



***PROMOTE SOCIAL  
INCLUSION AND SERVE  
PEOPLE'S LIVELIHOOD***

## Promote social inclusion and serve people's livelihood



China Unicom takes serving the national economy and people's livelihood as its mission, continues to assist in rural revitalization, provides high-quality services for the coordinated regional development, helps special groups to overcome the digital divide, actively carries out charity activities, builds a harmonious and collaborative labour relationship, and shares the achievements of social development with the people.



### Measures adopted in 2023

- With the “Five New Projects” as the focus, we promoted the construction of digital villages, and the “Unicom Digital Village” platform covered 255,000 villages and served 26.394 million households.
- The Company actively participated in charity undertakings, with 685 volunteer groups and 95,734 registered volunteers.
- The Company innovatively carried out the commitment activity of “China Unicom Good Services for Customers”, and won the “Craftsmanship Service Award” of the People's Daily Online in 2023.
- The Company upgraded and launched the “Charity to Spread Love” service, and set up 7,687 smart service experience centres for the elderly and 8,859 smart service stations in business outlets.
- Throughout the year, the Company carried out more than 600 “General Manager Online” activities, and the on-site problem-solving rate reached more than 85%.



### Actions to be taken in 2024

- The Company will promote the construction of digital villages with greater efforts and contribute China Unicom's strength to promote rural revitalization.
- The Company will continue to deepen special services for the elderly, conduct elderly service training for staff, optimise the China Unicom APP care version, upgrade the family guard function, and actively fulfill the responsibility as a central stated-owned enterprise.
- The Company will continue to implement the promotion incentive system, upgrade and optimise the talent management system, and create broader development space for employees.
- The Company will strengthen the basic assistance for employees in need, build an assistance system combining inclusive services and targeted assistance, and promote the effective connection between solving difficulties and improving the quality of life of employees.

## Solidly promoting shared development

China Unicom adhered to the system concept, comprehensively promoted the coordinated development of urban and rural areas, guaranteed and improved people's livelihood in development, so that the achievements of digital development can benefit all the people more fairly, and the people can enjoy a higher level of happiness, a better life and a richer connotation.

### Implementing rural revitalization strategy

China Unicom focused on targeted assistance and rural revitalization, identified its positioning, gave full play to its advantages, focused its efforts on tackling difficulties, earnestly promoted the implementation of responsibilities, policies and work, and made positive contributions to consolidating and expanding the achievements of the poverty alleviation in the aided areas, and promoting the comprehensive revitalization of the villages. The Company actively promoted targeted assistance and counterpart support, promoted key tasks such as fund assistance, industrial assistance, employment assistance and consumption assistance, and continuously made new progress and achievements in helping to promote the comprehensive revitalization of villages in the aided areas.



#### Renewal of the “Five New Projects”

China Unicom took the “Five New Projects” as the focus to promote the construction of digital villages, deepened targeted assistance and counterpart support, and strengthened capabilities and organisational construction, achieving a series of landmark achievements.

#### New project for digital infrastructure construction

The Company accelerated the construction of digital information infrastructure in rural areas to build a solid digital foundation for comprehensive rural revitalization. The Company made every effort to create the “Unicom Digital Village” solution of “one cloud and three platforms”. Unicom Cloud provided the integrated computing network service of “connection + perception + computing + intelligence”, and the construction of digital village empowerment integrating connection, data and application was provided by the Sannong IoT platform + Sannong big data platform + digital village service cloud platform.



#### Digital governance and intelligent new project

The Company has fully utilized the role of informatisation as a driving force to iteratively upgrade its digital village platform. The “Unicom Digital Village” platform has created more than 150 applications around rural digital governance, rural digital economy, information services for people, rural network culture, and smart green villages, empowering rural governance to realise the conveyance of public demands with “one click” and “one-stop” handheld services. At present, all front-line scenarios of digital villages have been covered. We actively served and integrated into local economic and social development. We innovatively carried out collective economic cooperation with 21,000 administrative villages, established communication cooperatives, and created a new model of joint construction, sharing and win-win cooperation and development of digital villages.

China Unicom Chongqing Branch cooperated with the village collectives in Guoliang Town Street Village, Dazu District, Chongqing to build a standardised digital village platform, and planned to build and upgrade 170 network ports. After the completion of the project, the street village government held a meeting for the establishment of a communication cooperative for the villagers, which realised the upgrading of communication services for approximately 130 households, helped to reduce the average annual household consumption by RMB700, and increased the family network by 200 Mbps. The village collectives realised cost recovery in the current year, which is expected to increase the income of the village's collective economy by nearly RMB250,000 within 5 years.

#### Digital industry innovation project

We vigorously promoted the research and development of agriculture-related applications, and deeply empowered the construction of modern agricultural applications in rural areas. China Unicom has built an integrated digital agriculture and rural solution system of management, service and application by comprehensively utilising the capabilities of “connection, computing, data, application and security”, helping the agricultural industry chain to achieve “good production, good sales, good management and good services”. A total of more than 2500 projects have been implemented, including digital services such as agricultural big data platform construction, smart planting, smart breeding and rural governance, providing more than 20 fishery government supervision and risk prevention services for 6 coastal provinces.

China Unicom’s agricultural team and Yuan Longping team worked together to create the “Yuan Meng” 5G smart agricultural platform in Xing’an League, Inner Mongolia, providing full-chain digital service support such as seedling cultivation, planting, operation, circulation, command and dispatch. Through the improvement of saline-alkali land and information management, the average yield per mu exceeded 1,000 catties for three consecutive years, helping farmers increase their income by more than RMB5,000 per capita.

