

Gotone VIP Club Service Manual 2010

[Jan. 1st 2010 ~ Dec. 31st 2010]

I. Brief Introduction to Gotone VIP Club

Gotone VIP Club is a platform designed for providing differentiated services to Gotone VIP customers holding Diamond cards, Golden cards, Silver cards, VIP cards and Magnolia cards. Club members enjoy easy access to our 3A services that combine quality networks, considerate customer care, and superior extended services. The Gotone VIP Club is the tie and bridge connecting CMCC and its VIPs and also showcases CMCC's service concept of "Exclusive VIP Service Only You Deserve".

II. Membership

1. Membership Category of VIP Club

VIP Club members can hold one of the five membership cards: Diamond card, Golden card, Silver card, VIP card and Magnolia card.

- ◇ Gotone Diamond membership requires bonus points $\geq 20,000$ in last 12 months;
- ◇ Golden membership requires bonus points $\geq 12,000$ in last 12 months;
- ◇ Silver membership requires bonus points $\geq 5,000$ in last 12 months;
- ◇ VIP card and Magnolia card are for local use only in Shanghai

2. Admission Method

We would invite you to join our Gotone VIP Club when you meet the criteria for being a VIP member in the year.

3. Admission Procedures

We will contact you when we approve your VIP membership. An VIP electronic card will be pushed to your SIM card after we verify your basic personal data. You must use the Exclusive Gotone SIM Card.

Note: You may go to any of our Service Halls and demand a free Exclusive Gotone SIM Card for replacement.

4. Period of Validity

We will review member qualifications against bonus points of each customer at the beginning of each December. Consideration of granting VIP membership in 2010 will be based on the bonus points gained from November 2008 to October 2009. The VIP membership with Gotone VIP Club for 2010 will be valid from the date of admission to December 31st 2010.

5. Membership Cancellation

The VIP membership with Gotone VIP Club will be automatically canceled in the following circumstances:

Circumstance 1: The member has an unpaid bill not justifiable by his credibility and fails to pay it off after being reminded, or he has a negative balance for a total of 3 months within a year.

Circumstance 2: During the validity period, the member discontinues his subscription to all the products under the Gotone brand.

6. Membership Management

i) VIP electronic cards may include: Exclusive Gotone SIM Card, Gotone VIP QR Code and Gotone SMS Electronic Card.

ii) How to acquire the VIP electronic cards:

a) Exclusive Gotone SIM Card: enter the Gotone menu in your SIM card and select “VIP ID Card” in “I am a VIP” and input your PIN, which by default is “1234”.

b) Gotone QR Code Electronic Card can be available by texting “VIP” to 106580059.

c) Gotone SMS Electronic Card can be available by texting “VIP” to 10086.

Note: Gotone VIP QR Code Electronic Card is only applicable to Diamond, Golden and Silver card holders.

iii) Sample of VIP electronic card

a) Exclusive Gotone SIM Card

Name: Zhang San
Phone No.: 13600000000
Membership Type: Gotone Diamond Card (or Golden/Silver/Magnolia)
Card No.: 0000000000000000
Account Manager Contact No.: 13800000000

b) A Gotone VIP QR Code Electronic Card is composed of a bar code and characters.



Welcome to Gotone VIP Club! Your VIP card number is 0000000000000000 and membership type is VIP Diamond (or Golden/Silver/Magnolia). Your VIP card will expire in December 2010.
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<i>Note:</i> This is the proof of your Gotone VIP Club membership. Please keep it appropriately.
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c) Gotone SMS VIP Electronic Card:

Name: Zhang San
Membership Type: Diamond (or Golden/Silver/White Magnolia)
Card of 2010
Card No.: 0000000000000000
Account Manager: Li Si
Account Manager Contact No.: 13800000000

Note:

- ◆ When you transfer to the M-zone or Easyown brand, your VIP ID will be automatically nullified, denying you access to activities and services of Gotone Club (including the VIP Club). Please transfer the services appropriately.
- ◆ Please visit **www.sh.10086.cn** or dial 10086 for inquiry if you have any questions. We will be at your service at any time!

