



FOR IMMEDIATE RELEASE

## **REACH APPOINTS DR. BENG YEOH AS ITS NEW CEO**

8 JULY 2005, HONG KONG – REACH announced today that Dr Beng Yeoh is its new CEO and that he will take up his position on 1 September 2005.

Dr Yeoh is currently Vice President of Network Services and Applications for Motorola Networks, Asia Pacific.

While at Motorola he has led the transformation of the organisation from a product-focussed to a customer-focussed organisation. Part of this has been achieved in digital six sigma projects in bid processes, operational cost reduction and customer satisfaction, leading to a trebling of profits.

Previously he has worked for a number of IT companies, including Tandem Computers where he was Chairman of a 50/50 joint venture company which helped him develop his influencing, negotiating and moderating skills.

REACH's Chairman, John Stanhope said, "Dr Yeoh has the right leadership skills and background for the recently re-organised REACH to drive the efficiency of the outsourcing model.

"He understands the customer – which is good for our third party voice and satellite business. He understands joint ventures – which is good for REACH's shareholders, Telstra and PCCW. And he understands the need for cost effectiveness – which is vital for REACH's future in the market in which it operates.

"REACH is an important element in both PCCW and Telstra's international service offering. We continue to see improvement in REACH and we look forward to further improvement under Beng Yeoh's leadership," said Mr Stanhope.

Dr Yeoh has a PhD and MSc from Birmingham University in the UK. He has been based in a number of Asian cities throughout his career. He is currently based in Sydney, but will relocate to Hong Kong.

Dr Yeoh replaces Dick Simpson who left REACH in February, 2005.

- End -



## **About REACH**

REACH is the premier provider of international telecommunication services in Asia. REACH also delivers the international service requirements of two of the largest established carriers in Asia (PCCW and Telstra) via the operation and management of the most diverse high-speed network in the region. REACH has interests in more than 40 submarine cable and satellite systems (including Asia's largest teleport), and operating licences and landing rights in most major markets including Hong Kong, Japan, Korea, Taiwan, Singapore, Australia, North America and Europe. REACH is headquartered in Hong Kong, with a significant presence in Australia and substantial businesses across Asia, North America and Europe. For further information, please visit [www.reach.com](http://www.reach.com)

For media enquiries, please contact:  
Tim Smart, Communications, REACH  
Tel: +852 2983 3966  
Mobile: +852 9097 2150  
Email: [tim.smart@reach.com](mailto:tim.smart@reach.com)