

中國移動(香港)有限公司  
China Mobile (Hong Kong) Limited  
[www.chinamobilehk.com](http://www.chinamobilehk.com)

# 2005 *Annual Results*



# **2005 Annual Results**

**China Mobile (Hong Kong) Limited**

**16 March 2006**

# Management



**Mr. WANG Jianzhou**

**Chairman & CEO**

**Mr. LU Xiangdong**

**Executive Director & Vice President**

**Mr. XUE Taohai**

**Executive Director, Vice President & CFO**

**Madam XIN Fanfei**

**Executive Director & Vice President**

# Agenda



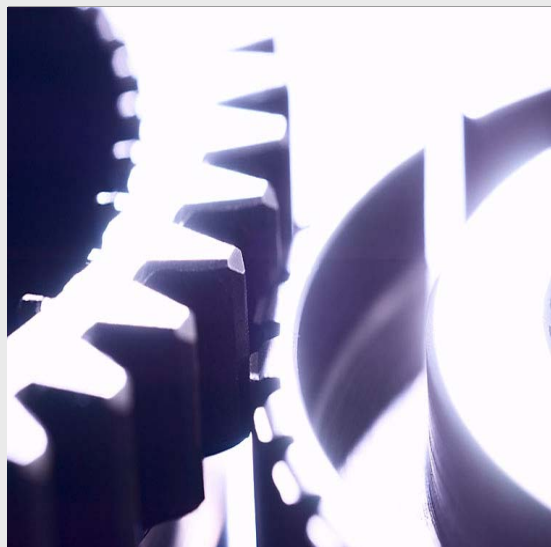
## Overall Performance for 2005



## Financial Results for 2005



## Overall Performance for 2005



# Highlights



**Commendable operating results**

Revenue **↑26.3%**  
Net profit **↑28.3%**

**Robust growth in new businesses**

Accounting for **20.6%** of total revenue

**Continuing rapid subscriber growth**

Average monthly net adds over **3.5 million**

**Annual dividend of HK\$1.02 per share**

Full year payout ratio of **39%**

**Acquisition of China Resources Peoples Telephone**

# Overall Operating Performance



	2004	2005	Change
Subscribers (Million)	204.292	246.652	20.7%
Revenue (RMB Billion)	192.381	243.041	26.3%
EBITDA (RMB Billion)	106.832	133.338	24.8%
EBITDA Margin (%)	55.5%	54.9%	-0.6ppt
Net Profit (RMB Billion)	41.749	53.549	28.3%
Basic Earnings per Share (RMB)	2.12	2.71	27.8%

Note1: All financial data in this presentation has fully reflected the impact of new and revised Hong Kong Financial Reporting Standards ("HKFRSs"), (HKFRSs, which term collectively included HKASs and Interpretations) adopted by the Group since 2005.

Note2: The detailed impacts after the adoption of HKFRSs on the financial data of 2004 and 2005 are set out in Appendix III.

# Overall Operating Performance (Combined Data of 31 Subsidiaries)



	2004 31 Subsidiaries Combined	2005	Change
Subscribers (Million)	204.292	246.652	20.7%
Revenue (RMB Billion)	203.993	243.041	19.1%
EBITDA (RMB Billion)	112.646	133.338	18.4%
EBITDA Margin (%)	55.2%	54.9%	-0.3ppt
Net Profit (RMB Billion)	42.952	53.549	24.7%

Note: For comparative analysis purpose only, all combined data of 31 subsidiaries in this presentation is based on the assumption that the group structure (including 31 subsidiaries) existed throughout the relevant period.

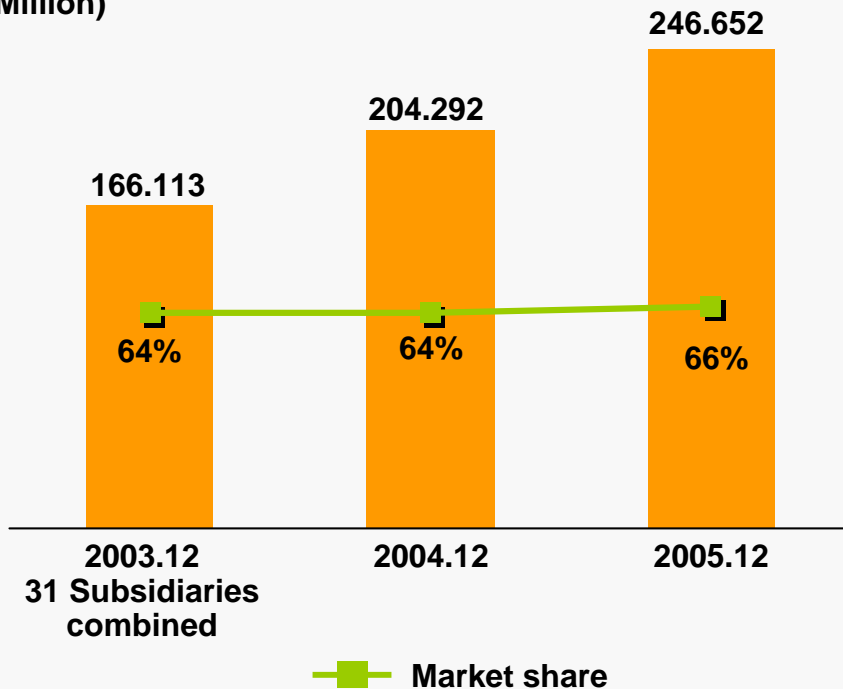


# Continuous Expansion of Subscriber Base



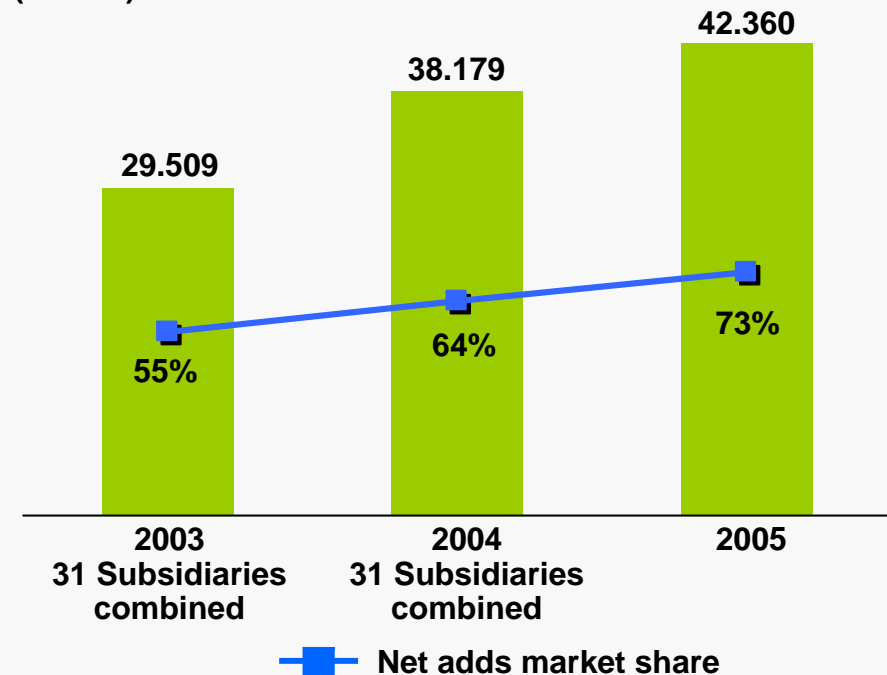
## Total Subscribers

(Million)



## Net Additional Subscribers

(Million)



- Subscriber base in Eastern region further expanded
- Favorable growth momentum in Central and Western regions
- Change in geographical distribution of subscriber growth was encouraging
- Remarkable performance in corporate customer development

# Remarkable Result in Rural Market Business Development



Relatively low penetration in rural areas indicating huge potential

State's supportive rural policy stimulating potential demand in rural market

Mobile telecommunications possessing cost advantage in rural areas

- **Design customized products and sales packages in response to the unique rural consumption characteristics**
  - Informative products, such as agricultural information, sales information, etc.
  - Intra-region and intra-group usage discount, etc.
- **Utilizing existing resources in rural areas to build sales and marketing service network at low cost**  
Village committees, village convenience stores and village direct sales team, etc.
- **Tailored services to fulfill peasant customer needs**  
Small denomination top-up, over-the-air recharging, etc.
- **Using low cost technology and solutions to build network**  
Adopting simplified base stations and appropriate transmission technology to match environmental landscape
- **Guiding handset vendors to launch low price products with moderate functions to lower entry threshold**



