

## SmarTone raised over HK\$400,000 for MSF's Typhoon Haiyan relief in the Philippines

(Hong Kong, 24 January 2014) – SmarTone announced that it has raised over HK\$400,000 for Médecins Sans Frontières' (MSF) Typhoon Haiyan relief in the Philippines.

Shortly after the typhoon disaster, SmarTone sent an SMS to all of its customers, offering them an instant and convenient platform to donate via SMS, or via a dedicated website.

In addition to the overwhelming support from Hong Kong residents, as the leading mobile service provider in Hong Kong's Filipino and Indonesian helper communities, SmarTone was also able to rally the support of its Barkadahan sa SmarTone (BSS) and Sahabat Setia SmarTone (SSS) customers to contribute to the good cause. SmarTone has matched donations made from its BSS and SSS customers.



### Photo caption

SmarTone CEO Douglas Li (left) presents a donation cheque to MSF's Regional Philanthropy Manager Laura Lee and Emergency Coordinator in the Philippines Dr Natasha Reyes