



THAI-OWNED BRAND



SAMART I-MOBILE PUBLIC COMPANY LIMITED

Samart I-Mobile Public Company Limited was established in 1995 to operate telecommunication business and distribute mobile handsets and accessories. In 2004, Samart I-Mobile developed its own mobile phone brand "i-mobile" with innovative features and preloaded multimedia contents "i-mobile Multimedia Package". Positioned as best value for money, company setup nationwide distribution channels including retail shops called "i-mobile" by Samart. Samart I-Mobile has positioned itself as Original Design Manufacturer (ODM) with its unique product identity. The company also expanded its market to 7 other countries, including Laos, Cambodia, Malaysia, Vietnam, Bangladesh, Indonesia and India in 2007, as well as strengthened i-mobile brand awareness throughout the region with its "Think Global, Act Local" strategy. The key to the success of i-mobile is understanding the consumer. I-mobile localizes its product to fit in with the local needs in each country such as product features, application, language, or even the preloaded multimedia content in i-mobile phones.

Samart I-Mobile aims to be the No.1 Thai telecommunication company in the region providing integrated portable multimedia device, content and value added service distributed through the largest network of outlets. Samart i-mobile embarking on a marketing strategy through expansion to Central Asia, Middle East and Non-EU countries with the aim of achieving a sale target of 10 million units by the year 2010. i-mobile, as the Thai owned brand, will create a wave of excitement in the international market and penetrate the mobile phone markets in other countries with its value added products and services.



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