

SmarTone-Vodafone bids successfully for 850 MHz spectrum

(Hong Kong, 3 March 2011) SmarTone-Vodafone today announced that it has bid successfully at the auction in Hong Kong for 2 x 5 MHz at the 850 MHz frequency band for HK\$875 million. This spectrum will be put quickly to use in increasing network capacity and enabling higher speeds for its HSPA+ network.

The new spectrum provides SmarTone-Vodafone the most cost-effective and the quickest way to expand its network capacity. At the 850 MHz frequency band, the lowest frequencies available to mobile operators in Hong Kong, SmarTone-Vodafone will be able to provide even better in-building radio coverage to its customers.

“We are very pleased to acquire this particular spectrum for the price. This spectrum is extremely valuable as it is the last block available at this frequency band. It can be deployed quickly, improving our network capacity and radio coverage. Devices already supporting the 850 MHz frequency band are also plentiful, offering a wide choice for customers. Further network capacity expansion can also be effected at a lower cost at this lower frequency band,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “This spectrum could also be used in the future for LTE, and with LTE-Advanced, it could be deployed in conjunction with our LTE network operating in the 1800 MHz frequency band, gaining further trunking efficiency.”

SmarTone-Vodafone will launch its LTE network at 1800 MHz when the network capacity is required, and there is a good choice of compelling devices available to customers.

“Our investment in this spectrum reflects our commitment to providing unbeatable and more valuable experiences to our customers. As our customer base grows and wireless broadband proliferates, I am confident that this investment will enhance shareholders’ value,” said Mr. Li.