In the Yushu Tibetan Autonomous Prefecture of Qinghai Province with an altitude of more than 4,000 metres, China Unicom Qinghai Branch built the “pasture on the cloud”. We overcame the challenges of extreme cold weather, realised the management of yak information, and conducted real-time monitoring of the breeding process, so as to make a new way of life for herdsmen. The herdsmen expressed that in the past, they used to follow the cattle and sheep as they roamed the mountains, which was very tiring every day. Now, they can simply open their mobile phones to watch the situation of the cattle feeding and rubbish cleaning, which has made their lives much easier.



Network coverage in pastoral areas

### New project for digital talent cultivation

China Unicom expanded the boundary of Sannong information and communication services, and extensively carried out mobile phone training activities for farmers nationwide, empowering 2.3 million people to improve digital skills. With the goal of “cultivating a digital village officer in one village”, we organised special training for nearly 3 million people, and trained more than 21,000 digital village officers in total. With the goal of “cultivating a Sannong host in one village”, more than 40,000 Sannong hosts have been trained in two years, driving the sales of live streaming farmers to exceed RMB180 million.

### New project for safeguarding digital security

Relying on the network security advantages, the Company built a rural Cybersecurity service supply ecology, built a security protection system with complete functions and leading capabilities, and its village platforms were filed at level 3 in the Filing Certificate for Classified Protection of Information System Security issued by the Ministry of Public Security. The Company provided full-scenario services for rural Cybersecurity, launched more than 100 products on the security cloud market, and served more than 9,000 customers.

## Supporting special industries

We took the initiative to do a good job in the “local specialties” and supported the industries with special advantages to grow bigger and stronger. Focusing on the resource endowment and industrial development needs of the assisted areas, China Unicom implemented industrial assistance projects according to local conditions to promote the high-quality and efficient development of characteristic and advantageous industries. We invested more than RMB95 million in industrial assistance funds, implemented 16 industrial assistance projects, helped the development of special industries in targeted assistance counties, replenished the industrial development chain, supported 13 leading enterprises and 7 rural cooperatives, and helped establish 11 assistance workshops. The Company gave full play to its advantages to help build the “digital industry”, empowered the industry with digitalization, and stimulated the endogenous development momentum of industrial revitalization.

China Unicom Shantou Branch in Guangdong cooperated with the Longdu Town Government to collect industrial data such as the total output value of the agriculture, forestry, breeding and fishery industry in Longdu Town, the information on the output value and volume of three harvests vegetable and fruits, as well as the dynamic market price data of agricultural products, forming a supporting platform for agricultural data aggregation in Longdu Town, which not only provided data support for industry management and assistance in decision-making, but also realised the monitoring of the crop growth process through the information gathered and collected by the modern remote monitoring equipment deployed in the field, providing guidance for farmers to refine planting, promoting the improvement of crop output and quality, and realising cost reduction and efficiency improvement.



Revitalization of agriculture in Longdu village

## Promoting coordinated regional development

China Unicom deeply integrated into the national coordinated regional development strategy, actively promoted the regional economic and social development construction, including Beijing-Tianjin-Hebei, Yangtze River Economic Belt, Guangdong-Hong Kong-Macao Greater Bay Area, Yangtze River Delta, Yellow River Basin, Hainan Free Trade Port and Northeast China's revitalization, established a two-level coordination and linkage mechanism comprising coordination by the headquarters and implementation by provincial branches, transcending administrative divisions, serving the coordinated development of regions.

### Beijing-Tianjin-Hebei Region

China Unicom promoted the coordinated development of the Beijing-Tianjin-Hebei region, supported the construction of "four centres" in Beijing assisted the construction of "three regions and one base" in Tianjin, and supported the construction of Xiong'an New Area with high quality services.

- The Company consolidated the construction of network infrastructure. The scale of 5G base stations in the Beijing-Tianjin-Hebei region reached 67,400 (increased by 15,700), the coverage rate of commercial and enterprise buildings reached 94.38%, and the number of gigabit broadband ports reached 34.9 million. The Company basically completed the deployment of optical fibre cables among key cities.
- In the field of government affairs and logistics, the Company set up a digital government taskforce and a smart warehousing and logistics taskforce in the Beijing-Tianjin-Hebei region, and established China Unicom (Tianjin) Industrial Internet Co., Ltd. and China Unicom (Tianjin) Industrial Internet Research Institute to actively integrate into the construction of local digital economy.
- We supported the relocation of non-capital functions of central state-owned enterprises in Beijing, organised the Beijing-Xiong'an Integration Service and Support Working Group to provide services to relocated enterprises intending to land in the new zone, adopted separate policy for each customer and liaised directly.
- To facilitate the digital construction of Xiong'an New Area, we developed Xiong'an New Area into a core national data node, and provided services such as digital government services, digital society, digital civilization and digital village.

### Guangdong-Hong Kong-Macao Greater Bay Area

In accordance with the deployment of the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, we focused on strengthening the construction of innovative basic capabilities, cultivating and expanding strategic emerging industries, enhancing the core competitiveness of the manufacturing industry, strengthening infrastructure construction, and optimising the energy supply structure, so as to actively help the Bay Area build a first-class bay area and a world-class city cluster with vitality and international competitiveness.

