



For Immediate Release

## **HKBN Appoints CMO**

### **Strong Marketing Team Forges Ahead Towards Big, Hairy, Audacious Goal**

(Hong Kong, 19 January 2012) At Hong Kong Broadband Network Limited ("HKBN", a wholly-owned subsidiary of City Telecom (HK) Limited, HKEX: 1137, NASDAQ: CTEL), we have a very clear 10-year Big, Hairy, Audacious Goal (BHAG) - to be the Largest IP Provider in Hong Kong by 2016. As Marketing is an essential function to achieve our BHAG, we geared up our Marketing team to face the challenge. Leaping into a new year, HKBN will be stronger & even more intelligent, just like the symbolic meaning of a Dragon!

Mrs. Selina Chong, our newly joined Chief Marketing Officer, has reported for duty on 16 January 2012. She is responsible to oversee our Company's marketing, marketing communications and corporate communications, in order to drive the achievement of the corporate goal.

To facilitate HKBN achieving BHAG, HKBN has been gearing up its Marketing team capacity. In addition to the 4 sub-teams which are responsible for customers acquisition, retention, corporate and strategic marketing businesses, 4 new sub-teams have been set up for the Company's transactional business, retail business, product development and frontline training, led by respective experienced industry experts. All 8 sub-teams are now reporting to Selina.

"First of all, let me extend our warmest welcome to all the new members of our HKBN family," said Mr. William Yeung, CEO of HKBN, "We are delighted to have our Marketing team getting stronger. All the managers have completed or in process of obtaining their Master Degrees. With the best team in the industry, we are ready to achieve our BHAG by WOW-ing our customers and making improvements in all aspects."

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“I am honored to be appointed to this position, and have the opportunity to participate in the challenge,” said Selina, CMO of HKBN, “When I first met William, I was pleasantly surprised that I shared the same core values with the Company – to be people’s leader and pioneer, as well as committing ourselves to big and audacious challenges. I am excited about our BHAG and think this is a very worthy mission. I strongly believe that our team will be able to provide full support to the Company and will play an essential role to achieving this Goal.”

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### **Biography of Mrs. Selina Chong**

With over 25 years of experience in different multinational companies, Mrs. Selina Chong brings extensive marketing, sales, branding, PR and business management experiences to the role. Prior to joining HKBN, Selina was with Octopus Cards Limited. She also held various senior positions in American Express, Citibank and Fidelity Investments earlier in her career. Selina holds a Bachelor of Science degree from University of Toronto and a Master of Business Administration degree from McMaster University, Hamilton, Canada.



Selina plans HKBN’s next market move with marketing team heads.

(From left to right, Ms. Sally Kong, Associate Director - Retail Business; Mrs. Selina Chong, Chief Marketing Officer; Ms. June Lam, Associate Director - Marketing; Ms. Jessie Cheng, Associate Director - Corporate Communications. Ms. Catherine Lam, Associate Director - Customer Engagement was not in the picture due to business trip.)

**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).

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