

For Immediate Release



**HKBN's "CXO of the Future" Crowned Champion
of the Outstanding Young Salesperson Award**

(Hong Kong, 3 July 2013) Hong Kong Broadband Network Limited ("HKBN") is proud to announce that its Assistant Sales Manager Mingo Tsang was crowned the champion of the Outstanding Young Salesperson Award in the 45th Distinguished Salesperson Award program.

Regarded as "the Oscars of the industry", the program is co-organized by the Hong Kong Management Association and Sales and Marketing Executives Club, and is one of the most important and most heavily contested annual events for the sales sector in Hong Kong. This year, as many as 175 participants from 61 companies were nominated. The Outstanding Young Salesperson Award is established to give recognition to the most promising young salespersons aged 25 or below.

Mingo's win is particularly impressive as he has only one year of sales experience. Nevertheless in this glorious one year, his sales target increased tenfold, and he initiated and oversaw the implementation of a new household Wi-Fi service, as well as successfully built a sales team from scratch. He also had a full immersion of quality service deliverance.

"Conviction is the key," said Mingo. "Selling is never an easy job. With conviction we won't rest at merely meeting sales quota. We explore and understand customers' genuine needs, drive deliverance of quality service, and serve with integrity and efficiency."

"We are very proud of Mingo, a home-grown Talent who demonstrates the true unyielding and entrepreneurial spirit of HKBN. Our strongest investment is in Talents and this award is a pat on the back of this long-term commitment," said NiQ Lai, Head of Talent Engagement and CFO of HKBN.

In 2011, Mingo Tsang was one of the two selected from 1,153 university-graduate applicants worldwide to enter HKBN's "CXO of the Future" Management Trainee program after two months of stringent selection. Besides a very competitive monthly salary of HK\$36,000, the two trainees received a valuable opportunity to be mentored by top management and worked in different positions in the company for one year. The

aim of the program was to groom future C-suite leaders for HKBN. Mingo completed the trainee program in 2012 and chose to begin his executive career in the Sales Department.

To win the Outstanding Young Salesperson Award, Mingo has gone through a series of selection processes, including company recommendation, write-up submission, face-to-face interview with the judging panel, sales presentation, question and answer session, and impromptu sales presentation. HKBN's Learning and Development Department has provided strong support for his preparation.

For eight consecutive years HKBN has gained recognitions in this award program but this is the first time an HKBN Talent has won the championship.



HKBN's "Future CXO" Mingo Tsang was awarded the champion of the Outstanding Young Salesperson Award



Celebrate victory with HKBN Talents

About Mingo Tsang

Mingo Tsang joined HKBN in 2011 through its “CXO of the Future” Management Trainee Program. He was one of the two selected from over a thousand university-graduate applicants worldwide. After a 12-month program, Mingo chose to join the Residential Sales team as an Assistant Sales Manager. Within a year he increased his sales targets tenfold, initiated and oversaw the implementation of a new household Wi-Fi service, and expanded a duo sales team to 35 people. Mingo graduated from the Hong Kong University of Science and Technology with a major in Economics and Finance, where he led the University’s debate team to win two championships in the Inter-University Debate Competition, and was awarded best debater. Mingo is one of the 79 co-owners of HKBN.

About Hong Kong Broadband Network Limited

Hong Kong Broadband Network Limited (“HKBN”) is a leading broadband service provider with a core purpose as to “Make our Hong Kong a Better Place to Live”. HKBN has most residential high-speed broadband subscriptions of symmetric 100 Mbps and above in Hong Kong, offering a diversified portfolio of innovative products in broadband and Wi-Fi access, communication and entertainment to over 1.4 million subscribers. Being the owner and operator of one of the biggest fiber optic networks in Hong Kong, HKBN provides premier telecommunications services to both business and residential markets, and has established a solid market position for sustaining growth and success.

HKBN takes great pride in developing its 2,600-strong Talent force into a competitive advantage. In May 2012, the company underwent a management buy-out and is now majority-owned by funds advised by CVC Capital Partners and 79 HKBN managers.

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