- Strengthening network coverage, adding 24,000 new 5G base stations and 15,700 new gigabit communities in the nine cities in the Greater Bay Area, with the coverage rate of urban residential properties reaching more than 90%; The Company took the lead in building a cross-border cloud-network/computing network, and realised the interconnection and grid connection of heterogeneous computing power in the Bay Area (seven nodes: Unicom supercomputing, Unicom smart computing, Guangzhou supercomputing, Pengcheng cloud brain, Shenzhen supercomputing and Guangzhou Huiyun).
- For government affairs, ocean, security, health and other industries, the Company set up a digital government affairs taskforce and a smart ocean taskforce in Guangdong, and incorporated China Unicom (Guangdong) Network Information Security Technology Co., Ltd. and China Unicom Digital Intelligence Medical Technology Co., Ltd. to serve the development of the Greater Bay Area.
- The Company has built China Unicom Guangzhou Digital Security Operation Centre, equipped with security service capabilities of "cloud, network, edge, terminal and use" and security operation, and created a centralised and three-dimensional security technology system to realise all-day, all-round perception and effective protection of network security. The Company built a 5G trial production plant for the industrial Internet public technology service platform in Guangdong-Hong Kong-Macao Greater Bay Area, built trial production lines, testing platforms and experience centres, and provided three major services of trial production, testing and experience for enterprises.

## Practising social charity undertakings

China Unicom actively participates in public charity undertakings and contributes to the construction of a better and more harmonious society.

### Sparing no effort to build Tibet

China Unicom focuses on the eight aspects proposed in the Notice on Further Improving the Work of Supporting Tibet in the New Era, China Unicom carried out in-depth industrial assistance to Tibet, employment assistance to Tibet and talent assistance to Tibet, and made positive contributions to the economic development, social stability and national unity of Tibet.

External donations in 2023

RMB **1.436** million

Donation Project	Donation amount (RMB thousand)
Targeted Poverty Alleviation Donation	52
Investment in Tibet and Xinjiang	9
Other donations (culture, sports, education, medical care, public charity, environmental protection, etc.)	1,375
<b>Total</b>	<b>1,436</b>

- **Supporting Tibet with industrial development.** The Company gave full play to its advantages in technology, brand and channel, introduced 15 special products such as Tibetan plateau water, highland barley rice, and highland barley congee to China Unicom’s “Agriculture Aid Mall” platform and held special activities for consumption assistance to help broaden sales channels.

- **Supporting Tibet with employment.** We provided more than 100 job positions in Tibet every year, opened up a new recruitment zone in Tibet on China Unicom’s unified recruitment platform, implemented the policy of priority admission for college graduates from Tibet on campus recruitment under the same conditions, increased the targeted publicity among Tibetan students, and held seminars and meetings at colleges and universities where Tibetan students were concentrated. In 2023, 32 Tibetan graduates were recruited, including 24 Tibetan minority college graduates.

- **Supporting Tibet with talents.** The Company insisted on grasping and consolidating talents to support Tibet, completed the rotation of the third batch of internal cadres and talents to support Tibet, and selected 17 young cadres from the provincial branches in mainland China to take temporary posts in Tibet Branch for exchanges; China Unicom Tibet Branch selected and dispatched 24 first secretaries of the village and members of the work team in the village to provide long-term help to the village, playing an active role in promoting local economic and social development.

- **Promoting the exchange and integration of various ethnic groups.** The Company added three new exchange and communication projects for promoting national exchanges, and organised local residents to participate in training and visits in mainland China. We helped Geji County to improve medical and health conditions, upgrade the level of compulsory education, and ensure housing and drinking water safety. The Company set up the education incentive fund of China Unicom in Geji County, and increased the support for both the mindset and wisdom. The Company organised 36 cadres and people from Geji County to study and exchange in Hangzhou, Zhejiang Province and Xianyang, Shaanxi Province, and organised more than 30 technical personnel to go to Linzhi, Tibet for training. We strengthened talent training, and trained more than 300 grass-roots cadres in Geji County based on China Unicom’s “online training special zone for targeted assistance and counterpart support to Tibet”.

**16**  
new projects in support of Tibet

Volunteers from CITC went to the primary and secondary schools in Geji County, and carried out science education volunteer service activities on behalf of the China Unicom Science and Technology Association. It was also the “Hand-in-hand with Children Science Education Report Activity” with the highest altitude so far, spreading scientific knowledge of information communication for local children, creating a good atmosphere of love for science and advocating science, and igniting the children’s scientific and technological dreams!



Carried out “Hand-in-hand with Children Science Education Report Activity” in primary and secondary schools in Geji County

**Solving people’s livelihood needs**

China Unicom focused on people’s livelihood concerns, devoted itself to public charity, promoted economic and social development, and made positive contributions to meeting people’s needs for a better life.

**685**  
volunteer organisations

**95,734**  
registered volunteers



Volunteers participated in environmental governance volunteer services to create a civilised and orderly living environment

In order to better help candidates and parents to complete the college preference form in a scientific manner, China Unicom Shandong Branch held a public lecture on “China Unicom supports students in achieving their dreams of attending college: Shandong Unicom’s public charity lecture on filling out college preferences” at the business outlet of the Jinan Sports Centre, and hundreds of thousands of netizens watched and listened to the live broadcasts online.



China Unicom Shandong Branch held a public charity lecture

China Unicom Fujian Branch and the Fujian Disabled Persons’ Federation jointly carried out more than 100 volunteer service activities such as “Assisting the Disabled with Technology and Connecting Each Other”, and provided volunteer services for more than 20,000 disabled people and families in need; We jointly held large-scale activities such as the “2023 Fujian Provincial First Speech Contest for the Hearing Impaired”, “2023 Darts Competition for the Hearing Disabled” and “32nd International Day for the Disabled’s Science and Technology Education into Campus”, and regularly carried out more than a thousand themed public charity activities in various forms on public charity festivals so as to create a civilized atmosphere in the community for helping the disabled and their self-reliance.