MOTO C139



BIRD S198



NOKIA N1110



NOKIA 1100



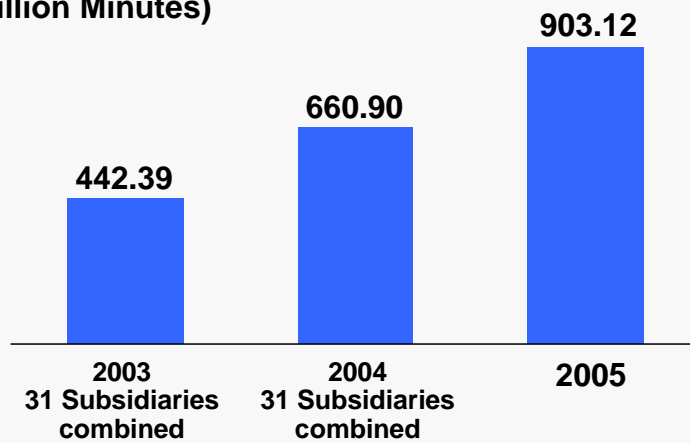
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# Stable Growth in Voice Usage

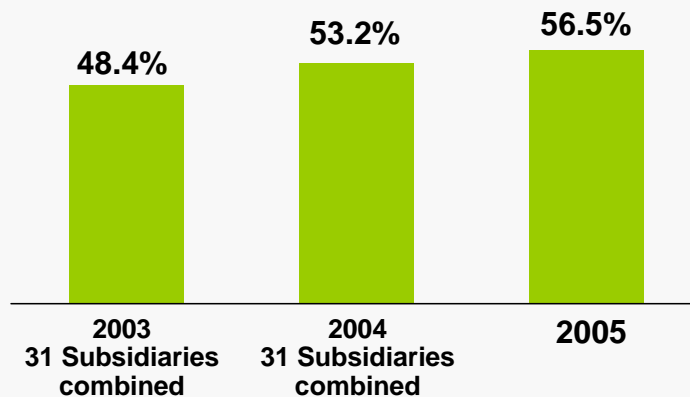


## Total Voice Usage

(Billion Minutes)

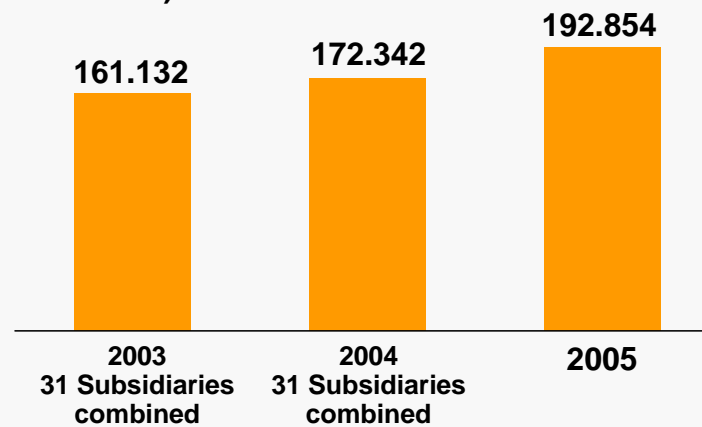


## Proportion of Intra-network Usage



## Voice Business Revenue

(RMB Billion)

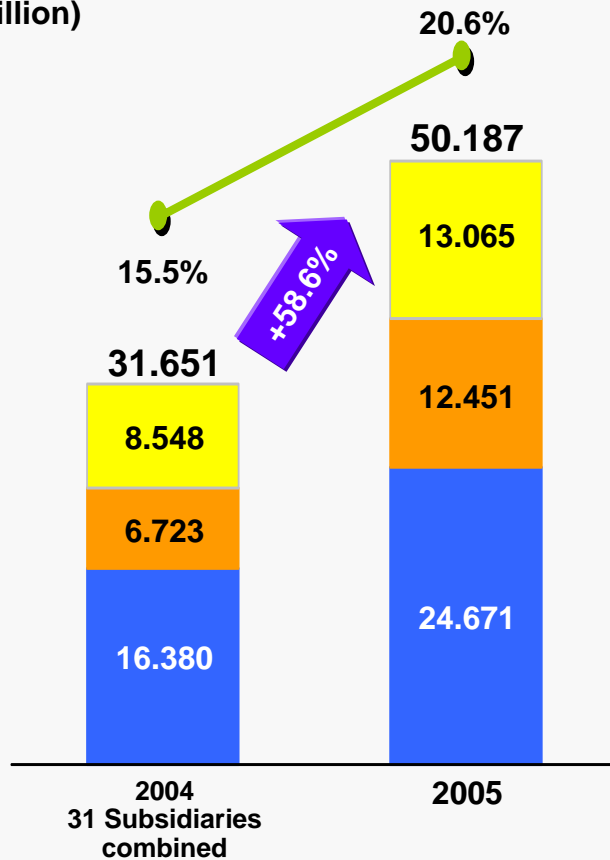


# Accelerating Growth in New Businesses



## New Businesses Revenue

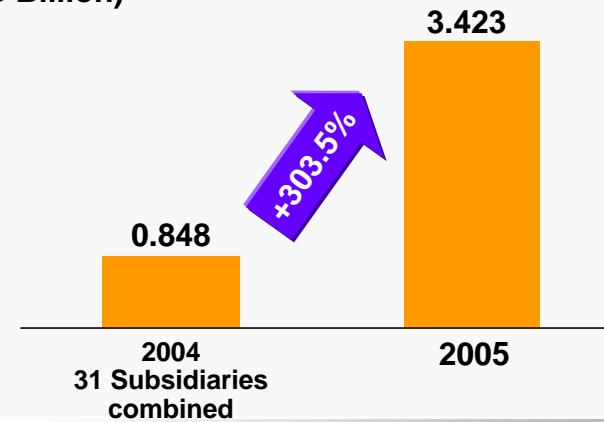
(RMB Billion)



- SMS
- Non-SMS data business
- Voice value-added services
- New businesses revenue / Total revenue

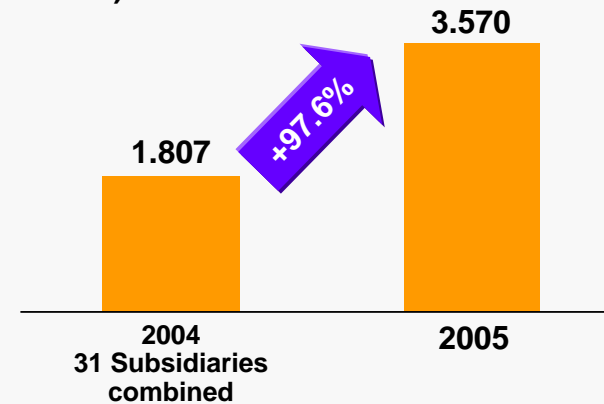
## Color Ring Revenue

(RMB Billion)



## WAP Revenue

(RMB Billion)



# Thriving Data Business



## **Continuous growth in SMS business**

Annual usage growth for the year exceeded 70 billion messages

## **Prosperous development of “Color Ring” and WAP businesses**

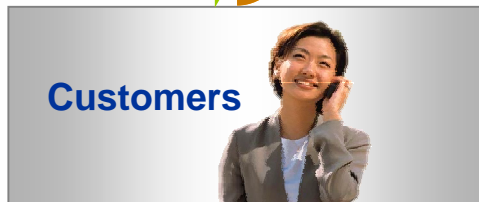
“Color ring” and WAP businesses contributed to 30.9% of incremental data business revenue

**MMS and IM are showing vitality with subscriber growth in multiples**

## **Expanding industry-specific applications to different sectors to service corporate customers**

Developed and promoted nearly 300 products and functions for over 20 sectors, achieving more than 1,000 successful application cases

