

SmarTone's New CEO Ms. Anna Yip Takes Office

Hong Kong, 16 June 2016 – SmarTone today welcomes Ms Anna Yip who starts as the Company's Chief Executive Officer.

Ms. Yip brings extensive experience in management and management consulting to the company. Prior to joining SmarTone, Ms. Yip was Head of Hong Kong and Macau MasterCard Asia/Pacific, taking responsibility for the overall performance of MasterCard across the two markets. Before joining MasterCard, Ms. Yip was the Managing Director for Corporate Planning and International Strategy at United Overseas Bank in Singapore. Previously, she was a Partner with McKinsey & Company in Greater China where she led the Asia Payments practice and co-led the Asia Financial Institutional Group.

"I am honoured to be appointed as the Chief Executive Officer of SmarTone and look forward to leading the Company into the next chapter of growth and success," said Ms. Yip. "With my rich experience in leading organisations to build a customer-centric culture and drive superior customer engagement across multiple channels, I am confident that SmarTone will achieve even better business growth."

Ms. Yip, aged 46, holds a Bachelor degree in Business Administration from The Chinese University of Hong Kong and both MPhil and DPhil degrees in Management Studies from the University of Oxford. She is a Council member of The Open University of Hong Kong, and the chairperson and a member of its Audit Committee and Tender Board Committee respectively. She has also been appointed as a member of the Joint Committee on Student Finance.



SmarTone

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Mr. Stephen Chau will remain as Executive Director and Chief Technology Officer of the Company.

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News Release