China Unicom Fujian Branch launched public charity activities to help the disabled

The labour union of the Group, together with the labour union of China Unicom Chongqing Branch, launched the pilot project of “Warm Libraries for Left-behind Children” in Wanzhou District, Chongqing to provide services for rural children in mountainous areas and contribute to rural revitalization. Up to now, 59 “Warm Libraries for Left-behind Children” have been built, and 2,950 books, 134 sets of stationery and 38 sets of sports goods have been donated.

China Unicom Hunan Changde Branch actively participated in the volunteer service activity of “Protecting Children and Making Dreams Come True” jointly organised by the Civilization Office of Changde City, Hunan Province and the Municipal Social Assistance Affairs Centre, and collected 100 micro-wishes from left-behind children and children in distress in rural areas. China Unicom volunteers and partners jointly helped children realise their aspirations.



Enthusiastically helping left-behind children and children in distress in rural areas

## Providing considerate and high-quality services

China Unicom adheres to the concept of “customer-centric, promoting development with services”, strengthens service awareness, builds first-class brands, safeguards customer rights and interests, pays attention to the needs of special groups, improves customer experience, and comprehensively builds a trustworthy reputation image.

### Promoting service quality improvement

#### Adhering to the heart of the service

China Unicom takes “always adhering to the people’s position and taking the people’s support or not, approval or not, pleasure or not, response or not” as the starting and ending point of its customer service work, and focuses its efforts on understanding customer needs, solving customer problems and improving customer perception.

- **Practising the concept of big service with cross-professional collaboration and integrated collaboration.** We improved the big service system covering the CDSA business, strengthened the active hierarchical service, optimised and upgraded the service system and specifications around key aspects such as service standards, service operation, service supervision and intelligent customer service, and made every effort to improve the customer service experience.
- **Protecting customers’ right to know about consumption and services.** We improved the pre-launch service review mechanism, formulated product experience standards, included the standards involving customers’ right to know into the scope of verification, strengthened the implementation of “one-vote veto” for product verification, and strictly controlled the quality of products launched.
- **Protecting customer information security.** We further improved the system construction involving customer information security, established a list management system of high-risk system authorisations, strengthened cybersecurity management involving customer information, and regularly carried out security inspections in the field of cybersecurity to prevent the occurrence of security incidents to the greatest extent.
- **Carrying out education and dissemination of communication knowledge.** The Company gave full play to its leading channel advantages, took its new media matrix as the means, and launched education and dissemination of knowledge in the field of pan-communication for over 30 million fan users across the country. A total of 1,177 live broadcasts were carried out, 138 video knowledge were produced, covering 33.75 million people.

China Unicom innovatively carried out the window commitment activity of “China Unicom Good Services for Customers”. Nearly 200,000 front-line personnel from the five service windows of China Unicom’s business outlets, smart home engineers, government and enterprise customer managers, 10010 hotline and China Unicom APP participated. Through cross-departmental and cross-regional collaborative efforts, problems are discovered and resolved, resulting in a 12.8 pp increase in the compliance rate of service standards. The event invites customers to engage in interactive experiences and transparent supervision through various channels and involved the China Association for Quality Promotion for third-party oversight and evaluation. A total of 625,000 publicity content were published, with a publicity volume of 9.67 billion times. The Company won the “Craftsmanship Service Award” of 2023 issued by the People’s Daily Online, improving word-of-mouth reputation among customers through service experience.



Launching the “China Unicom Good Services for Customers” window commitment activity



Winning the “Craftsmanship Service Award” of the People’s Daily Online in 2023

### Strengthening agile services

#### Making full use of the advantages of centralised operation of the 10010 hotline and promoting the integrated operation of the hotline in depth

- The Company continued to iterate and form the basic management, on-site operation, digital and intelligent services and other systems, processes and rules suitable for integrated operation.
- The Company comprehensively improved the digital support capability, promoted cross-region answering of calls and cross-region service sign-up in the country, and upgraded the one-click diagnosis capability, empowering the front line to simplify sign-up, and continuous breakthroughs in the digital capability of customer service hotlines.
- The Company held the “2023 China Unicom Hotline Service and Customer Complaint Handling Skills Competition” to stimulate the enthusiasm of the hotline service team, improve the professional quality and service skills of hotline service personnel, and significantly improve the single-session issue resolution rate at the front-office and the window service compliance rate.



### Establishing an intelligent service operation system to improve problem-solving capabilities

- We fully ensured smooth manual transfer, and the manual transfer rate experience in dialing test was industry-leading.
- A closed-loop rectification negative list mechanism has been formed, with 100% self-service hang-up evaluation and 100% real-time accurate counselling after evaluation; Issues on the negative list will be generalised and investigated and rectified across the country.
- The Company improved the understanding and interactive perception capabilities of smart customer service, and launched new convenient services across the country.

### Improving service quality

China Unicom improved the integrated operation system of service standards, adhered to the principle of “releasing a batch of standards and monitoring the implementation effect of a batch of standards in real time”, monitored various service standards, specifications and indicators, actively identified problems, and promoted the timely resolution of problems.

