

New World Mobility Customer Charter

Mobile Communications Services

New World Mobility

Principally engaged in offering superior mobile services including voice service and customized data services, New World Mobility has emerged to become a leading mobile operator since its inauguration in 1997.

Through the provision of superb quality mobile network and the introduction of pioneering data services, New World Mobility is leading the market into the world of next generation mobile communications.

In the future, New World Mobility will continue to devote in offering advanced and pioneering multi-media mobile solutions in order to fulfill and exceed the expectations of mobile users.

New World Mobility's quality mobile services are provided by New World PCS Limited, a wholly-owned subsidiary of New World Mobile Holdings Limited ("NW Mobile", Stock code: 0862).

Understand Customers' Needs

Exceed Their Expectations

As a leading mobile operator, New World Mobility is committed to providing customers with a wide array of integrated, innovative and quality mobile services:

- **M kee Multimedia Value-added Services, including**
 - Download Star-ball
 - Games World
 - Star Mobile
 - Info Box: My Financial Pal #108, TrafficWatcher, Today's Headline, Scheduled Phone Maildrop etc.
 - That's Entertainment: Connecting Tone, K on the move, Sports Addict #138, Mobile Betting Service, Mobile Box Office #133 etc.
 - Spread the Word: Short Message Service, Sight'n Sound MMS etc.
 - Other Services: HomeCare Mobile Viewing Service
 - Online Now: WAP dial-up, High-Speed Internet Access and X-Access
- Value-added services, such as call forwarding, call waiting, caller number display, voice mail, BIS etc.

- Miscellaneous:
 - SIM Phonebook Copy / Back-up Service
 - IDD & Roaming
 - Itemised Bill

In addition, New World Mobility offers a wide range of handsets and service plans that fit customers' needs.

Superb Customer Service

New World Mobility never ceases in our efforts in bringing the highest levels of service to our customers. Customers can always dial our 24-hour enquiry hotline 178 178 or 178 123 for fax-on-demand service. The round-the-clock enquiry hotline is not only equipped with a self-automated Interactive Voice Response Unit (IVRU) system, but also a delegated roaming hotline to offer immediate assistance for customers while they are in overseas countries. Underlining our commitment to providing excellent services, New World Mobility upholds the following pledges when providing a comprehensive range of customer services chartered to meet customers' every need:

After-Sales Service Pledge

Customers are provided with excellent "after-sales" services such as update of personal details, change of service plan via various channels, including 24-hour hotline, retail shops (see Appendix), fax, letter, e-mail or internet.

Coverage Pledge

New World Mobility strives to provide comprehensive and satisfactory outdoor and indoor coverage. Customers' opinion on New World Mobility network coverage is always appreciated and acted upon, with dedicated team to analyse and follow up. We will also actively and regularly seek customers' comments on coverage requirements and will effectively feed the information into our ongoing network enhancement programme.

Activation Time Pledge

New World Mobility aims to activate mobile service at the time of purchase for Retail and within 24 hours for Corporate Sales provided that customers submit all the necessary supporting document.

Hotline Service Pledge

Customers call to our service hotline will be free of charge and will be answered within 30 seconds, on a 24-hour basis, 90 percent of the time.

Payment Method Pledge

New World Mobility provides its customers with numerous convenient payment options including cash at 7-Eleven, cheque, PPS, ATM, bank or credit card auto-pay, E-payment for PPS JETCO online, and online payment upon request.

Security Control Pledge

New World Mobility adopts highly secure management system for customers' personal data and executes stringent control over access to customer information.

Continuous Improvement Pledge

Customers' opinions about service standards are surveyed on a regular basis. New World Mobility strives to raise the service standards and regularly publicizes areas of improvement in customer newsletter.

Non-discrimination Pledge

New World Mobility offers customers the same grade of network services and customer services, whether the customer has bought the handset from us, from outside dealers or from overseas, as long as the handset is technically compatible with New World Mobility's network and approved by the Office of the Telecommunications Authority.

Handset Replacement Pledge

Where so permitted in accordance with the handset vendors' replacement policy, New World Mobility will work with vendors to replace the defective handsets for factory defects within 7 days from purchase.

Complaint Handling Pledge

New World Mobility acknowledges customer complaint within 24 hours and endeavours to settle it with satisfactory solution.

