

Turning Faith into Competitive Advantage:

A Purpose-driven Profitable Business

Natalie Man Se Chan describes the development of Hong Kong Broadband Network Limited into a very profitable business with William Yeung as its CEO. William's Christian faith resulted in his sharing ownership of the company with employees, in his treating them as 'Talents' not 'Staff', providing equal healthcare benefits for all, flexible working practices, an education programme and community schemes.

"Grow it big and cash out!" is the dream of many entrepreneurs when they grow their companies to a size and scale attractive enough to be sold. The time to pay off all the sweat and tears finally arrives. That moment came to William Yeung in 2012, when CEO of Hong Kong

Broadband Network Limited (HKBN). After a brief stint in the police force, William realised his passion lay in customer engagement and operation efficiency and started his meteoric rise in the telecom industry. When HKBN was acquired by a private equity fund in

2012, William together with a few key managers was offered an opportunity to own a sizeable share in the company through a management buyout (MBO), a standard practice to keep the key management in place for the successful running of the company.