# Emergence of Potential in Mobile Music Business

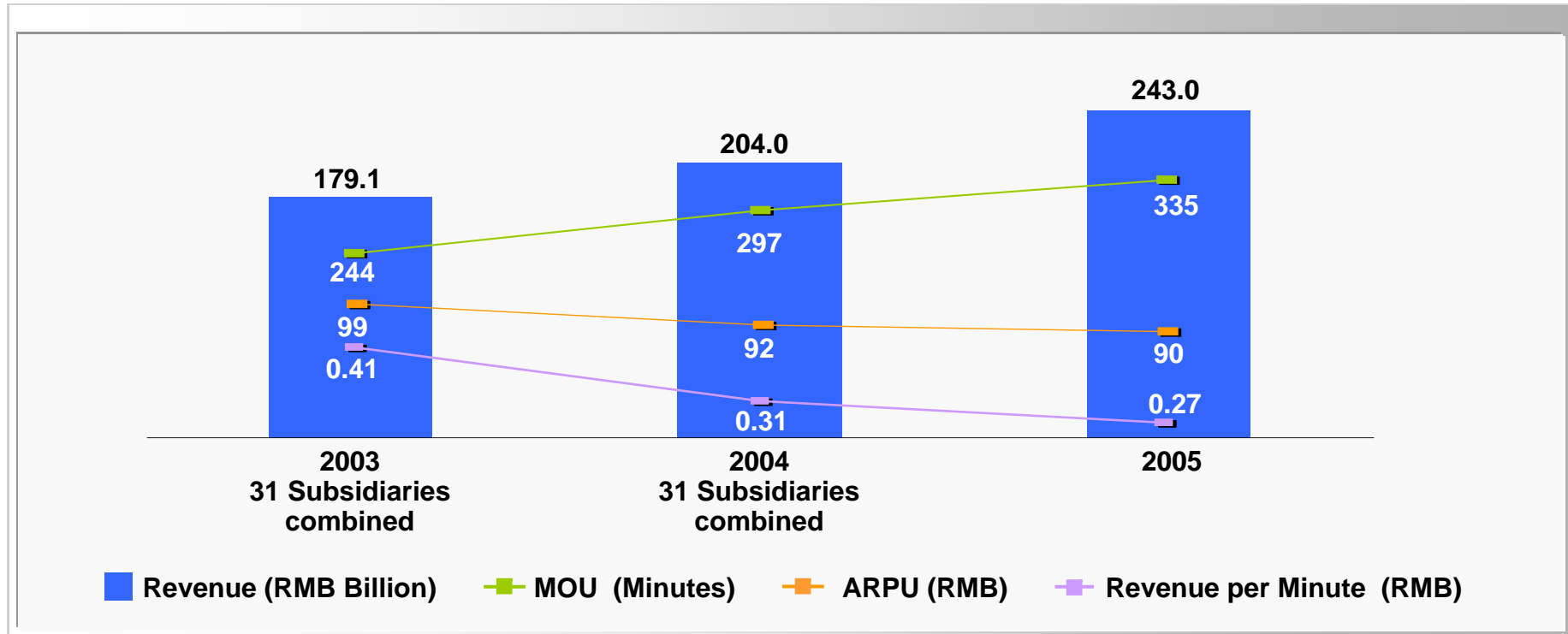


- Mobile music opening up a brand new earnings model
- Extensive participation exhibiting market vibrancy
- Mobile music creates a new source of revenue growth
- Establish and take the lead in the mobile music value chain and foster “win-win” co-operations
- Continuous product innovation to drive the development of related data business
- Building a brand of mobile music and cultivating consumption patterns
- Gradually increasing product recognition
- Strong demand for musical products

- Ring-back tone downloaded over 300 million times in the year
- Ringtone download and IVR for mobile music exhibiting strong development

“Wireless Music Rank” Apr. – Dec. 2005		
Ranking	Name	“Color ring” Download (Million times)
1	你到底爱谁	15.88
2	两只蝴蝶	12.07
3	童话	6.21
	.....	

# Growing Operating Revenue



- Growth in subscribers and voice usage
- Favorable drive from new businesses

- Continuous increase in MOU
- ARPU remained generally stable
- Decline in average revenue per minute kept under control

**Continuous revenue growth**

# Prominent Advantages in Brand, Channel and Service



## Leveraging brand advantage to enhance customer loyalty

Offering privileged services exclusively to mid- and high-end customers such as, "Cross Region Service", "Airport VIP Service", "Hospital VIP Service", "Golf Club", "Handset Service Club"

## Strengthening channel advantage to improve sales and marketing service capability

Expanded scale of proprietary sales outlet network, forming a comprehensive sales and marketing service system with significant enhancement in channel control and new business promotion capability

## Enhancing service advantage to increase customer satisfaction

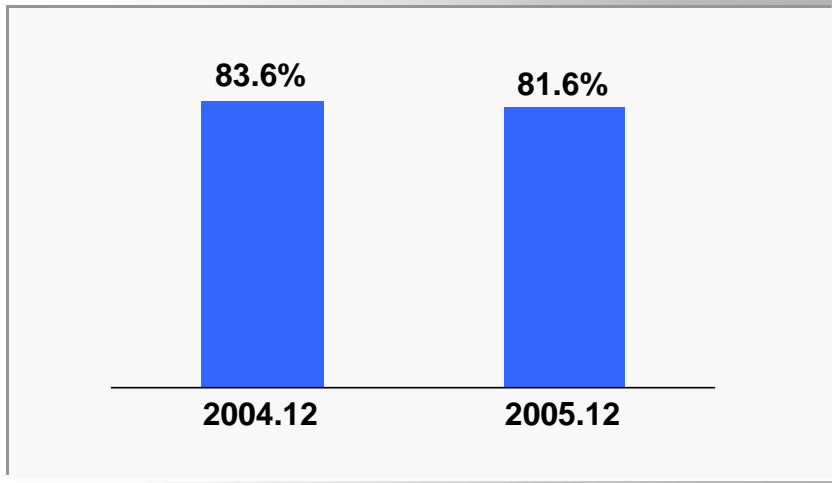
Customer satisfaction rate reached 75%, increased by 0.86 percentage points over 2004



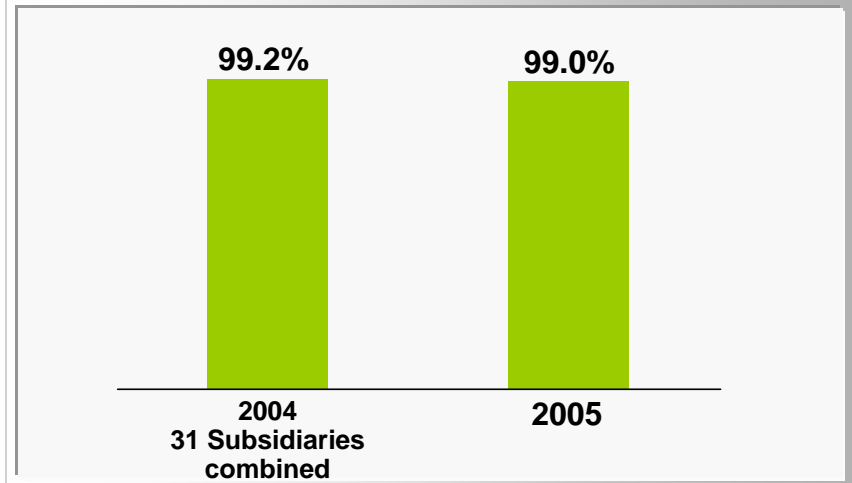
# Strengthened Advantages in Network and Support Systems