- The Company has established a perception and evaluation system of “the customer decides” based on the customer experience in the whole life cycle, and set up “evaluation after use” in multiple touch points, so that customers can leave experience evaluation data right away to serve as an important support for customer experience analysis.
- The Company took multiple measures to improve the ability to deal with customer problems, and realised the full management and evaluation of customer problems; We restarted customer dissatisfaction handling until they are satisfied, focused on the chain and duration of customer problem solving, and improved the efficiency of customer problem solving; We established hotline service and complaint handling standards, formulated solutions within a specified time for customers’ reasonable demands, and informed customers of direct compensation.
- The Company collected product opinions and suggestions, and sorted out 276 product optimisation points; The Company collected product-related opinions from customers every month, sorted out 129 product optimisation points, and guided product optimisation and iteration according to the suggestions, so as to continuously improve product experience.

In December 2023, a magnitude 6.2 earthquake hit Gansu. After the earthquake, the 10010 hotline immediately activated the emergency service response plan for major disasters, and established the “Gansu Earthquake Expert Contact”. The 10010 hotline calls of users in the disaster-stricken area was directly handled by manual workers, and users’ demands were dealt with unconditionally and quickly, letting users in the disaster-stricken area to report to their families for safety and providing family member search services and emergency sign-up services. The 10010 customer service hotline ensured 100% of users in the disaster-stricken areas could get through, and service requests such as inquiries, complaints and outage reporting were properly and quickly resolved.

China Unicom implemented the initiative of “benefiting people’s livelihood and warming people’s hearts”, and continued to carry out the special action of “full attentiveness and satisfaction” for the people. Focusing on people’s network needs, the Company upgraded and promoted the free speed measurement service of “Light Up Thousands of Families with Gigabit” and the free testing service of “Network Guardian for 100 Industries”, with a total of 36.9 million speed measurement services nationwide; Focusing on the use of smart terminals, the Company promoted the “convenient door-to-door replacement” service, with a total of 54,091 replacement services.

China Unicom took the lead in the industry to launch the video vlog check-in activity of “China Unicom Good Network – China Tour”, which entered the daily high-frequency network use scenarios of the people, focused on network self-improvement and differentiated advantages, and extensively collected customer opinions and suggestions to help improve the reputation of the network. The event covered 70 cities in 28 provinces, produced 154 works, with a total of 92.49 million views and 1.117 million times of shares or comments, of which 14 were broadcast more than million times, with a maximum of 5.24 million views, and 4 publicity works were shared by the SASAC of the State Council.



Carried out the video vlog check-in activity of “China Unicom Good Network – China Tour”, and extensively collected customer opinions and suggestions

## Carefully cultivating first-class brands

### Polishing the Unicom brand

The Company gave full play to the brand advantages of China Unicom, improved brand awareness, reputation and loyalty, and promoted the pragmatic implementation of a strong brand enterprise. We guided internal resources, social trends and customer mindshare with our brands, made trust a general consensus of China Unicom's brands, made innovation a distinctive feature of China Unicom's brands, made security a key association of China Unicom's brands, and accelerated the creation of an outstanding brand of a world-class technology service enterprise with global competitiveness with scientific management, outstanding contributions and leading value.

- The brand of China Unicom Smart Home is committed to creating comprehensive smart home information solutions, bringing a smart, safe, healthy and comfortable home living environment for family subscribers, so that people can enjoy a digital and intelligent life, and continue to convey the brand connotation of "Happy Home".

- As a customer brand launched for young people, China Unicom Wopai is in line with the characteristics of target groups and the direction of market development, bringing young people a four-in-one network product experience of fashion, personality, technology and social interaction, and an innovative service experience of "technology, convenience and care". The Company continued to deepen the brand image of main theme and positive energy, and the brand case was selected as a typical case of brand building of state-owned central enterprises issued by the SASAC.

- The Unicom Cloud business brand focused on 2B people in the government and enterprise market, deeply cultivated key industries such as government affairs, medical care, large enterprises, education, finance, industry and transportation, consolidated the brand connotation of "Unicom Cloud Security and Digital Intelligence Cloud", and continued to build the brand positioning of "Cloud Computing National Team, Digital Transformation Computing Power Engine" which won five industry awards, including 2023 Excellent Digital Solutions.

- Through in-depth cooperation with authoritative media such as the "Brand Strengthening Project" and key news columns, the Company comprehensively communicated its technological innovation capability and strength, demonstrated the responsibility and mission as a central state-owned enterprise, and reached 26.3 billion people across the country.

- High-quality benchmark cases such as digital village construction and industrial applications were publicised by many authoritative media, and their influence continued to expand.

- In terms of top internet media and social media, the Company kept abreast of current events, paid close attention to traffic IP, and made use of hot events to expand sound volume, strengthen good feelings, deepen cognition, and continued to enhance the reputation and influence of our brand and business.



China Unicom debuted at the 2023 China Brand Day event

The brand of China Unicom ranked **No. 4** in the brand building capacity benchmarking of central state-owned enterprises and **No. 1** in the communication industry

Unicom Wopai brand case and video clips were selected as a **typical case** and **excellent brand story** of brand construction of central state-owned enterprises

### Protection of consumers' rights and interests

China Unicom strictly abides by the Law of the People's Republic of China on the Protection of Consumer Rights and Interests, protects customers' right to know about consumption services, provides products and services in accordance with laws and regulations, and standardises tariff management. At the same time, it further strengthens publicity compliance management, standardises publicity language, strictly prohibits false publicity and exaggerated publicity, and maintains a good corporate image.

- We completed the standardised operation of the electronic identification card and real-name registration process of online marketing channels, and standardised the cooperation of online marketing channels to ensure a more transparent, easy-to-understand and reassuring user experience.

