

SmarTone-Vodafone launches Apps Select for Android smartphone users

Helping customers get more from their smartphones

Hong Kong, 26 November 2009 – SmarTone-Vodafone today launches its web-based Apps Select guide exclusively for its customers, providing information and recommendations for applications on Android Market that better meet the needs of Hong Kong people. Accessed via www.SmarTone-Vodafone.com, customers can browse at leisure from their PC and, with a single click, initiate downloads of their chosen apps to their Android phones.

Updated every week, Apps Select is an easy, convenient and exciting way for smartphone users to find the most fun, useful and locally relevant apps and comes with Chinese language descriptions. There are also reviews, ratings and users' comments from Android Market, as well as video demos for selected apps explaining how they work and what they do.

"We have seen a huge upturn in smartphone adoption and usage on our network in recent months, with the number of smartphone users having increased by 70% since last year," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "In particular, Android and iPhone are gaining popularity among our smartphone users and they are proving to be highly active and engaged users. Therefore, we are applying more of our resources to enhancing the customer experience on these platforms, with our workshops, exclusive apps and widgets and now Apps Select."

SmarTone-Vodafone offers an unparalleled portfolio of exclusive services for smartphone users. It already holds over 150 workshops every month hosted by in-house experts, more than half of which

are dedicated to showing customers all they need to know about their smartphones and what can be done with them. SmarTone-Vodafone has also developed a range of apps and widgets for Android smartphones, which provide up-to-the-minute news, weather and multimedia content that are all locally relevant to Hong Kong users.

"SmarTone-Vodafone is committed to going that extra mile for our customers, helping them get the most from their smartphones," adds Mr. Li. "We now offer the widest range of Android smartphones in Hong Kong with different propositions to meet our customers' diverse needs and offered at different price points. We provide exclusive content, incomparable customer service on the best network and now with Apps Select, we are cementing our position as the network of choice for smartphone users. We are confident they will love the difference."

Android smartphones currently available from SmarTone-Vodafone include:

- HTC Hero™
- HTC Magic™
- HTC Tattoo™
- Samsung AnyCall GALAXY

The following is what SmarTone-Vodafone has observed in terms of smartphone consumer behaviour on its network:

- Growth of smartphone users on SmarTone-Vodafone's network exceeds 70% in the last 12 months

- Top 10 most visited sites by SmarTone-Vodafone's smartphone users:
 1. Google
 2. Yahoo
 3. Facebook
 4. YouTube
 5. Openrice
 6. MSN
 7. Uwant
 8. Appledaily
 9. discuss.com.hk
 10. HK Observatory
- 25% of SmarTone-Vodafone's smartphone users are using either Android or iPhone
- Monthly data consumption of Android and iPhone users is roughly the same, which is:
 - 5 times that of Windows Phone users
 - 10 times that of other smartphone users
- User behaviour with Android and iPhone devices:
 - 80% access the Internet
 - 60% visit social networking sites
 - 65% download from either Android Market or App Store
- Average monthly growth rate of Android users for the past three months is more than 50%
- Average number of downloads by Android users is 18 apps per month vs. iPhone users' 10 apps per month