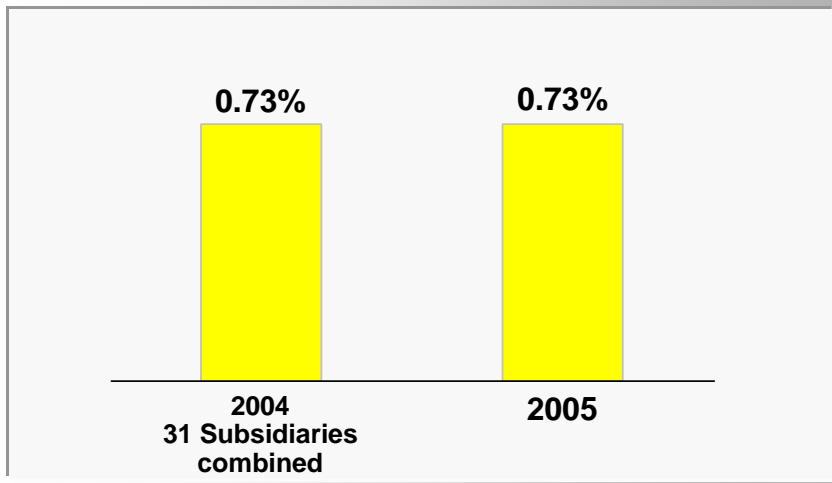
## Network Utilization Rate



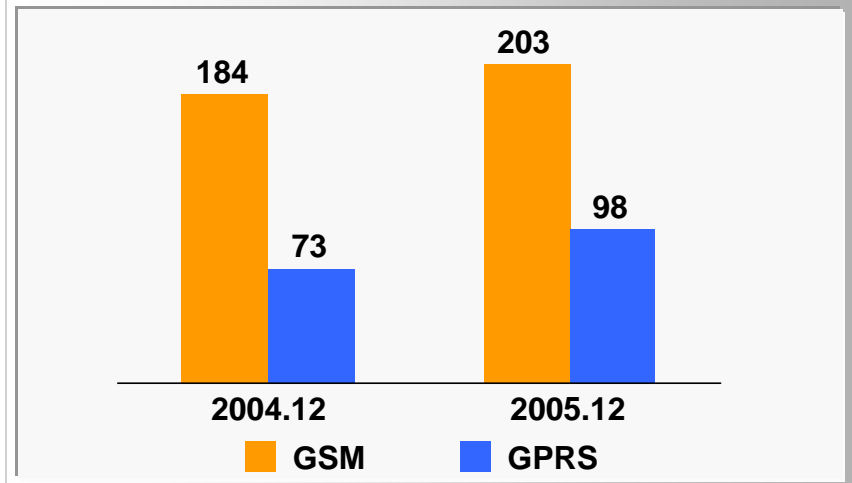
## Wireless Connection Rate



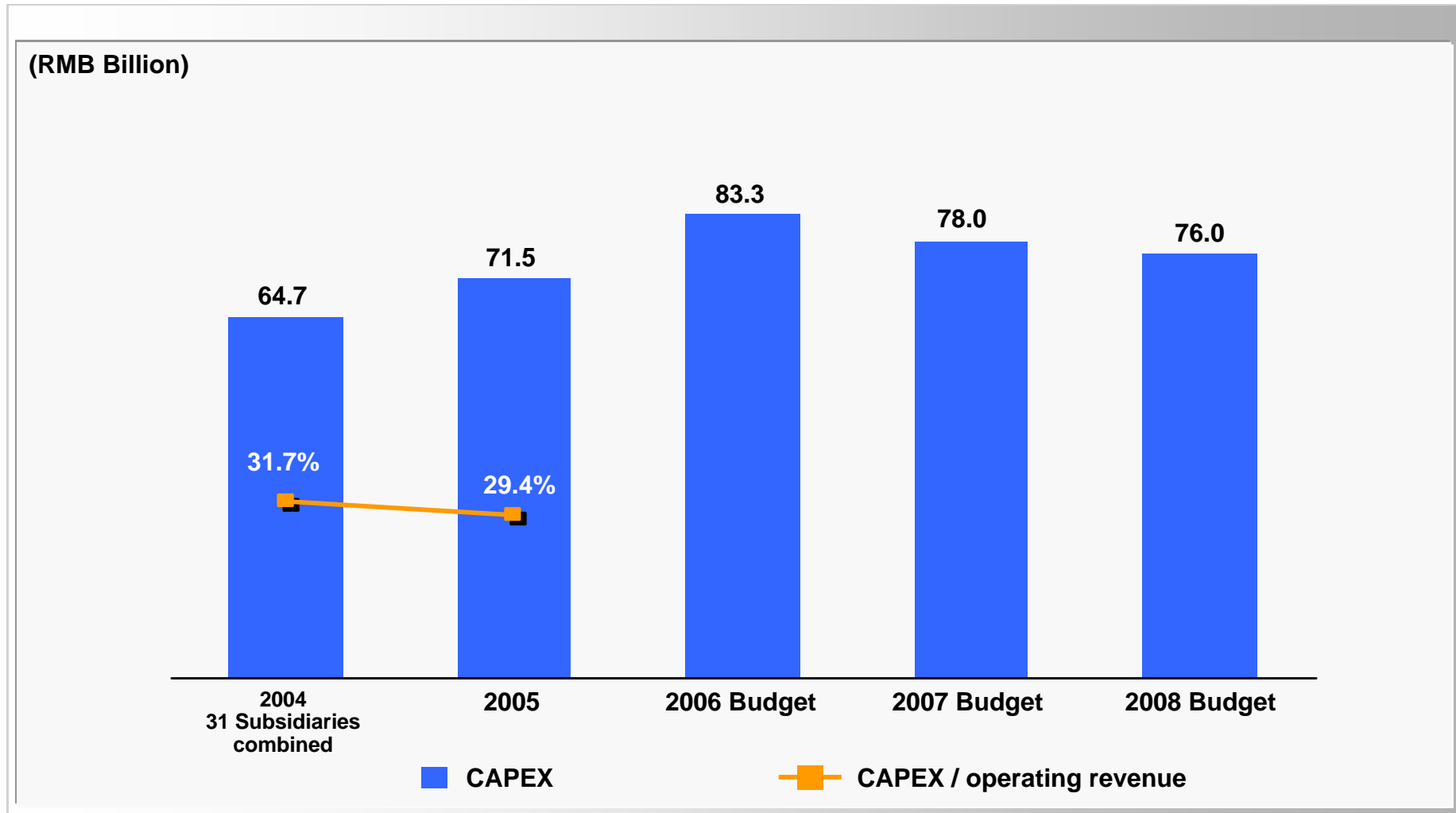
## Call Drop Rate



## Roaming Countries/Regions



# Capital Expenditure



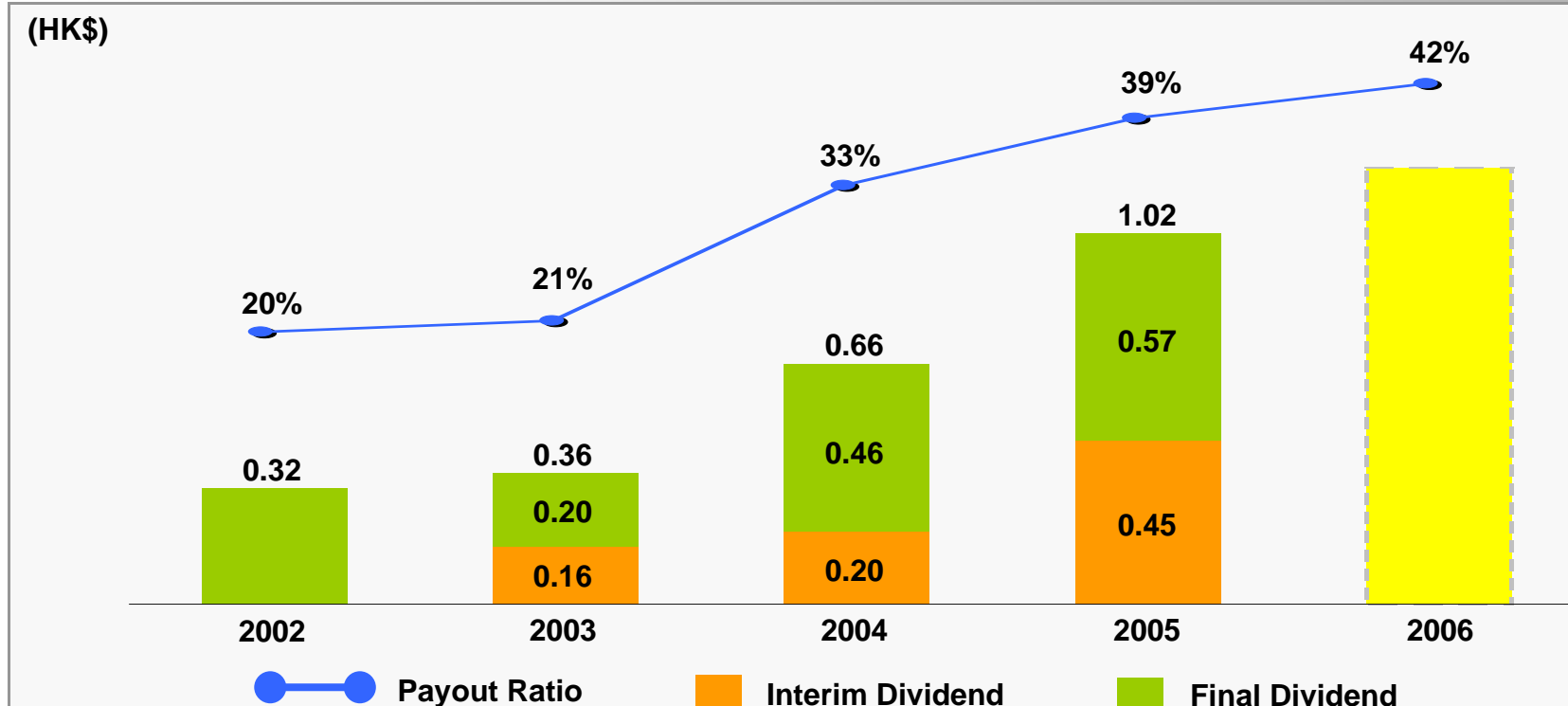
Note: The above CAPEX budgets currently do not include investment of 3G construction

# Continued Dividend Growth



- Annual dividend for 2005 was HK\$1.02 per share (including the interim dividend payout of HK\$0.45 per share) , with a payout ratio of 39%
- The proposed dividend payout ratio for the full year of 2006 is 42%
- Endeavour to achieve a long-term sustainable, steadily increasing dividend, with a view to generating the best possible return for shareholders

## Dividend and Payout Ratio



- **Adhering to the principle of integrated planning and gradual implementation, with initial coverage focusing on urban areas and regions with 3G demand**
- **Actively carrying out preparation of planning and construction to ensure the building of a quality network at low cost, with high efficiency and in the least possible time**
- **Earnestly conducting marketing strategy research and preparing new products and services to fully gear up for 3G commercialization**
- **Fully utilize 2G resources to realize a smooth migration from 2G to 3G and their long term co-existence on our network**