III. VIP Services

Club	Service Description	VIP Category				
		Diamond	Golden	Silver	VIP	Magnolia
Exclusive VIP Club	Special number selection priority	√	√	—	—	—
	Customer Care at Account Suspension	√	√	√	—	√
	Phone Manager / Account Manager	√	√	√	—	√
	Service Hall Access Priority	√	√	√	√	√
	10086 Access Priority	√	√	√	√	√
	Mobile Club Service	√	√	√	√	√
	Exclusive SIM Card	√	√	√	√	√
Healthcare Club	Healthcare Service	√	√	√	√	√
	Medical Service Guide	√	√	√	—	√
Business Partner Club	Gotone VIP Airport Service	√	√	—	—	Shanghai Airports Only
	CMCC VIP (Shanghai) Credit Card	√	√	√	√	√
Leisure Club	Gotone Magazine	√	√	—	—	—
	Gotone Entertainment	√	√	√	√	√
	Free Subscription to Branded publications	√	√	√	√	√
	Gotone VIP Classroom	√	√	√	√	√
Auto Owner Club	24H Emergency Aid	√	√	√	√	√
	Free Car washing	√	√	√	√	√
	Driver Service	√	√	√	√	√
	√	√	√	√	√
Golf Club	Handicap Tracker	√	√	√	√	√

Quick Reservation	√	√	√	√	√
Advanced Training	√	√	√	√	√
Golf Contest	√	√	√	√	√
Golf Handbook	√	√	√	√	√
Golf Salon	√	√	√	√	√

IV. Gotone VIP Club Services

1. Exclusive VIP Club

i) Special number selection priority

As a VIP member holding a Diamond or Golden card, you are provided with the Special number selection priority . This comes as an adaptation of our “Prepay bills, get cool numbers” campaign, although in this case, Diamond & Golden card holders do not need to make a prepayment. Diamond VIPs may select special numbers for free twice a year, and Golden VIPs may enjoy an annual selection of special numbers.

ii) Customer Care at Account Suspension

Shanghai Mobile provides customer care to Diamond, Golden, Silver and Magnolia VIPs in case of account suspension. When you have difficulties due to late payment, we will remind you of payment, postpone account suspension and reactivate your account under emergencies.

a) Reminder of Payment refers to the point-to-point SMS or phone reminder of bill payment by your Phone Manger/Account Manager.

b) Postpone Suspension refers to a special service whereby we can allow you to use your account longer than common customers in the case of default suspension.

c) Emergency reactivation of account refers to a service provided by your Phone Manger/Account Manager where you may call your account manager and ask him/her to reactivate your account even in the case of default suspension.

iii) Phone Manger/Account Manager Service

The well-trained professional phone managers/account managers by Shanghai Mobile are available to all Diamond, Golden, Silver and Magnolia card holders. If you have any problems regarding mobile communications, you can feel free to contact your phone manager/account manager, who will provide you exclusive services at any time.

iv) Service Hall Access Priority

Shanghai Mobile has more than 300 Service Halls throughout the city, with “Gotone VIP Room” or “Gotone VIP Counter” exclusive to its VIP customers. When you go to any of our service halls in Shanghai, you can have the access to our “priority services”, “Free Parking” and “Free Umbrella”.

a) Priority Service—You can be provided with the priority to enjoy our service after showing your Gotone VIP ID at any of our counters.

- b) Free Parking— Members driving to our service halls can have 1-hour parking fee reimbursed, with the right parking invoice and the service handing documents presented.
- c) Free Umbrella—If it rains when you are in any of our service halls, we will provide you with an umbrella.

- v) 10086 Access Priority
When enjoying your mobile life, you may contact 10086 to access our quality services without waiting for voice instructions. Our account representatives will be at your service immediately so as to ensure the fastest response to your inquiries.

- vi) Mobile Club Service
Did you ever lose important message due to mobile phone failure? In order to solve your problems, Shanghai Mobile now introduces “Mobile Club” service to all VIP customers. In this club, you will be provided with low-priced repair, free backup phone, free maintenance and value-added experience. When you have your cell phone repaired at our designated outlet, you will not be charged for labor cost, with parts cost discounted. Moreover, we will provide you with a standby cell phone. Therefore you can enjoy our thoughtful and convenient cell phone repair services.

