

For Immediate Release

## **HKIHRM Presentation – Inspiration Rather Than Motivation**

(Hong Kong, 29 November 2011) Often, we hear companies say “people are our biggest asset”. At City Telecom (HK) Limited (HKEX: 1137, NASDAQ: CTEL), we disagree with this statement as we treat our People as “Talents”, i.e. people are people and not machines. We believe that the very best Talents don’t want to be “managed”, but instead they desire to be inspired, guided and have access to resources and the autonomy to achieve amazing things together.

At City Telecom we do some pretty crazy things to inspire our Talents, e.g. private concert with G.E.M. Tang on a Thursday afternoon, “Paint Our Dreams” trip to Cambodia for 100 colleagues, higher education partnerships, etc, etc, etc. Often, outsiders will question the Return on Equity (ROE) on these seemingly extravagant events.

“Sometimes we do things because we believe it is the right thing to do, without seeing an immediate ROE. We believe that once we have inspired our colleagues, they will achieve amazing results beyond our expectations. For the 12 months ended 31 August 2011, as a company, we generated 19% Return on Equity and reported 45% increase in Net Profit to HK\$314 million”, said NiQ Lai, CFO and Head of Talent Engagement.

For our high potential Talents, we ask a simple question, “How can you help the company to double your pay in the next 2-3 years?”, and many of our high potential Talents do deliver this win-win outcome.

For the full presentation, please download at:

<http://ir.ctigroup.com.hk/eng/ir/presentations/pre111123.pdf>

**– End –**

## **About City Telecom/ Hong Kong Broadband Network Limited**

Established in 1992, City Telecom (H.K.) Limited (HKEX: 1137, NASDAQ: CTEL) provides integrated telecommunications services in Hong Kong via its own self-built fiber network. City Telecom's wholly-owned subsidiary, Hong Kong Broadband Network Limited (HKBN), is the fastest growing broadband service provider in Hong Kong. HKBN offers a diversified portfolio of innovative products that service over 1,240,000 subscriptions for broadband, local telephony and IP-TV. The Company has built a solid market position with top-of-the-line applications and practices enabling its substantial growth. The company takes great pride in developing its over 3,000 Talent force into a competitive advantage. Additional information on City Telecom can be found at [www.ctigroup.com.hk](http://www.ctigroup.com.hk).

For Enquiries, please contact:

Corporate Communications

Jessie Cheng

Tel: +852 3145 4118

Fax: +852 2199 8372

Email: [chengcm@ctihk.com](mailto:chengcm@ctihk.com)

Investor Engagement

Peggy Chan

Tel: +852 3145 6068

Fax: +852 2199 8655

Email: [investor\\_engagement@ctihk.com](mailto:investor_engagement@ctihk.com)