# Acquisition of China Resources Peoples Telephone



## Acquiring China Resources Peoples Telephone Company Limited at a reasonable price

- Provide better services to the customers in Mainland China and Hong Kong
- Leverage on the experience of both companies to enhance the business and service standards of Peoples Telephone
- Integrate network equipment and support systems, and gradually implement centralised procurement and united management to lower cost and raise quality

# Striding from Good to Great



**Maximization of enterprise and shareholder value**

**To be a World-class Enterprise and a Mobile Information Expert**

**Building a pre-eminent operating system**

**Creating a pre-eminent organization**

**Cultivating a pre-eminent staff force**

## Financial Results for 2005

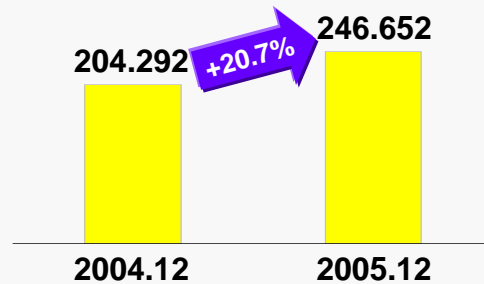


# Remarkable Growth of Operating Revenue



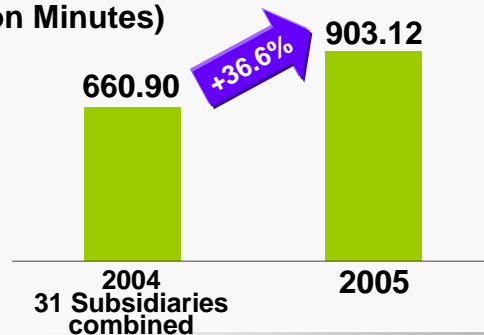
## Subscribers

(Million)



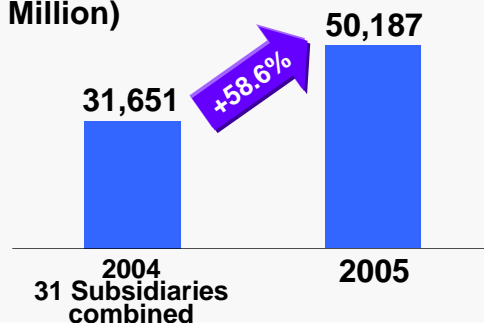
## Total Voice Usage

(Billion Minutes)



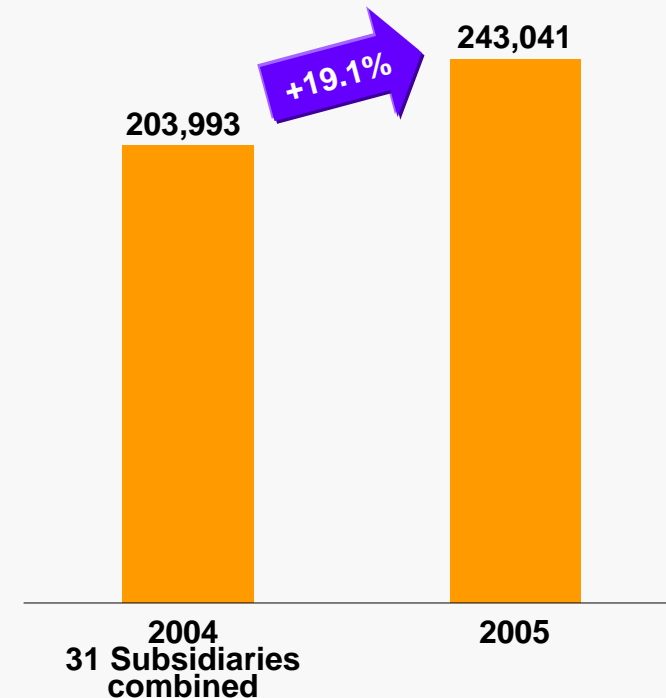
## New Businesses Revenue

(RMB Million)



## Operating Revenue

(RMB Million)



Note1: All financial data in this presentation has fully reflected the impact of new and revised Hong Kong Financial Reporting Standards ("HKFRSs"), (HKFRSs, which collective term includes HKASs and Interpretations) adopted by the Group since 2005.

Note2: For comparative analysis purpose only, all combined data of 31 subsidiaries in this presentation is based on the assumption that the group structure (including 31 subsidiaries) existed throughout the relevant period.

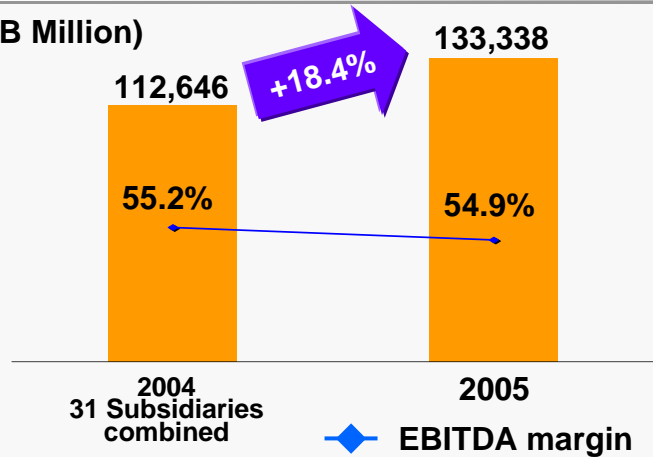


# Continuous Favorable Growth of Net Profit



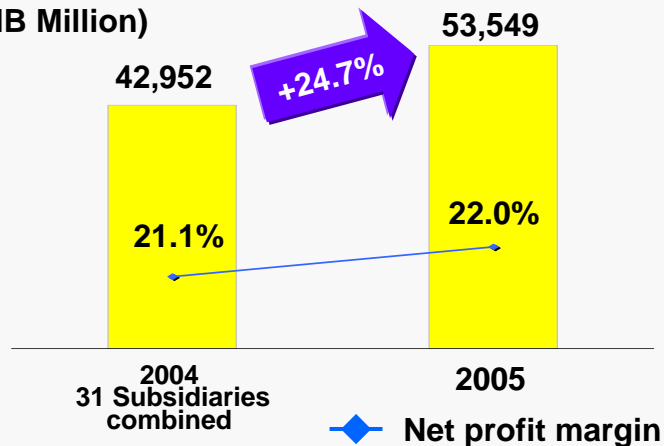
## EBITDA

(RMB Million)



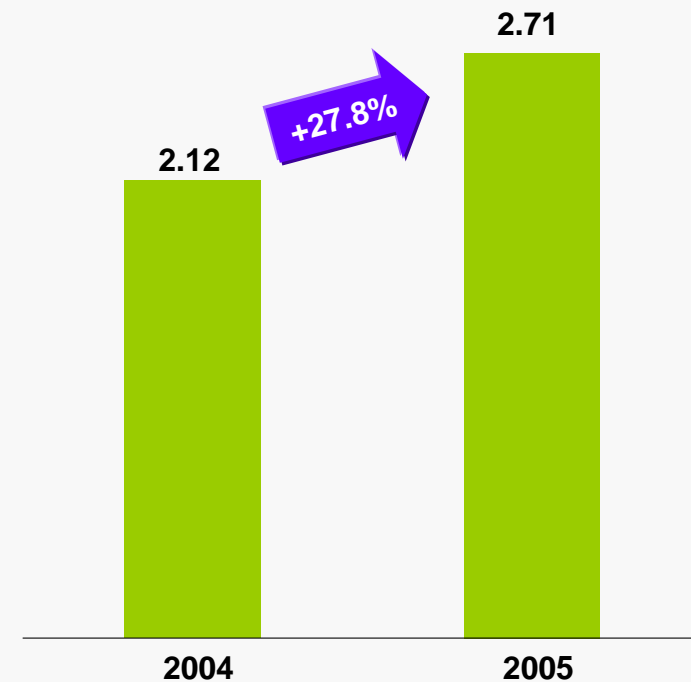
## Net Profit

(RMB Million)



## Basic EPS

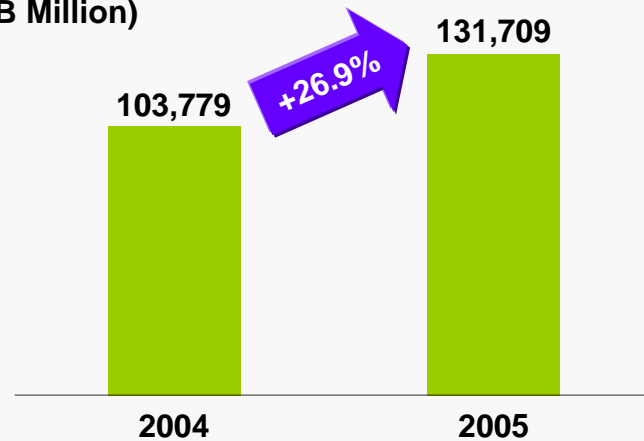
(RMB)