Preferential Treatment at Mobile Club:

VIP category	Labor Cost	Expense for Spare Parts
Diamond	Free	RMB150 reduction per year
Golden/Magnolia	Free	RMB100 reduction per year
Silver/VIP	Free	RMB50 reduction per year

Service Hall Network:

Service Hall	Address	Business Hour	Tel	Applicable Brands
Nanjing Rd. (W) Service Hall	932 Nanjing Rd. (W)	9:00—18:30	15711620369	Motorola, dopod, Lenovo
Jiujiang Rd. Service Hall	616 Henan Rd. (M)	8:30—18:30	15711620370	Motorola, Nokia
Yanchang Rd. Service Hall	26 Yanchang. Rd.	8:30—18:30	15711620375	Samsung, ZTE
Lancun Rd. Service Hall	522 Lancun Rd.	8:30—18:30	15711620377	SonyEricsson, Nokia, Lenovo
Changshou Rd. Flagship Store	200 Changshou Rd.	8:30—18:30	13800210021-2 217	SonyEricsson, Noki, ZTE, LG

Quyong Rd. Service Hall	721 Quyong Rd.	8:30—18:30	15711620372	SonyEricsson, dopod,LG
Zhaojiabang Rd. Service Hall	969 Zhaojiabang Rd.	8:30—18:30	15711620373	dopod, ZTE, Lenovo
Changning Rd. Service Hall	175 Changning Rd.	8:30—18:30	15711620376	Samsung, Lenovo
Lujiazui Service Hall	166 Lujiazui Rd. (E)	8:30—18:30	15711620378	Motorola, Samsung
Huaihai Rd. Service Hall	558 Huaihai Rd.(M)	10:00—18:30	53061042	Lenovo, Huawei
Key Account Service Team	Room 803, 934 Nanjing Rd. (W)	8:30—17:00 Excluding Sat. and Sun.	62170299	

Note: Only mobile phone models customized by Shanghai Mobile or sold at CMCC Stores are accepted for repair.

vii) Exclusive SIM Card

As a VIP customer, you will be provided with a Exclusive Gotone SIM Card when you lose your mobile phone or damage your SIM card. This Exclusive Gotone SIM Card not only has large storage space but also enables you to immediately check your VIP category, VIP card number and contact information of your account manager. Each VIP customer may enjoy the preferential treatment of obtaining a Exclusive Gotone SIM Card for free.

Tip 1: “Renewal Card Express”. As a VIP customer, you may use our “Renewal Card Express”, which delivers the exclusive Gotone card via express mail, with the expressage paid by your bonus points or cash.

Tip 2: “Backup Card Everywhere”. In order to avoid inconvenience when you lose or damage your SIM card, we offer you “Backup Card Everywhere”, which offers you one additional card as backup. When you lose or damage your existing SIM card, you only need to call 10086 and tell us your mobile number and password. We will activate your backup SIM card and recover your communications as soon as possible. When requesting this service, you may ask us to copy the contact information in your previous SIM card to your backup SIM card, so that you will not lose the important information stored in your mobile phone.

2. Healthcare Club

i) Healthcare Service

How can you lose your health when you have successful career and happy family? CMCC always concerns about your health and has established a Gotone VIP Clinic with the help from Shanghai Ren'ai Hospital. This Gotone VIP Clinic provides

professional and quality physical examination service to our VIP customers. In order to experience this service, you will only need to spend some of your bonus points. Thoughtful service and comfortable environment will surely boost your health.

Service Scope:

Service Item	Bonus Point Required			
	Diamond	Golden/Magnolia	Silver	VIP
Gotone Physical Exam Package A	2700	4050	6750	8100
Gotone Physical Exam Package B	5000	7500	12500	15000
Gotone Physical Exam Package C	10000	15000	25000	30000
Gotone Physical Exam Package D	15000	22500	37500	45000
Gotone Gynecological Examination	5500	8250	13750	16500
Ultra-sonic Air-polishing Tooth Cleaning	3200	4800	8000	9600

“Gotone VIP Clinic” address: 3F Block 2 Renai Hospital, 133 Caoxi Rd. Xuhui District.

Service Hotline: 64389773

Business Hours: 8:00—17:00 (365 days a year)

ii) **Medical Service Guide**

In order to enable VIPs to access high-value medical services, Shanghai Mobile has introduced “Medical Service Guide”. Then you are able to make an appointment with experts from over 40 hospitals in Shanghai. Also you will be provided with a one-to-one medical service guide in our contracted hospitals. We believe our service will bring more convenience to you in the course of medical services!

3. Business Partner Club

i) **Gotone VIP Airport Service**

This service is designed for our VIP customers and it will provide you with high-quality airport service, bring you great convenience and make you feel at home. This also will make your journey more comfortable and demonstrate your Exclusive social status.

By now CMCC has opened Gotone VIP Airport Service in most major domestic airports.

