

## PRESS RELEASE

### **EBITDA Margins remain low in Hong Kong's mobile operator space, according to new mobile operator market research report by IEMR**

**Vancouver, October 16, 2008 – IE Market Research Corp. (IEMR)**, the Canadian-based provider of market intelligence services, announced today the release of its 4Q08 Hong Kong Mobile Operator Forecast.

"The 4Q08 Mobile Operator Forecasts demonstrate IEMR's capability to gather information from a variety of global resources and model it into accurate and timely forecasts for our clients," said Nizar Assanie, Vice President of Research at IEMR. "Clients will find the information easily accessible, comprehensive, and exceptionally relevant to enable them to make sound business and investment decisions about mobile operators and vendors strategies".

IEMR's Hong Kong Mobile Operator Forecast covers up to 65 financial and operational metrics on six wireless operators. Notable highlights of the 4Q08 Hong Kong Mobile Operator Forecast include:

- We are forecasting that the wireless penetration level in Hong Kong will be 131.4% in 2010.
- Market shares (by subscribers) of major operators in Hong Kong will remain fairly stable during the forecast period. In 2010, our model is forecasting market shares of 30.6%, 26.4%, 12.9% and 11.8% for CSL/New World, Hutchison, SmarTone, and Sunday respectively.
- In 2010, EBITDA margins in Hong Kong will continue to be some of the lowest in East Asia. In our view, although CSL/New World will continue to have the largest subscriber base, its competitors such as Hutchison, Sunday and SmarTone will provide increased competition that should see Hong Kong operators EBITDA margins slide over the forecast period.
- The average ARPU in Hong Kong will continue increasing to reach US\$ 22.19 per month in 2010. Among the operators, we expect SmarTone will register the highest ARPU at US\$ 35.13 per month in 2010.

IEMR's Global Mobile Operator Forecast covers up to 65 operational metrics of 213 mobile operators in 50+ countries, making up 80% of the world's population. Forecasts are based on our proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics.

Companies Covered in this Country Mobile Operator Forecast

Hutchison  
SmarTone  
Sunday

CSL/New World (Only "Number of subscribers", "Subscriber growth", "Net subscriber adds", "YoY growth", "Share of total subscribers", and "Share of net adds" are available for this operator.)

People (Only "Number of subscribers", "Subscriber growth", and "Service revenue", "Service revenue growth" are available for this operator.)

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\* Not available (or most of the data points are missing) for this Hong Kong Mobile Operator Forecast  
\*\* Available only for SmarTone and Sunday  
\*\*\* Available only for Hutchison and Sunday  
\*\*\*\* Available only for SmarTone  
\*\*\*\*\* Available only for Hutchison

For more information, visit our website at:  
<http://www.iemarketresearch.com/Members/Reports/ViewReportDetail.aspx?RID=637&flag=1>

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#### About IE Market Research Corp.:

IE Market Research Corp. ("IEMR") is a market intelligence and business strategy consulting firm. Our goal is to assist our clients build value and compete in international markets. We build value in four sectors: wireless telecommunications, health care, finance, and government. We build value for our clients by undertaking international brand perception surveys, consumer satisfaction surveys, distributor/channel partner selection and due diligence, market size and opportunity assessments, competitor strategy assessments, government regulatory analysis, and public opinion surveys.

We offer a variety of research products including **CONSUMEREADY™** and **EXPORTREADY™**. **CONSUMEREADY™** provides detailed demographic information on brand strengths and marketing strategies that are crucial to know when competing in international markets. **EXPORTREADY™** is based on our on-going business strategy research that allows us to establish strengths and weaknesses of firms in a wide variety of areas, ranging from intellectual property portfolios to strengths of marketing strategies to quality of engineering. These results are highlighted in our **EXPORTREADY™** publications and form a valuable tool for firms wanting to strategize their market entry options in international markets.

Our corporate values are: Top-Quality Service to Clients, Commitment to see the Client Succeed, Excellence and Integrity in Research, Transparency and Respect toward our Employees. These core values drive all of our research and every client engagement.

For more information, visit our web-site: [www.iemarketresearch.com](http://www.iemarketresearch.com)



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