# Strong Cash Flow

## Net Cash Generated from Operating Activities

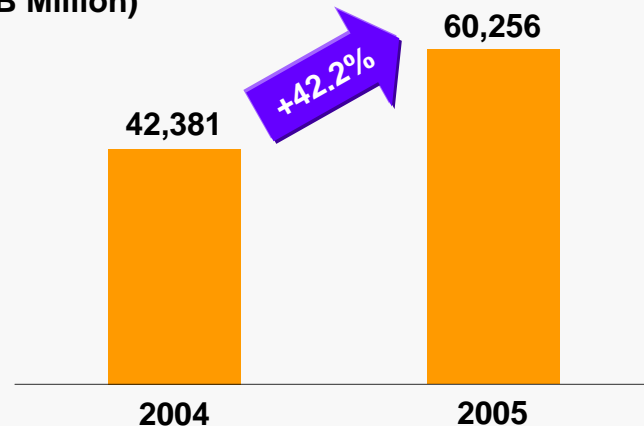
(RMB Million)



- Continued favorable business growth and economies of scale
- Newly acquired companies in previous year contributed to the growth of operating cash flow

## Free Cash Flow

(RMB Million)

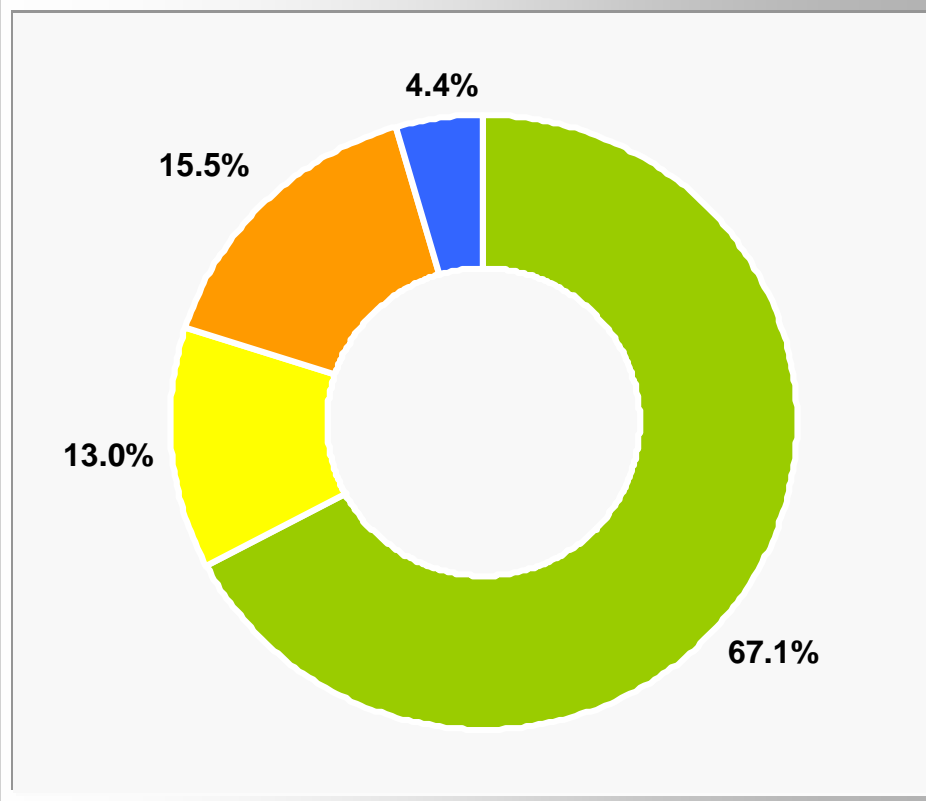


- Providing a solid foundation for the sustainable healthy development of the Company