- The Company continued to iterate and optimise the tariff zone of China Unicom APP and online store, and provided subscribers with public information on product tariff and marketing activities in a timely manner. A total of 1,657 product tariff and 273 marketing activities were publicised.

- Focusing on major operational risks, the Company carried out real-time monitoring of marketing health risks. There were 75 real-time big data audit models, realising from "generation of front-line orders" to "discovering risks and sending rectification work orders to front-line personnel for verification and rectification" within 10 minutes.

- We strictly abided by the Advertising Law, the Anti-Unfair Competition Law and other requirements, and prohibited the use of advertising slogans explicitly stipulated by laws; Combined with the communication attributes and business characteristics, we standardised the publicity language, and clarified the rights and interests of users and the promotion content, and ensured that there were no violations involving advertising and marketing; We continued to carry out publicity activities to prevent online fraud and promote positive publicity.

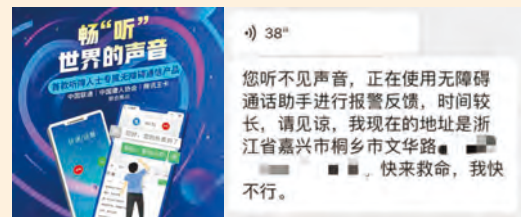
## Carrying out activities to help the elderly and the disabled

China Unicom earnestly implemented the requirements of “staying in the stance of the people and grasping the wishes of the people”, improved product supply for the elderly, people with disabilities and minors, optimised service experience, deepened special services for the elderly and the disabled, actively fulfilled the responsibilities of central state-owned enterprises, and provided more intelligent and convenient considerate services for special groups.

### Creating heart-warming products

“Hearing King Card” products for hearing-impaired groups. The Hearing King Card integrated the strength of China Unicom and related barrier-free industrial chains, providing hearing-impaired users with various functions such as barrier-free calls, real-time subtitles for video calls, face-to-face speech recognition and dialect recognition, realising the connection between the communication network of traditional operators and the Internet, and truly realising the direct communication between hearing-impaired and healthy people. As the first product designed for hearing-impaired people in the industry, Hearing King Card provided barrier-free call services for 690,000 hearing-impaired people as of 2023.

People’s Daily WeChat public number published an article about the special experience of 110 police reporting platform at three o’clock in the morning to receive a message of help from the AI “robot”. Ms. Xu, a hearing-impaired person, suddenly felt unwell in the middle of the night, and the communication tool she used was Unicom’s Barrier-Free Assistant. China Unicom’s Barrier-Free Assistant has built a communication bridge for hearing-impaired people, making the voice “visible” and the words “audible”, which let the hearing-impaired people feel the convenience of telephone calls, and also solved the obstacles that were difficult to overcome in their learning, work and life.



China Unicom’s barrier-free call assistant helped hearing-impaired people get medical treatment smoothly at three o’clock in the morning

On the 32nd International Day for the Disabled, the Deaf Association of Fujian Province and China Unicom Fujian Branch jointly held an education activity on oral health-related science knowledge in the campus cum the 9th “Exhibition and Energy Festival” of Sanming Special Education School. In Sanming Special Education School, China Unicom Fujian Branch discussed the barrier-free call function of “Hearing King Card”, provided experience services for on-site teachers and students, and was recognised by the deaf society and teachers and students of the school.



Caring for hearing-impaired groups

The “Filial Piety Card” product for the elderly. Based on the capabilities of voice calls, base station positioning, harassment interception and other capabilities, the Company launched the innovative communication product, the “Filial Piety Card”, for the elderly. The product provides users with functions such as scheduled original voice call reminder, fraudulent call interception, and activity area query, so as to improve the life safety guarantee of the elderly and reassure the young children who work far away. As of the end of 2023, the “Filial Piety Card” intercepted more than 100 million harassing calls and served more than a million elderly people in total.

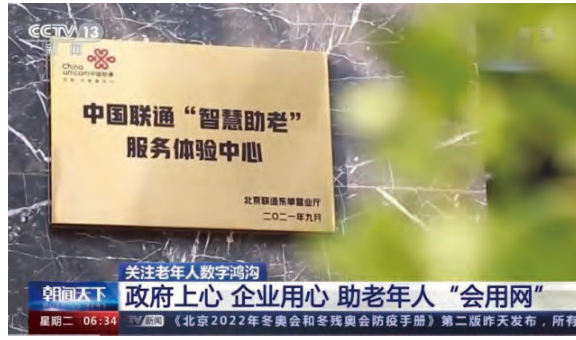
The “Parent-Child Card” product for minors. Based on differentiated network services and call time protection capabilities, the Company launched “Parent-Child Card” online guarding services for minors and parents. The “Parent-Child Card” provides parents with innovative functions such as Internet access speed limit, risk website alert, game management, and call management to help parents manage their children’s Internet access time and effectively prevent children from being addicted to the Internet. By the end of 2023, the speed limit function has been used for 31 million times, helping millions of teenagers to cultivate healthy and self-disciplined Internet access habits.

### Providing considerate services

China Unicom upgraded and launched the “Public Charity to Spread Love” service for the elderly, the disabled and the vast outdoor workers. The 19,000 business outlets across the country have given priority to the elderly and the disabled. The business outlets have set up 7,687 smart service experience centres for the elderly and 8,859 smart caring stations. A total of 180,000 elderly public charity lectures and cultural and entertainment activities have been carried out, serving 3.2 million people.



