

For Immediate Release



HKBN won Silver Award in HKMA Quality Award 2013

(Hong Kong, 24 July 2013) Hong Kong Broadband Network Limited ("HKBN") is pleased to announce that it has been awarded the Silver Award of the HKMA Quality Award 2013 for its outstanding contribution to quality management and performance excellence.

HKBN believes quality service is not just about advanced technology, but also a testament to the shared commitment and determination of the entire company. HKBN Talents, including 79 managers who invested to become co-owners of HKBN in the management buy-out, hold a united vision as to achieve the company's core purpose - "Make our Hong Kong a Better Place to Live."

"To implement our core purpose, we factor customer affordability into our broadband service provision by setting the price ceiling of our 100Mbps broadband service at 1% of Hong Kong's median monthly household income which is about HK\$22,000. Seeking to go beyond merely meeting regulatory requirements, HKBN forgoes unsolicited sales visits, and takes initiative to protect consumer rights by introducing a 14-day cooling-off period for new customers of residential fixed telecommunications network service," said William Yeung, CEO of HKBN.

"This Quality Award motivates us to continue our pursuit of excellence. By integrating the principles of quality management with the culture of HKBN, we work to make Hong Kong a better place to live while we continue to expand our business." Yeung continued.

HKBN won the Bronze award in the HKMA Quality Award 2009. This year marked the second time HKBN entered into the Quality Award, and it received a higher honor of the Silver Award. The Quality Award was introduced by Hong Kong Management Association in 1991. The Award aims at giving recognition to and rewarding those organizations in Hong Kong that have made a lasting commitment to the process of quality management. It also provides an opportunity for companies to share with one another their experience in quality management. The Award results were determined by a judging panel and a Board of Examiners after a stringent process including paper submissions, presentations, on-site visits and question-and-answer sessions.



William Yeung, CEO of HKBN, received the Silver Award of HKMA Quality Award from Dr Dennis Sun BBS JP, Chairman of The Hong Kong Management Association (Left), and James Thompson GBS, Chairman of 2013 HKMA Quality Award Organizing Committee (Right)



HKBN is proud with its recognition on quality management



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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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