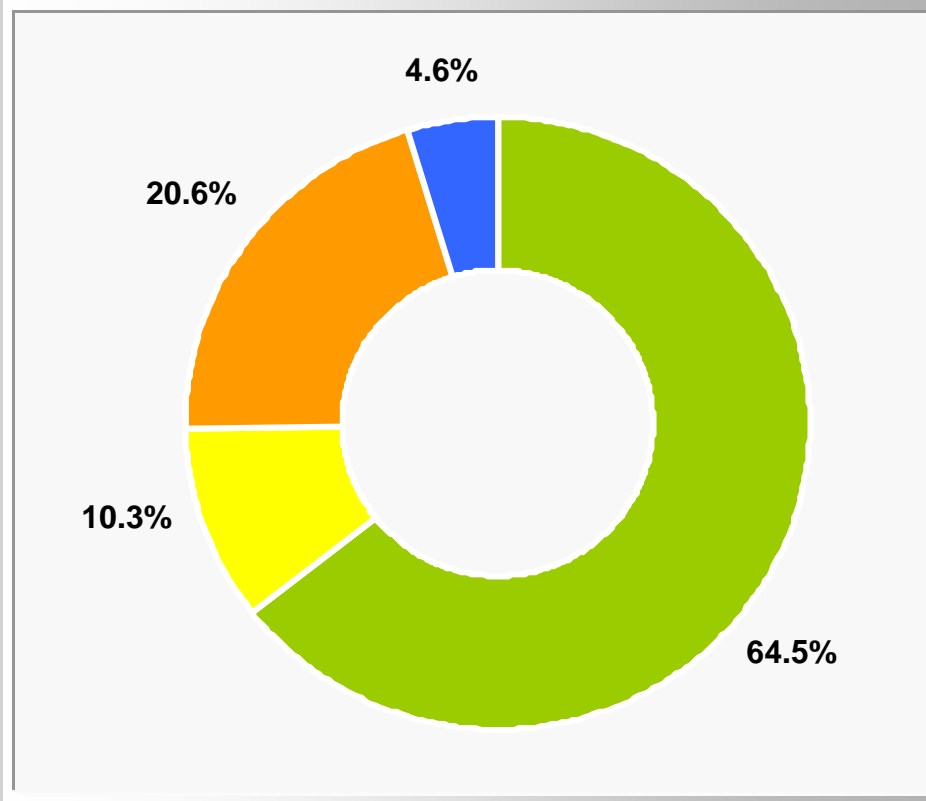
# Revenue Composition



## 2004 (31 Subsidiaries Combined)



## 2005



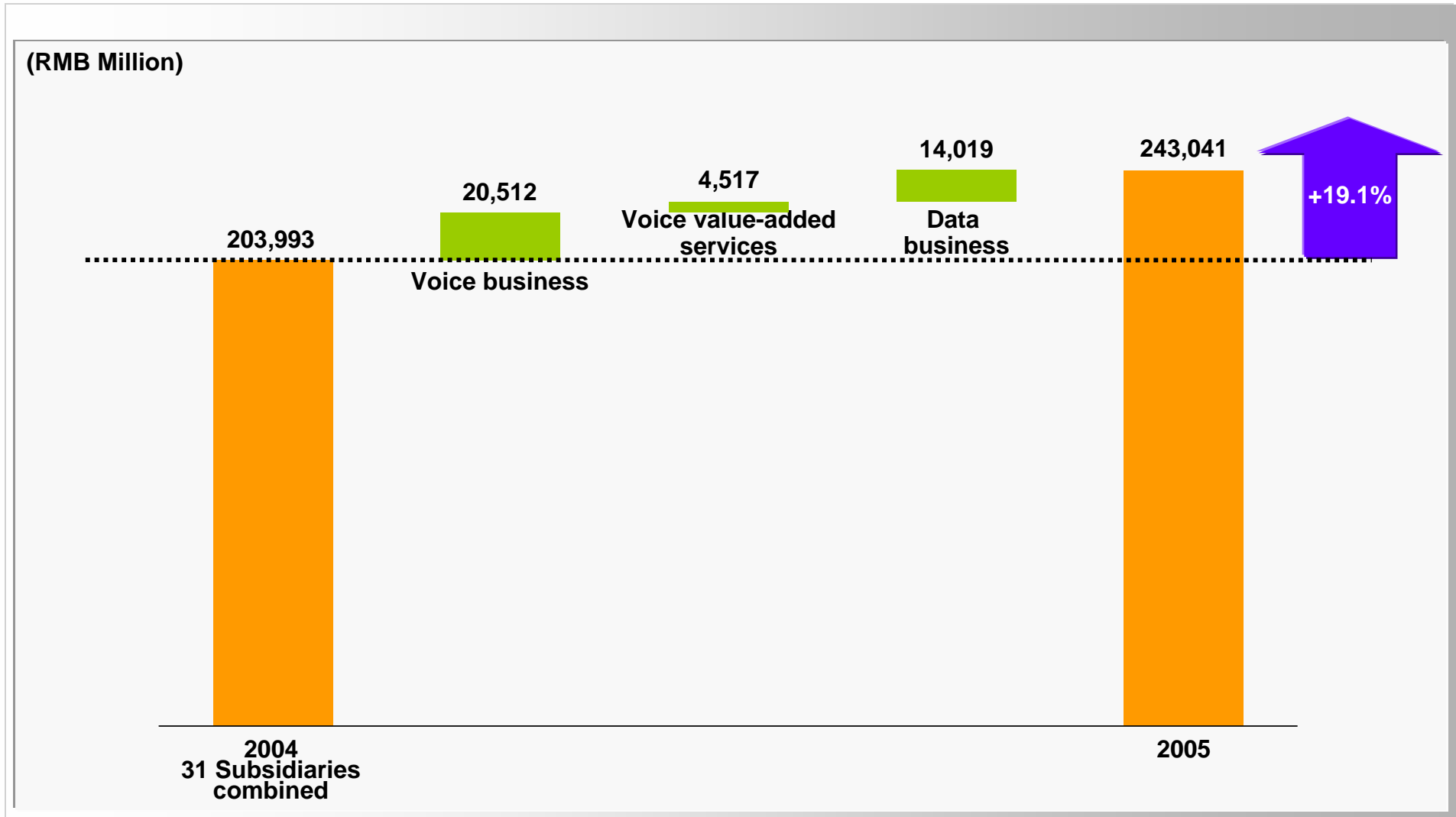
Usage fees

Monthly fees

New businesses

Others

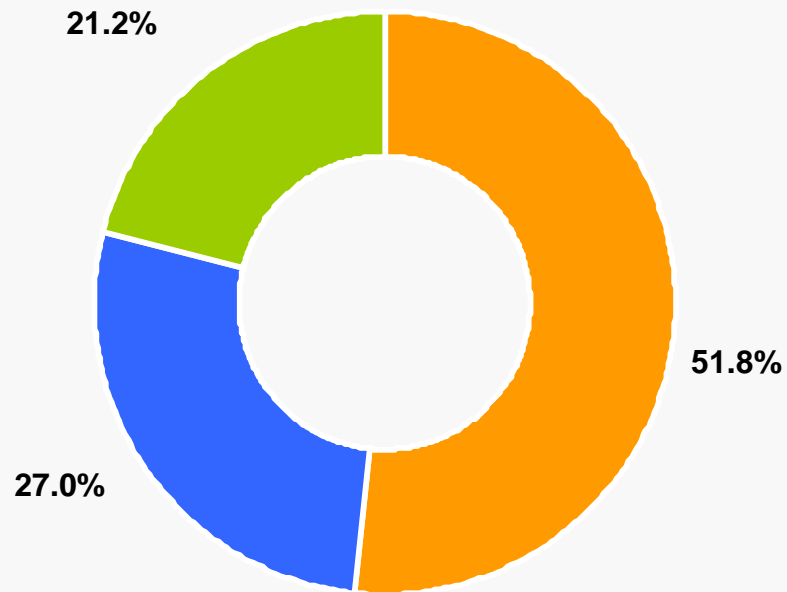
# Composition of Revenue Growth



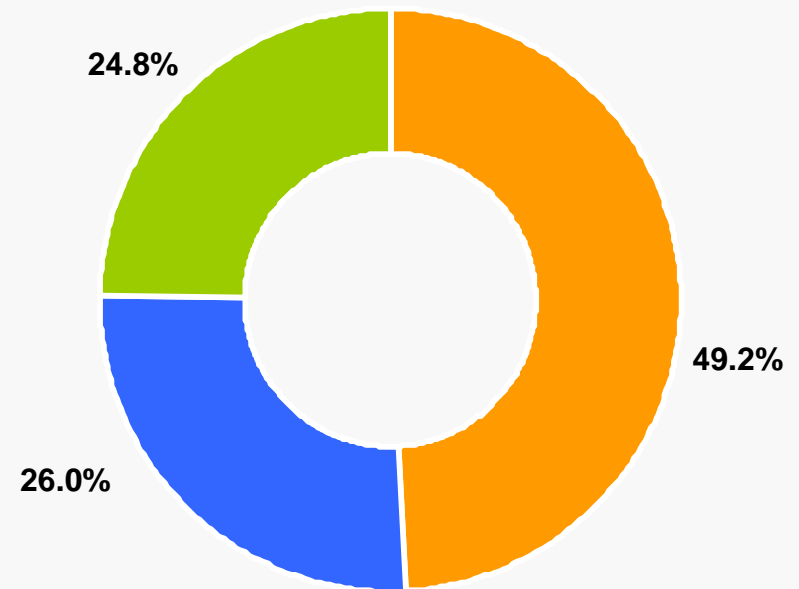
# New Businesses Revenue Composition



2004 (31 Subsidiaries Combined)



2005



■ SMS

■ Voice value-added services

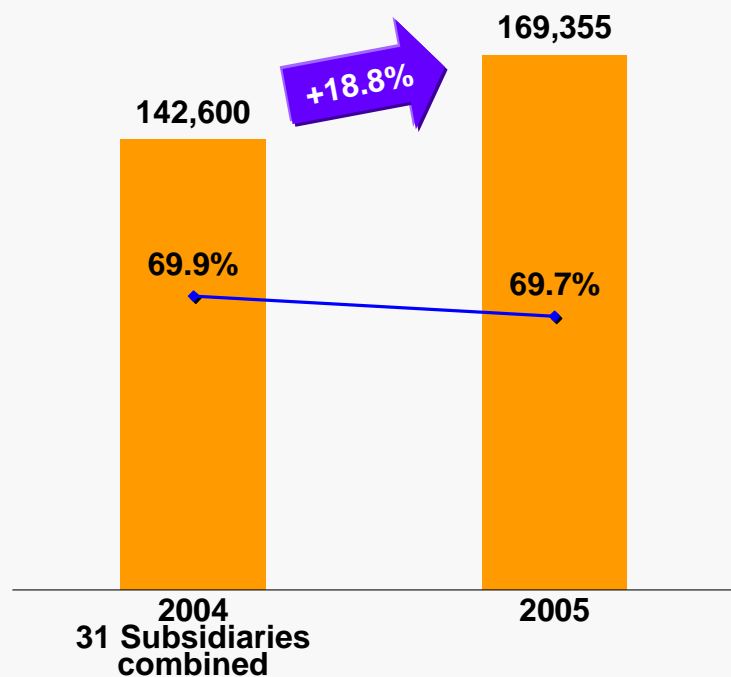
■ Non-SMS data business

# Effective Cost Control



## Operating Expenses

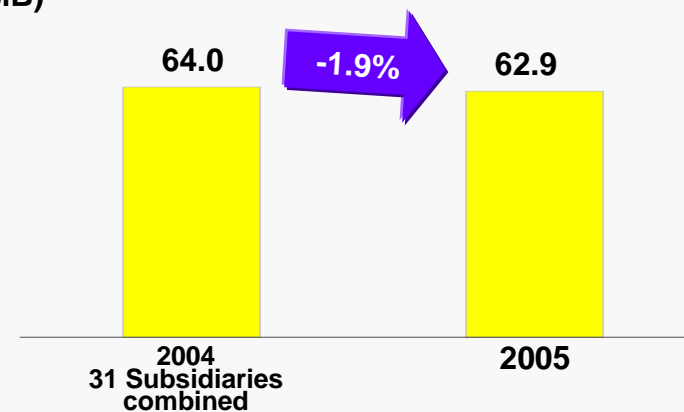
(RMB Million)



◆ Operating expenses / Operating revenue

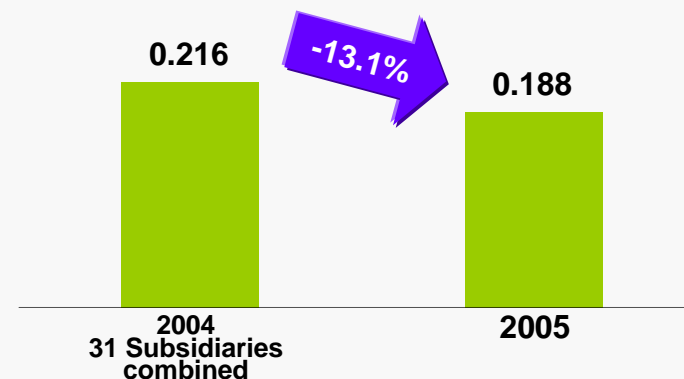
## Average Monthly Operating Expenses per Subscriber

(RMB)