The VIP Room of “Gotone VIP Club” of Shanghai Mobile is located at the VIP Reception Area between Departure Hall B and C of Terminal 2 at Hongqiao Airport and Gate 8 of Terminal 1 at Pudong Airport. Here in the VIP Room, you will be able to request for some urgent CMCC services, as well as to get the access to the exclusive security check pass, free internet access and refreshments.

Every year Diamond or Golden card members are entitled to use our gratis airport services 12 and 6 times respectively. The offer will expire on December 31st 2010. After the free service is used up, you will need to exchange services with your bonus points as described below: 600 (domestic flight) and 1500 (international flight) bonus points for Type 1 services; 1000 (domestic flight) or 2500 (international flight) bonus points for Type 2 services. Services provided in VIP Room at airports in Shanghai are all Type 2 services. Besides, you may bring to our VIP Room one of your entourage (whose stay there will deduct your remaining gratis service times or bonus points)

ii) CMCC VIP (Shanghai) Credit Card

“Easy Enrollment, Easy Use” is the constant commitment of CMCC VIP (Shanghai) Credit Card to its all customers.

“CMCC VIP (Shanghai) Credit Card” is a co-branded VIP credit card developed by Shanghai Mobile, Bank of Shanghai and Hua’an Business Credit Risk Management Co. for exclusive use by CMCC VIP customers. Like other Bank of Shanghai’s credit cards, this dual-currency credit is accepted worldwide and allows overseas consumption to be paid off with RMB. You do not need to pay annual fees for using this credit card. Also this credit card will provide you with free SMS reminder of transactions and free high-value traffic accident insurance coverage and many other preferential treatments. Please call 962888 to request a CMCC VIP (Shanghai) Credit Card.

4. Leisure Club

i) Gotone Magazine

Gotone Magazine is a bimonthly press by CMCC. This magazine always puts Gotone customers in the center and covers reports reflecting the spirit “I can”. This magazine will enable VIP customers to further understand the concept of the Gotone brand, which is “Stay Informed, Make Controlled, and Live Smart”. With the Gotone magazine, you are now getting access to introduction of all CMCC services, leisure and fashion information...

Gotone Magazine is released to Diamond and Golden VIPs for free. All VIPs may text “QQT” to 10658000 to subscribe to Gotone Magazine (SMS free of charge); or you may visit [nwww.10086.cn/gotone](http://www.10086.cn/gotone) to download electronic version of Gotone magazine.

ii) Gotone Entertainment

Shanghai Mobile will offer you opportunities to see movies, drama, concerts and music drama from time to time. You will have such opportunities to be present at the activities as our VIP guests. Please give attention to our notice of activities.

iii) Free Subscription to Branded Publications

Every September, we invite our VIP members to subscribe to prestigious periodicals, online and for free. Such publications include magazines and newspapers about management, economy and daily life. Please pay attention to our notice of activities.

iv) Gotone VIP Classroom

“Gotone VIP Classroom” is a value-added service designed by CMCC for its Gotone VIP customers. With this you will be able to enjoy professional and fine services from healthcare workshops, culture lecture and phoenix forum, etc. “Gotone VIP Classroom” not only enriches the brand culture of Gotone VIP Club but also allows experiencing the service philosophy of CMCC.

5. Auto Owner Club

“Gotone Auto Owner Club” is a joint effort between Shanghai Mobile and Volkswagen Shanghai. It is an extended service and is designed for Gotone VIP Club members who are provided with high-end professional and network-based automobile service. This will make their drive safer, more convenient and bring more fun.

Gotone VIP customers in Shanghai may dial 12580 to subscribe to this service. Admission to the club will require 2000 bonus points, which also allow you to enjoy 1-year service.

Free Service Items of Gotone VIP Auto Owner Club

No.	Service Item	Service Description	Charge
1	Emergency Aid	24-hour first-aid maintenance and tow	Free truck and towing
2	Insurance Claims	Insurance claim consulting and brokage	No agency fee
3	Automobile Check	Automobile check service	No agency fee
4	Accident Handling	Consulting and assistance with accident handling	No agency fee
5	License replacement and appraisal	Drivers' license, travel license and pass permit, etc.	No agency fee

6	Fee and tax payment	Toll Payment	No agency fee
7	Reminder Service	SMS reminder of annual appraisal, automobile check and insurance, etc.	Free
8	Sales Service	Consulting and agent for trading of automobile, auto parts and used cars, etc.	No agency fee
9	Ground Vehicle Navigation	Ground vehicle navigation service	Free
10	Car-wash ticket	10 pieces of car-wash tickets	Free

