complaint.
- We discover and elevate individual ability to make the most of their lives.

2. We are People's Leader and Pioneer

- We lead the development of the industry. We don't follow others. We set the norm. We prescribe the standard. We set industry practice.
- We prefer to do the impossible or difficult task, rather than something likely to happen.
- We commit ourselves to big and audacious challenges.
- We appreciate, support and reward risk-taking decisions.
- As a People's Leader, we have the duty to lead the community, put community's benefit before ourselves.
- As a Pioneer, we may be accused of moving too fast, and not being acceptable by the mass, especially at the beginning.
- We never give up. We are never afraid. We are ever a group of aggressive youth.

3. Direct and Action oriented

- Direct, frank, and transparent communication with our colleagues.
- Action-oriented. After a conclusion is made, whole company works as a single team toward the task.
- We encourage direct communication between the bottom and the top. Kill those who intend to block or cover up.
- We repel office-politics. Do not waste our time!





Aspirational Values

1. Integrity

- a. Think about "Integrity" before making a decision.
- b. Delivering our promises.
- c. Making fair deals.

2. We only work with smart, capable, competent and demanding people

- a. Human is not the same in every aspect. Some are smarter and more capable at workplace.
- b. We need a group of staffs with similar capability to build "Team Work".



BHAG

Be the largest IP provider in Hong Kong by 2016.

- a. IP provider means both infrastructure and service. Not only means BN access, but, also includes all applications (basic and VAS) running on IP platform, i.e. VoIP, IPTV, mobile data over IP.
- b. Be the largest means customers think we are the "best".
- c. This is why we didn't call ourselves CTI-broadband few years ago.
- d. We will be the dominant IP player in HK, overtaking PCCW.
- e. It is measured by both number of subscribers and total revenue.

Vivid Description

Today, no one believed we could do a better job than PCCW or HGC. They thought we were just crazy and hopeless. They thought we could at most only survive for a short period of time. Then, we would be forced to sell the Company and assets; and HKBN would disappear in the market. But, we have proved ourselves: they are all wrong! By 2016, our results will prove that, the 10-year investment and business strategy is correct. We shall prove that we are right!

Our team will be famous of "turning everything possible". Parents and schools refer us as a demonstration of "Never give up", "Attitude training", "Volition" and "Hero".

We will be the first choice of customers, employees and business partners. They will come to us before contacting other operators.

All our staff will be professionally developed and trained. We offer a career rather than a job. A strong service oriented culture is bred. Our management team will be mature, knowledgeable and experienced, and frequently being invited as speakers to teach and share their experience in university management courses and industry events.

Our families will share our pride on our achievement and contribution to this region. We will be respected by our competitors, customers and governments. The best up-and-coming university graduates will seek to work for us in earnest. They will be willingly to work passionately because they know the value we create for this world. They know besides financial reward, here is the place they will find fulfillment in life.

We will be one of the well known telecommunications companies in this region. Our products and services range from network infrastructure to customer's software and hardware implanted in the human body.

My children would say, "Dad, I love to have you as my Father."