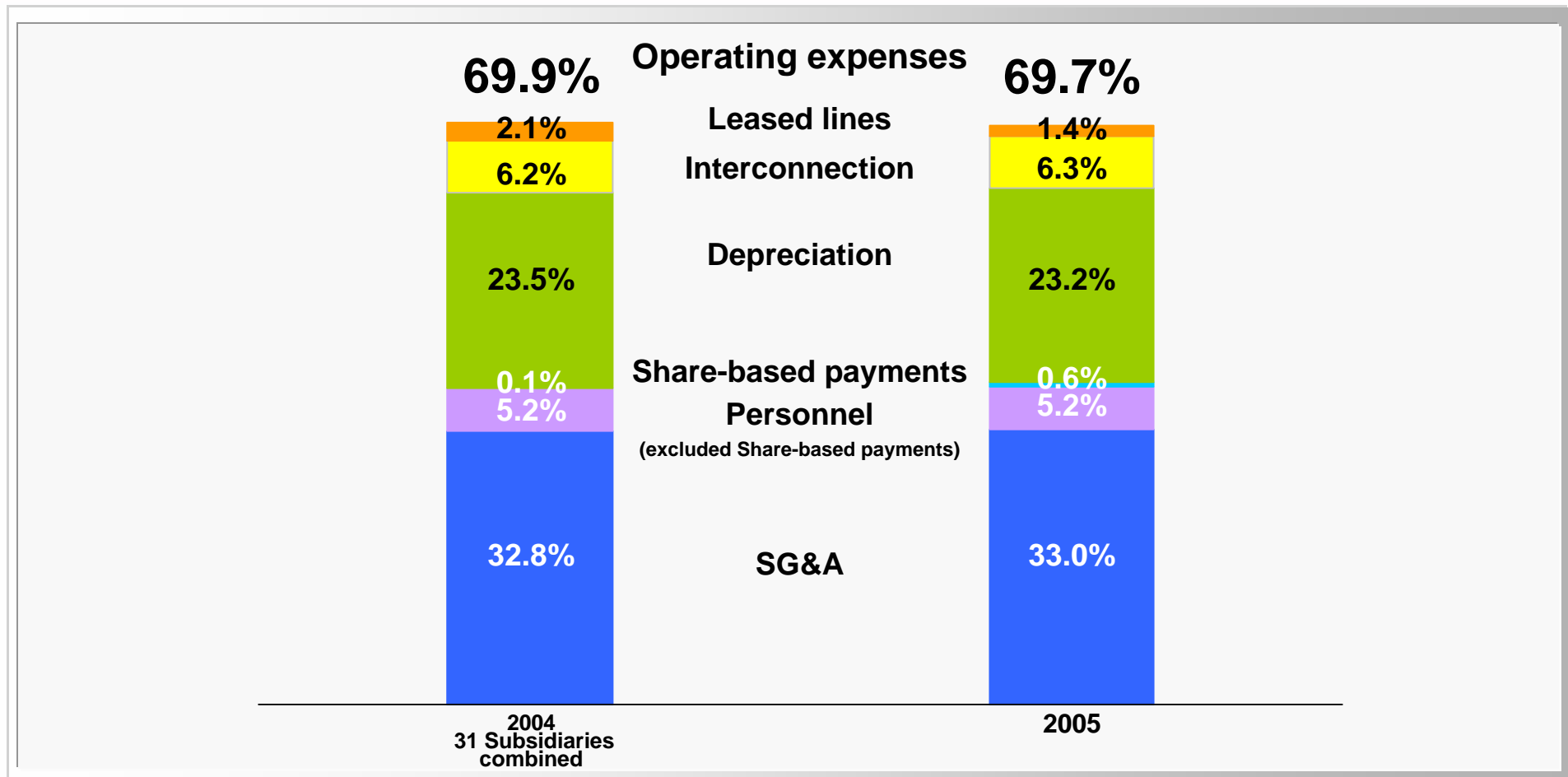


## Average Operating Expenses per Minute

(RMB)



# Further Rationalised Cost Composition



The ratio of depreciation to total operating expenses decreased; the costs structure became more rationalised.

Note: The above data are expressed as a percentage of operating revenue

# Solid Capital Structure



(RMB Million)	31.12.2004	31.12.2005
Short Term Debt	9,924	1,427
Long Term Debt	<u>36,633</u>	<u>36,545</u>
<b>Total Debt</b>	46,557	37,972
Total Equity	<u>233,404</u>	<u>273,107</u>
<b>Total Book Capitalization</b>	279,961	311,079
Total Debt / Total Book Capitalization	16.6%	12.2%
Cash & Bank Deposits	65,413	106,386
Net Cash	18,856	68,414
Interest Coverage	37X	58X

## Credit Rating

S&P's

BBB+ / Positive



A- / Positive

Moody's

A3 / Positive



A2/ Stable

Note: Net cash represents Cash & Bank Deposits minus Total Debt



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*THANK YOU*



# Extracts from audited consolidated income statement for the year ended 31 December 2005 – Appendix I



(RMB Million)	2004 (restated)	2005
<b>Operating Revenue</b>		
Usage Fees	128,534	156,710
Monthly Fees	24,760	25,055
New Business	30,236	50,187
Others	8,851	11,089
	<u>192,381</u>	<u>243,041</u>
<b>Operating Expenses</b>		
Leased Lines	3,861	3,224
Interconnection	12,072	15,309
Depreciation	44,186	56,368
Personnel	9,972	14,200
Others	62,811	80,254
	<u>132,902</u>	<u>169,355</u>
<b>Operating Profit</b>	<u>59,479</u>	<u>73,686</u>

	2004 (restated)	2005
<b>Operating Profit</b>	59,479	73,686
Amortisation of Goodwill	(1,930)	--
Other Net Income	3,167	3,284
Non-operating Net Income	900	1,025
Interest Income	1,014	1,615
Finance Cost	(1,679)	(1,346)
Taxation	<u>(19,180)</u>	<u>(24,675)</u>
<b>Profit for the year</b>	<u>41,771</u>	<u>53,589</u>
<b>Equity shareholders of the Company</b>	41,749	53,549
<b>Minority Interests</b>	<u>22</u>	<u>40</u>
	<u>41,771</u>	<u>53,589</u>

Note: The Group's financial results for 2005 has recognised the impact upon the adoption of new and revised HKFRSs, and the relevant data of 2004 have been restated accordingly. Detailed information can be found in Note 2 of the audited financial statements in 2005 Annual Report. The resultant impact of adopting new and revised HKFRSs is a net increase of profit attributable to shareholders by RMB 439 million in 2005.

# Extracts from audited consolidated balance sheet as at 31 December 2005 – Appendix II



(RMB Million)	2004 (restated)	2005
Current Assets	79,909	121,076
Non-current Assets	<u>288,843</u>	<u>299,951</u>
<b>Total Assets</b>	<u>368,752</u>	<u>421,027</u>
Current Liabilities	(97,666)	(109,954)
Non-current Liabilities	<u>(37,682)</u>	<u>(37,966)</u>
<b>Total Liabilities</b>	<u>(135,348)</u>	<u>(147,920)</u>
<b>Net Assets</b>	<u><u>233,404</u></u>	<u><u>273,107</u></u>

Note: According to revised HKFRSs, minority interests are presented in the consolidated balance sheet within equity, separately from the equity attributable to shareholders of the Company. Hence, net assets in 2004 has been restated.

## Changes In Accounting Policies – Appendix III



The Group has adopted new and revised HKFRSs. In accordance with the standards, the relevant comparatives have been restated for 2004. These impacts are summarised as follows:

(RMB Million)	<u>HKFRS 2</u>	<u>HKFRS 3</u>	<u>HKAS 17</u>	<u>HKAS 39</u>
<b><u>2004 Impact</u></b>				
Decrease in depreciation			134	
Increase in land lease expense			(134)	
Increase in personnel expenses	(255)			
<b><u>2005 Impact</u></b>				
Decrease in depreciation			169	
Increase in land lease expense			(169)	
Increase in personnel expenses	(1,553)			
Goodwill no longer amortised		2,001		
Increase in non-operating net income				32
Increase in finance costs				(41)

Note: The above positive data represents an increase in net profit.

## Operating Data – Appendix IV



	<b>2004 31 Subsidiaries Combined</b>	<b>2005</b>
Contract Subscribers (Million)	59.887	61.311
Prepaid Subscribers (Million)	144.405	185.341
Blended/Contract/Prepaid MOU (Minutes)	297/517/194	335/589/241
Blended/Contract/Prepaid ARPU (RMB)	92/167/56	90/185/55
Average Revenue per Minute (RMB)	0.309	0.269
Mobile Data Users (Million)	156.834	206.682
SMS Usage (Billion Messages)	172.573	249.609
Network Capacity (Million)	244.370	302.403
Network Utilization Rate (%)	83.6%	81.6%
Average Monthly Churn Rate (%)	1.31%	1.87%

# Forward-looking Statements



Certain statements contained in this document may be viewed as “forward-looking statements” within the meaning of Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Securities Exchange Act of 1934, as amended. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual performance, financial condition or results of operations of China Mobile (Hong Kong) Limited (the “Company”) to be materially different from any future performance, financial condition or results of operations implied by such forward-looking statements. Further information regarding these risks, uncertainties and other factors is included in the Company’s most recent Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the “SEC”) and in the Company’s other filings with the SEC.