



Goodman wins in the inaugural SmarTone-Vodafone HK Challenge

(Hong Kong, 27 October 2007) Goodman beat off stiff competition from other top corporations in the SmarTone-Vodafone HK Challenge, Hong Kong's first-ever *Intelligent Sport*[®] event, and was crowned the overall champion. The winning team members demonstrated the best mix of skills in five stages of strategic, mental and physical team challenges held on Lantau Island from 25-27 October 2007.

The teams from Hong Kong Award for Young People, PricewaterhouseCoopers and Disney ranked second, third and fourth respectively. The top four have secured their place to represent Hong Kong at the World Team Challenge to be staged in Nice, France from 6-9 December 2007. SmarTone-Vodafone will sponsor the team from Hong Kong Award for Young People to compete in the World Team Challenge.

Over the last two days, 35 teams from leading corporations had to outperform each other in five stages of competition. The activities entailed high-level strategising, problem solving, prioritising and completing varied tasks while orienteering their way through rough terrain in different parts of Lantau Island. Hong Kong Disneyland Hotel played host to the participants. Other stage venues included Discovery Bay, Silvermine Bay and Ngong Ping Village.

"This is a well-organised event, with fantastic atmosphere and environment. I find the competition very tough and challenging, and yet highly effective for building excellent business teams. I will definitely come back next year," said Alan Coburn of the winning team from Goodman, one of the world's largest listed property group.

A key element of the SmarTone-Vodafone HK Challenge is to raise funds for the Hong Kong Award for Young People. With the dedications of all participating teams, \$500,000 has been raised, which will be designated for supporting personal development of Hong Kong's underprivileged youths.

“The inaugural SmarTone-Vodafone HK Challenge has received excellent response from executives of top businesses. We would like to thank all the teams for their participation and support to the fundraising. We look forward to welcoming them all back next year,” said Mr. Douglas Li, CEO of SmarTone-Vodafone, title sponsor of the Challenge.

The SmarTone-Vodafone HK Challenge will be one of the most eagerly anticipated events in the business calendar of Hong Kong. SmarTone-Vodafone HK Challenge is part of the *Intelligent Sport*[®] World Series, the most advanced, fun and diverse corporate team competition in the world. Over the past ten years, over 300 of the world’s top corporations have participated in the Series.

For more information and detailed competition results, please visit www.asia-challenge.com.hk.

Photo Caption

Mr. Douglas Li, CEO of SmarTone-Vodafone (first from left) presents the Overall Champion Trophy to the winning team from Goodman.

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Notes to the editor

The following corporations have formed teams to participate in the SmarTone-Vodafone HK Challenge and contributed to the SmarTone-Vodafone AYP International Exchange Programme Fund:

- Acision
- CLSA
- Deutsche Bank
- Disney
- Ericsson
- Fortis
- Goldman Sachs
- Goodman
- Hong Kong Award for Young People
- HSBC
- Hudson
- JWT/ZenithOptimedia
- Kodak
- Li & Fung
- Macquarie Bank
- Morgan Stanley
- MTR Corporation
- PricewaterhouseCoopers
- Robert Walters
- Schroders
- Siemens
- SmarTone-Vodafone
- Standard Chartered Bank
- Sun Hung Kai Properties
- Syniverse
- UBS

(in alphabetical order)

BNP Paribas has contributed to the SmarTone-Vodafone AYP International Exchange Programme Fund.

About SmarTone-Vodafone

SmarTone-Vodafone is Hong Kong's premium mobile operator, leading the way in network performance, service innovations and customer service. Its goal is to better enrich customers' lives by bringing them closer to what matters to them with customer-focused service propositions and unbeatable customer experience. The company is a partner network of Vodafone, the world's leading mobile telecommunications company. Its holding company, SmarTone Telecommunications Holdings Ltd, has been listed in Hong Kong since 1996 and is a subsidiary of Sun Hung Kai Properties Limited, one of the largest property companies in Hong Kong.

About Quintus Asia Pacific

Quintus Asia Pacific specialises in premium corporate and sporting properties with an objective to deliver significant value to its clients. The flexibility of being a small independent company enables the company to pick the products that deliver maximum value to its sponsors and clients.

The two principal areas of business are: The M1 Asia Challenge – Singapore and the SmarTone-Vodafone HK Challenge, part of the *Intelligent Sport*[®] World Series and Mirage 3D Signage – the world's premium sporting signage product that allows sponsors to place their logo on "pitch" in the heart of the action. Since opening in Hong Kong in 1995, Quintus Asia Pacific has staged 13 Champions Tennis tournaments and created the highly successful business incubator challenge, Ignite Asia.

About The Hong Kong Award for Young People

Established in 1961, The Hong Kong Award for Young People, formerly known as the Duke of Edinburgh's Award, is a member of the International Award Association. The Award Scheme, with its unique international principals, cultivates youngsters with perseverance and the spirit of self-challenge. Currently about 55,000 young people are taking part in the Award.

About *Intelligent Sport*[®]

Intelligent Sport[®] is the fastest growing team development concept in the world – specifically designed for business. Its primary aim is to give companies and their key people first hand experience of the power of teamwork drawing on strategy, intellect and physical ability, to teach the skills required for effective teamwork and to give them the inspiration to make a difference to their performance.

About *Intelligent Sport*[®] World Series

Now in its tenth year, the *Intelligent Sport*[®] World Series is the ultimate corporate team challenge bringing together the world's top corporates in a series of mental, strategic and physical challenges. 2007 sees the first time the event has come to Asia, in all there will be six events worldwide culminating in World Team Challenge which sees the top teams from each Challenge go head-to-head to find the world best Business Team.

The 2007 *Intelligent Sport*[®] World Series includes the following competitions:

- M1 Asia Challenge, Pulau Ubin, Singapore: 1-3 March 2007
- The City Challenge, Milton Keynes, England: 21 April 2007
- Microsoft UK Challenge, The Yorkshire Dales, Sheffield: 20-24 June 2007
- Cisco Euro Challenge, Donegal, Ireland: 13-15 September 2007
- BG US Challenge, Pocono Mountains, Pennsylvania, USA: 11-14 October 2007
- SmarTone-Vodafone HK Challenge, Lantau Island, Hong Kong: 25-27 October 2007
- World Team Challenge, Nice, France: 6-9 December 2007