Caring Station of Business Outlets



The Elderly Assistance Experience Centre on CCTV News

China Unicom actively carried out elderly-friendly transformation, continued to carry out the “Elderly Exclusive” service plan, and built a national education service system for the elderly.

- The Company cared for the life of elderly customers, systematically upgraded elderly assistance services, and launched 10 major service measures covering convenient services, warmth and companionship, and smart and fun life, so as to provide more high-quality, more comprehensive and intelligent communication services for the elderly customers.
- By the end of 2023, the 10010 hotline had accurately predicted that more than 30.21 million customers aged 65 or above who were directly connected to manual services; All self-owned business outlets have set up service channels for elderly, weak, disabled and pregnant customers, and prepared elderly equipment and facilities such as presbyopia glasses for elderly customers.
- The Elderly Public Charity Lecture Hall, together with the Association of Science and Technology and other government units and public charity organisations, educated the elderly customers about the use of smartphones, mobile payment, and the prevention of telecommunication fraud.



China Unicom’s “Special Action for Transcending Digital Divide of Silver Age” was selected as the Best Technology Volunteer Service Project in 2023 by China Association for Science and Technology

A total of more than **6.04** million disabled and elderly users were supported

Communication fees of more than **RMB 760** million were reduced and exempted



China Unicom Hubei Xianning Branch’s Elderly Anti-fraud Public Charity Lecture Hall

China Unicom APP is dedicated to creating a “Care Model” for the elderly and helping them to cross the “digital divide” addressing the pain points of the elderly such as “hard to see” and “not knowing how to use” when using Internet applications. Since its launch, the “Care Model” has served an average of approximately 59,000 people per day, which has been well received by elderly users. At the “2023 World Telecommunications Day Conference Digital Technology Elderly Care Forum” held by the China Academy of Information and Communications Technology, “China Unicom APP” and “China Unicom Online Store” won the title of “the first batch of outstanding cases of elderly-friendly and barrier-free transformation of Internet applications”.

The Huishui Road business outlet of China Unicom Suzhou Branch carried out the activity of “Public Charity to Spread Love”, inviting sanitation workers to enter the outlet. Under the hot weather, our staff prepared fruits and various drinks for sanitation workers in advance, and played anti-fraud knowledge promotional videos on site to improve the awareness of sanitation workers against frauds.



China Unicom Suzhou Branch’s “Public Charity to Spread Love” activity

Merchants Union Consumer Finance (MUCF) Company uses intelligent interaction, human-machine coordination, image recognition, rich client and other technologies to form a mature smart workplace solution integrating virtual workplaces and physical workplaces. It not only supports manual agents to work remotely from home, but also supports physical workplace operations. Since 2021, it has cooperated with the public charity organisation “Parallel World” to carry out public charity activities to care for people with disabilities. As of the end of 2023, a total of 435 people with disabilities have been provided with employment positions, reflecting the social responsibility of MUCF.



Smart workplace provides new channels for people with disabilities to work from home

## Building harmonious labour relations

China Unicom actively implements the strategy of strengthening the enterprise with talents, and is committed to building a standardised, orderly, fair and reasonable, mutually beneficial, harmonious and stable labour relationship, and creating a cultural atmosphere where the enterprise cares for employees and employees love the enterprise.

### Fertile soil for the growth of talents

#### Optimising talent mechanism

China Unicom has always regarded talents as the “first resource”. In the process of accelerating the construction of a world-class technology service enterprise, China Unicom has deeply implemented the strategy of strengthening the enterprise with talents, took the construction of national strategic talents as the top priority, continuously optimised the talent management system and key mechanisms such as introduction, training, use and incentive, gave full play to the resource and brand advantages of central state-owned enterprises, built an entrepreneurial and growth development platform for talents, and gathered talents from all over the world.

#### Strengthening talent introduction

China Unicom drove employment growth with technological innovation, and promoted the matching of talent introduction with the Company’s high-quality development needs.

- We always adhere to the principle of fairness, openness and justice in recruitment, continuously improve the construction of market-oriented talent recruitment mechanism, strictly standardise the recruitment procedures, and strengthen recruitment management and supervision.

- In 2023, more than 10,000 people were recruited through campus recruitment and social recruitment, and the total recruitment scale of graduates remained stable, helping college graduates to be employed in high quality and full, supplementing outstanding young talents for the Company. It was named one of the Top 100 Employers in China.

Age distribution	Unit	2022	2023	Composition	Unit	2022	2023
Percentage of employees aged below 30	%	14.4	16.89	Market staff	%	50.5	50.30
Percentage of employees aged between 30 and 50	%	67.9	64.74	Technical staff	%	29.7	29.60
Percentage of employees aged over 50	%	17.7	18.37	General staff	%	12.2	12.10
				Manager	%	7.7	8.00

Academic distribution	Unit	2022	2023
Postgraduate and above	%	9.3	10.00
Bachelor degree	%	65.5	67.70
College and below	%	25.2	22.30

	Total number of employees	Employees in Mainland China	Employees in Hong Kong	Employees overseas	Percentage of scientific and technological talents	Gender proportion (male/female)	Proportion of ethnic minority employees	Temporary staff in Mainland China (person)
2022	244,658	243,586	723	349	30%	1.63:1	6.76%	10,345
2023	242,891	241,735	791	365	40%	1.62:1	6.98%	9,882

### Strengthening capability training

#### Establishing a regular talent education and training mechanism

China Unicom always cares for the growth of employees and has formulated the “2023 China Unicom Group Key Training Plan” covering management personnel and professional talents, including the Group’s leadership and professional skills. The Company invested RMB460 million in training costs for employees, providing a good learning and growth platform, with an average of 115 training hours per employee.

