

Press Release

To: Business and Technology Editors

Lam Soon, New World Mobility and Nokia Launch 'Call828' - Hong Kong and China's First Mobile B2B e-Commerce Initiative

Hong Kong, 18 June 2001--Lam Soon Hong Kong Group, New World Mobility and Nokia join forces today for the launch of 'Call828', the first mobile B2B e-commerce initiative across Hong Kong and China.

Using WAP technology, 'Call828' enables Lam Soon to communicate and exchange marketing, promotion, product, service, payment and other account information through WAP-enabled mobile phones with their customers, distributors, wholesalers, retailers and business partners for the first time.

Mr. James Tsao, Group Managing Director, Lam Soon Hong Kong said, " 'Call828' is a very exciting initiative for Lam Soon and really revolutionizes our supply chain management process. Lam Soon is one of the largest food companies in Hong Kong. Our brand name is synonymous with superior quality consumer products and as a leading company, has been serving the retail and food servicing industry in Hong Kong for more than 40 years. Using the latest technology, we are now moving away from the more traditional forms of distribution. Embracing innovation and technology, we continuously improve our products and services to our customers. By harnessing the power of mobile B2B e-commerce, we will provide our customers with additional convenience, something that we particularly value in Lam Soon."

" 'Call828' provides a particularly exciting opportunity for Lam Soon in China. In China, our end customers have a much wider geographical spread and 'Call828', by providing a vastly improved two-way communications channel, will enable us to effectively serve the China market at a much faster rate." Mr. Tsao added.

The development of 'Call828' was made possible by the joint effort of Lam Soon, Nokia and New World Mobility, one of the largest and most dynamic mobile operators in Hong Kong.

Mr. Pierre Fitzgibbon, Managing Director of New World Mobility said, "We are very excited to have joined hands with Lam Soon in developing this tailor-made mobile B2B e-Commerce initiative. With the current high level of wireless usage in Hong Kong and China, we see the demand of B2B e-Commerce applications being an important component of this market, provided it's tailored and personalized for each environment and at the same time, easy to use."

Apart from their involvement in designing the program flow, New World Mobility is providing technical advice and consultation, as well as the wireless infrastructure to facilitate the program development of 'Call828'.

" The development of 'Call828' represents not only a significant progress for B2B e-Commerce, but also a commitment of New World Mobility in this market segment of the new generation wireless service," said Mr. Fitzgibbon.

Nokia, the world leader in mobile communications and the leading supplier of mobile phones, will provide technological support for 'Call828'.

"As the technology leader of innovative telecommunications products and solutions, we are providing the best-in-class technology and expertise to support the launch of this new system," said Mr. Jonathan Yip, General Manger of Nokia Networks in Hong Kong.

"We are happy to team up with Lam Soon and New World Mobility to drive the growth of mobile data services in Hong Kong, providing enabling platforms, technical advice, consultation and strong local support for our customers," added Mr Yip.

On the future of mobile B2B e-Commerce in Hong Kong, Mr. Yip added, "Nokia anticipates continued high growth in mobile data services in Hong Kong, and there are many potential applications ranging from information services to interactive services. Hong Kong is at the forefront of mobile communications, and the outlook is very positive, with tremendous business opportunities across all sectors of the community."

Call828' will be available from June 18 in Hong Kong and in China. In Hong Kong, New World Mobility is the strategic mobile operator through which customers can access the 'Call828' service. In China, the 'Call828' service can be accessed through existing mobile operators.

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