Charged Service Items of Gotone VIP Auto Owner Club

No.	Service Item	Service Description	Charge
1	Car repair, fast repair	Exclusive maintenance station, well located repair outlet, advanced technologies	Discount on labor cost
2	Automobile Decoration	Automobile decoration and consumables	Discount
3	Drive Service	Drive with customer	RMB100/4 hours (vehicle shall be provide by customer)
		Driver service	RMB100 per drive (vehicle shall be provide by customer) (within outer loop)
			RMB150 per drive (vehicle shall be provide by customer) (outside outer loop, within Shanghai)
4	Car Sports	Drive tour, exploration, training on driving	Split bill by 50 to 50
5	Airport Pick-up	Airport Pick-up Service	RMB100 for Puxi to Hongqiao Airport/single trip
			RMB150 for Pudong to Hongqiao Airport/single trip
			RMB200 for Puxi to Pudong Airport/single trip
			RMB150 for Pudong to Pudong Airport/single trip

6. Golf Club

Golf Club of the Gotone VIP Club is a professional club, which is committed to providing detailed, differentiated and individualized services to VIP members. Here in Golf Club, VIP

customers will be able to access 6 exclusive services like “Handicap Tracker”, “Quick Reservation”, “Advanced Training”, “Golf Contest”, “Golf Handbook” and Golf Salon.





Charge Rate of Golf Club Bonus Point (2010 Edition):



Category	New Account	Renewed Account
VIP Account	--	--
Normal Account	1000 Pts	500 Pts

The period of validity is one year since the date of membership admission.

You may request for admission by completing a registration form at golf.chinamobile.com or by dialing 12580. We welcome your participation!

6 Exclusive Services of Gotone Golf Club

	<p>“Handicap Tracker” is designed by CMCC by using Gotone data and voice service 12580 and it creates a platform of recording, calculating, inquiring and releasing handicap. The platform enables monthly update of handicap. You inquire about your own handicap via WAP, Internet and voice service.</p>
	<p>“Quick Reservation” is a nationwide Quick Reservation service provided by Gotone Golf Club, who has signed preferential treatment agreement with nearly 150 golf courses. As a customer of CMCC, you are able to access golf course information and make Quick Reservation throughout the country by dialing 12580, no matter where you are.</p>
	<p>“Advanced Training” is a kind of training on golf skills for Gotone VIP Club members. David Leadbetter theme training is one of the key components of the training. This training mainly focuses on members requiring higher golf skills. Fundamental training is designed for beginners. This course focuses on drawing interest of beginners in golf, leading them to a higher level and helping them to master basic skills of playing golf.</p>
	<p>“Golf Contest” is a kind of amateur handicap contest organized by Gotone Golf Club. This contest completely takes into account the current status of golf sports in China and integrates the service concept of Gotone Golf Club. Amateur players are divided into several groups based on their handicap. Golfers are ranked by their points, following a practice once only seen in professional games and representing a fresh attempt in domestic golf sports. This contest has brought more and more amateur golf players to the ground</p>

	and has become a landmark service of Gotone Golf Club.
	<p>“Golf Handbook” provides the latest information on Gotone Golf Club and enables Gotone VIPs to stay updated with the club and classic golf contests. This book contains schedules for big events and live broadcasts, anecdotal, golf rules, golf skills, notice of club activities and introduction of Gotone Golf Club, etc.</p>
	<p>“Golf Salon” is a cultural platform on which Gotone Golf Club members exchange views and communicate ideas on golf sports. This salon offers opportunities for club member gathering and communication through exchange activities, golf cultural events and online forum.</p>

Note:

- i) Shanghai Mobile reserves the right to make any alteration to the above service items.
- ii) You may contact your phone manager/account manager, call 10086 or visit www.sh.chinamobile.com to learn about the latest information on Gotone VIP Club activities.
- iii) All content of this manual are available for download at **www.sh.10086.cn**.

V. Tips

- i) VIP Information Inquiry (including VIP category, VIP Card No., contact information of your phone manager/account manager, etc): text "VIP" to 10086.
- ii) Download Gotone VIP QR-code electronic card: text "VIP" to 106580059.
- iii) VIP membership application: visit **www.sh.10086.cn** and enter "Gotone"/VIP Club/Membership/VIP Membership Management.