

ESD*life*, an early pioneer in online engagement, is a company dedicated to serving both consumer and business markets. In 1999, CK Hutchison had strategically established cooperation with the prominent IT service supplier, Hewlett-Packard, leading to the development of the world-leading and award-winning e-government services for Hong Kong. It is now operating its own major online lifestyle brands and providing services to corporate clients.

Our lifestyle brands engage more Hongkongers than any other lifestyle property, serving millions of visitors every month. In addition, the firm's expertise, unparalleled data set and thought-leading employees make it the regional leader in helping firms around the world to reach their online business potential.

The company now has several major business streams, including **Online Lifestyle Media** that provides the latest news and trusted information on Wedding, Family and Health; **an eCommerce marketplace** that offers healthcare products and services; and **Digital Solutions** which delivers timely digital marketing solutions to corporate clients.