Appendix

A. Retail Shops

香港 / Hong Kong

Updated on 14 May 2004

No.	Shop	地址 Address	營業時間 Business Hours	電話 Tel.No.	傳真 Fax No.
1	柴灣 Chai Wan	新翠商場4樓53號舖 Shop No. 53, Level 4, New Jade Shopping Arcade	11:00AM - 9:00 PM	3427-5003	3111-9496
2	炮台山 Fortress Hill	英皇道260號怡安中心地舖19至20號 Shop 19 - 20 G/F, Jardine Engineering Hse, 260 King's Road	11:00 AM - 9:30 PM (Mon-Sat) 11:00AM - 9:30 PM (Sun & PH)	2806-3903	3111-9416
3	銅鑼灣 Causeway Bay	利園山道29-33號地下G1及G2舖 Shop G1 & G2, G/F Lai Yuen Apartment, 29, 31 & 33 Lee Garden Rd.	11:00 AM - 10:45 PM (Mon-Sat) 11:00AM - 10:45 PM (Sun & PH)	2895-0146	3111-9412
4	香港仔 Aberdeen	湖北街12號好景中心地下5號舖 Shop No. 5, G/F, Goodview Centre, No. 12 Wu Pak Street	11:00AM - 9:00 PM	2518 3164	3111-9436
5	灣仔 Wanchai	莊士敦道113號地下修頓中心6C號舖 Shop 6C, G/F., Southorn Centre, No.113, Johnston Road	11:00 AM - 9:00 PM	2824-2963	3111-9255
6	中環 Central	中環德輔道中 112-114 號地下 No. 112-114 Des Voeux Road, Central	10:00 AM - 8:30 PM (Mon-Sat) 11:00AM - 8:30 PM (Sun & PH)	2133-5556	3111-9410

九龍 / Kowloon

No.	Shop	地址 Address	營業時間 Business Hours	電話 Tel.No.	傳真 Fax No.
7	尖沙咀 TST	加拿芬道16號地下A舖 Shop A, G/F, 16 Carnarvon Road	11:00 AM - 10:00 PM	3426-8210	3111-9220
8	佐敦 Jordan	佐敦道26號餘慶大廈地下B舖 Shop B, G/F, Yu Hing Mansion, 26 Jordan Rd	11:00 AM - 9:30 PM	2377-1132	3111-9430
9	旺角 Mongkok	西洋菜街南1A地下7號地舖 Shop 7, G/F, 1A Sai Yeung Choi Street South	11:00 AM - 10:30 PM	2332-0379	3111-9422
10	旺角 Mongkok	西洋菜街82號城市中心地下 G/F, City Centre, 82 Sai Yeung Choi Street	11:00 AM - 10:00 PM (Mon-Fri) 11:00 AM - 10:30 PM (Sat) 11:00AM - 10:00 PM (Sun & PH)	2396-1345	3111-9486
11	旺角 Mongkok	亞皆老街109號皆旺購物中心G1 - G2號舖 G1 - G2 Richmond Shopping Centre, 109 Argyle Street	11:00 AM - 10:45 PM	2396-7448	3111-9426
12	旺角 Mongkok	彌敦道580A周大福中心地下6號舖 Shop No. 6, G/F, Chow Tai Fook Centre, 580A Nathan Road	11:00 AM - 10:00 PM (Mon-Fri) 11:00 AM - 10:30 PM (Sat) 11:00AM - 10:00 PM (Sun & PH)	2138-2188	3111-9423
13	深水土步 Sham Shui Po	欽州街37號K, 西九龍中心1樓119號舖 Shop 119, Level 1, Dragon Centre, 37K Yen Chow Street	11:00 AM - 9:30 PM	2194-8325	3111-9432
14	深水土步 Sham Shui Po	福華街132-134號地下D舖 Shop D, G/F, No 132-134 Fuk Wa ST	10:30 AM - 10:00 PM (Mon-Sat) 11:00AM - 10:00 PM (Sun & PH)	2386-8879	3111-9450
15	九龍灣 Kowloon Bay	德福廣場2期 3樓 332 - 333號 Shop 332-333, L3, Telford Plaza II	10:30 AM - 9:00 PM (Mon-Sat) 11:00AM - 9:00 PM (Sun & PH)	2138-2108	3111-9425
16	鑽石山 Diamond Hill	荷里活廣場2樓233號舖 Shop 233, Level 2, Plaza Hollywood	11:00 AM - 10:00 PM	2111-1139	3111-9428
17	九龍城 Kowloon City Plaza	賈炳達道128號九龍城廣場1樓106號舖 Shop No. 106, 1/F, Kowloon City Plaza, No. 128 Carpenter Road	11:00 AM - 9:30 PM	2716-6551	3111-9433
18	觀塘 Kwun Tong	裕民坊51-63號地下A舖 Shop A, G/F, 51-63 Yue Man Square	10:30 AM - 10:00 PM (Mon-Sat) 11:00 AM - 10:00 PM (Sun & PH)	2951-4640	3111-9438
19	牛頭角 Ngau Tau Kok	九龍官塘牛頭角道357-375號仁安大廈地下J舖 Shop J, Ground Floor, Yan On Mansion, 357-375 Ngau Tau Kok Road, Kwun Tong	10:30 AM - 10:00 PM (Mon-Sat) 11:00 AM - 10:00 PM (Sun & PH)	3427-2076	3111-9449
20	土瓜灣 To Kwa Wan	土瓜灣道247B地下 Shop 247B, To Kwa Wan Road	11:00 AM - 9:30 PM	2954-0947	3111-9435
21	淘大 Amoy Plaza	九龍牛頭角道77號淘大花園第一期地下G44號舖 Shop No. G44, Ground Floor, Amoy Plaza Phase I, 77 Ngau Tau Kok Road, Kowloon	10:30 AM - 09:30 PM (Mon-Sat) 11:00 AM - 09:30 PM (Sun & PH)	2151-2062	3111-9421

