



FOR IMMEDIATE RELEASE

**ZTE sets foot in Singapore with launch of
three new Android KitKat smartphones**

- Polaris Ltd appointed as exclusive distributor for Singapore -

Singapore, August 13, 2014 – ZTE, one of the top global handset manufacturers today announced the launch of three new smartphones running on the Android platform – Blade VEC 4G, Blade L2 and KIS 3, which will be available from this weekend. In conjunction, leading mobile solutions provider, Polaris Ltd, has also been named as the exclusive distributor for ZTE mobile handsets in Singapore. Through joint initiatives, Polaris and ZTE will also be expanding its activities in the region to Cambodia, Laos, Malaysia, Myanmar, Pakistan, Philippines, and Vietnam.

Mr Zhang Lei, Vice-President of ZTE Mobile Devices for Asia Pacific and Commonwealth Independent States (CIS) added on, “Making the latest mobile technology accessible to all is a top priority for ZTE, and we are doing this with the three exclusive launches in Singapore. The phones run on the latest KitKat 4.4, and are the first China-manufactured smartphones to use the newest Android operating software in Singapore. This partnership with Singapore-based Polaris allows us to keep focus on developing affordable premium devices at a reasonable price range between S\$99 to S\$299, with world-class technology and user-oriented design, while extending our reach.”

CEO of Polaris Ltd, Mr Peter Ang, agreed, “The exclusive partnership with ZTE Corporation further attests to our commitment at Polaris to bring in a wide range of innovative telecommunication products to our customers. This partnership greatly expands our distribution reach not just in Singapore but also in the region. All three ZTE phones will be available nationwide and specific models such as Blade VEC 4G and KIS 3 will be available at all SingTel retail outlets.

Blade VEC 4G: Sleek and Stylish for the Sophisticated Executives

The flagship, ZTE Blade VEC 4G comes in a polished design with a glass fibre backing and black pinstripe design. With a 5-inch screen, full high-definition screen resolution, 8MP camera and preloaded with work-smart apps such as Evernote and Dropbox, the handset is a must-have for executives who work on-the-go. It is also the first non-Nexus device to be preloaded with Google Now Launcher (GNL) worldwide, and is also the first non-Nexus systemic terminal voice control device.



Blade L2: An In-Demand All-in-One Smartphone

The Blade L2 is another sharply designed gadget with a cool white colour and crisp corners. Less than 9mm thick, the spectacularly thin handset boasts a 5-inch screen, 5MP camera and dual-SIM functionality, and is preset with popular social media apps such as Instagram, Facebook and Twitter. A popular model worldwide, having being sold more than ten million units, the phone is geared towards social media-savvy youths who need to be connected anytime, anywhere.



KIS 3: Simple-to-Use and Packed with Fuss-Free Features

The KIS 3, an entry-level smartphone, sports a clean design in cobalt blue. A compact mobile phone aiming for the tech-savvy seniors, the gadget features a large 4-inch screen, 2MP camera and dual-SIM capabilities, and has an elderly-friendly mode that enlarges font and widget sizes to accommodate seniors' vision.



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About ZTE Mobile Devices

ZTE Mobile Devices is a division of ZTE Corporation, a global telecommunications equipment and mobile devices company headquartered in Shenzhen, China. ZTE is a publicly traded company listed on the Hong Kong and Shenzhen stock exchanges.

ZTE is one of the Top 5 mobile handset and smartphone manufacturers in the world, offering a complete range of mobile devices, including mobile phones, tablets, mobile broadband modems and hotspots and family desktop integration terminals.

A global leader, ZTE has partnerships with over 320 major carriers and distributors in over 160 countries and regions. It also has strategic partnerships with 47 of the world's top 50 carriers.

For more information, please visit: www.ztedevices.com

About Polaris Ltd

Polaris Ltd. Is a Singapore-based holding company with subsidiaries active in the distribution and retail of mobile phones, consumer electronics, and related services and accessories. These subsidiaries have extensive operations in Singapore, as well as business activities throughout the region in countries such as Myanmar. There are a total of 22 outlets in Singapore under SingTel, M1, Apple, Lenovo and Sony brands.

For more information, please visit: www.wearepolaris.com

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