新界 / New Territories

No.	Shop	地址 Address	營業時間 Business Hours	電話 Tel.No.	傳真 Fax No.
22	馬鞍山 Ma On Shan	新港城中心商場二樓2087號舖 Shop 2087, Level 2, Sunshine City Plaza	11:00 AM - 9:30 PM	2633-8563	3111-9456
23	將軍澳 Tsueng Kwan O	新都城2期商場地下高層74-75號舖 Shop UG74-75, UG/F, Metro City Plaza, Phase II	11:00AM - 10:00 PM	3194-3372	3111-9480
24	荃灣 Tsuen Wan	大河道14-16號登發大廈6A舖 Shop 6A, Dang Fat Mansion, 14-16 Tai Ho Road	11:00 AM - 10:30 PM	2490-4855	3111-9468
25	荃灣 Tsuen Wan	青山公路264-298號南豐中心1樓14A舖 Shop 14A, 1/F, Nam Fung Centre, No 264-298 Castle Peak Road	11:00AM - 9:30 PM	2402-8511	3111-9236
26	荃灣 Tsuen Wan	眾安街55號英皇娛樂廣場地下G02號舖 Shop G02, G/F., Emperor Plaza, 55 Chung On Street	11:00AM - 10:00 PM	2419-6590	3111-9427
27	葵芳 Kwai Fong	葵涌廣場1樓52號舖 Shop No. 52, 1/F, Kwai Chung Plaza	11:00AM - 9:30 PM	2481-8726	3111-9493
28	葵芳 Kwai Fong	新都會廣場一樓139號A舖 Shop 139A, Level 1, Metroplaza	11:00 AM - 9:30 PM	2422-7870	3111-9485
29	沙田 Shatin Plaza	沙田廣場3樓18-19A號舖 Shop 18 & 19A, Level 3, Shatin Plaza	11:00AM - 10:00 PM	2696-5796	3111-9459
30	屯門 Tuen Mun	屯門市廣場第一期2樓2071號舖 Shop 2071, 2/F, Tuen Mun Town Plaza, Phase 1	10:30 AM - 10:00 PM (Mon-Sat) 11:00AM - 10:00 PM (Sun & PH)	2440-3375	3111-9460
31	元朗 Yuen Long	大馬路162-168號聯昇樓地下C舖 Shop C, G/F, Lean Sing Mansion, 162-168 Main Road	10:30 AM - 9:00 PM (Mon-Sat) 11:00AM - 9:00 PM (Sun & PH)	2944-0721	3111-9463
32	元朗 Yuen Long	教育路38號地下 G/F, 38 Kau Yuk Road	11:00 AM - 9:00 PM	2479-4081	3111-9462
33	大埔 Tai Po	安慈路4號昌運中心地下35號舖 Shop 35, G/F, Fortune Plaza, 4 On Chee Road	11:00 AM - 9:00 PM	2665-4346	3111-9483
34	大埔 Tai Po	大埔安邦路9號大埔超級城C區第二層575舖 Shop 575, Level 2, Zone C, Tai Po Mega Mall, 9 On Pong Road, Tai Po	11:00 AM - 9:00 PM	2666-9439	3111-9239
35	上水 Sheung Shui	上水龍運街8號新都廣場第二層256-257舖 Shop Nos. 256-257 on Level 2, Metropolis Plaza, 8 Lung Wan Street	11:00 AM - 9:30 PM	2672-1657	3111-9231