#### Continuously carrying out professional ability training for key groups

- For management personnel, the Company carried out 160 sessions of professional ability training.
- For outstanding young management talents, the Company organised and implemented four spring and autumn middle-aged and young management talent training courses and excellent management talent demonstration courses.
- For high-level talents, the Company implemented a school-enterprise joint training programme integrating industry and education. School-enterprise cooperation builds a talent training platform, and a total of 30 people were selected throughout the year to pursue master and doctoral degrees in university engineering.
- For professional talents, the Company carried out independent training. A training and certification system based on key business competencies was established, with the development or updating of 12 certification standards completed throughout the year, and more than 164,000 people passing the competency certification examinations.
- For front-line employees, job training certification is implemented. More than 82,000 training sessions for digital transformation were held. More than 70,000 training sessions were held for employees in sales, call service, installation and maintenance.

More than **1.01** million employees participated in group-level labour and skills competitions

**286** technical experts selected

	2022	2023		2022	2023
No. of senior management receiving training (person-times)	9,274	8,537	Average training hours for general employees (hours)	116	112
No. of middle management receiving training (person-times)	214,526	328,463	Average training hours of male employees (hour/person)	118	115
No. of general employees receiving training (thousand person-times)	5,012	4,693	Average training hours of female employees (hour/person)	118	115
Training rate of male employees (%)	98.31%	98.5%	Training rate of senior management (%)	100%	100%
Training rate of female employees (%)	98.31%	98.5%	Training rate of middle management (%)	100%	100%
Average training hours of senior management (hours)	183	240	Training rate of general employees (%)	98.31%	98.35%
Average training hours for middle management (hours)	141	171			



Marketing Skills Competition for Government and Enterprise Solutions



"I am a Good Lecturer – Famous Lectures" Skills Competition



Big Data Risk Control Modelling Skills Competition



Comprehensively Deepening Co-construction and Sharing Labour Competition

## Protecting the legitimate rights and interests of employees

China Unicom adheres to the people-oriented principle, and regards solving the most concerned, direct and realistic interests of employees as the fundamental starting point and ultimate goal of building a harmonious labour relationship, so as to achieve, maintain and develop the fundamental rights and interests of employees well.

### Adhering to fair employment

China Unicom strictly implements the relevant provisions of the Labour Contract Law, focuses on gender equality, and signs labour contracts with 100% of employees. In the process of recruitment and promotion, we adopt strict inspection control procedures, prohibit discrimination policies on ethnicity, gender, age, etc., and ensure that all recruitment and selection of personnel are carried out in accordance with standardised procedures to attract more talents with diversified backgrounds. There were no cases of child labour, forced labour and abuse of employees, and the dismissal policy was implemented in accordance with relevant national requirements.

### Improving remuneration incentives

China Unicom continued to improve the remuneration and welfare management mechanism, encouraged the growth and innovation of talents, and protected the rights and interests of employees.

- We optimise the allocation of labour cost resources, and the increase in labour cost is closely linked to the Company's operating results; We deepen the reform of internal remuneration distribution, optimise the relationship of internal distribution, improve the guarantee mechanism for various groups, and implement the policy of raising the salary of low-rank employees, covering 170,000 people of all kinds; flexibly carried out medium and long-term incentives, completed the share unlocking of all three unlocking periods of the first tranche of restricted shares of China United Network Communications Limited, and realised the benefit sharing and risk sharing between employees and the enterprise.

- We improved the incentive and restraint mechanism and strengthened the standardised management of welfare. We abide by relevant national and corporate policies and regulations, pay social insurance premiums, housing provident fund and enterprise annuity in full and on time for employees; We continued to improve the employee health management system and purchased urban inclusive health insurance for employees to relieve the burden of medical expenses for serious diseases.

- We implement national regulations on working hours management to protect employees' rights to rest and leave. We carry out a paid leave system, and ensure 100% retention of job opportunities for female employees after maternity leave to protect their legitimate rights and interests; We actively echoed and promoted the implementation of parental leave and one-child care leave, and strengthened humanistic care for employees.

### Mediating labour disputes

China Unicom fulfilled its basic responsibility of safeguarding rights and interests, effectively safeguarded and served the labour and economic rights and spiritual and cultural rights and interests of the employees, and continued to promote the construction of harmonious labour relations.

- Adhering to the unity of safeguarding rights and maintaining stability, the Group has established 402 labour dispute mediation organisations and has 1,234 full-time and part-time mediators.
- We carried out employee rights protection training, invited experts to give lectures on how the labour union participated in the prevention and resolution of labour disputes, improved the ability of labour union cadres to perform their duties, and consolidated the foundation of front-line labour union work.
- The labour dispute mediation organisations covered all local branches, and we guided 31 branches and subsidiaries to regularly conduct collective negotiations and sign collective contracts on issues of concern to employees such as wages, labour safety and protection of female employees.

All branches and subsidiaries handled

**36** disputes through labour dispute mediation

The labour union of the Group handled and properly resolved

**10** letters, visits and public opinion matters in a timely manner

## Caring for the physical and mental health of employees

Focusing on the physical and mental health needs of employees, China Unicom strengthens the care and humanistic care for employees, enhances the sense of achievement, happiness and security of employees, and creates an atmosphere of “healthy life and happy work” in compliance with relevant laws and regulations relating to providing a safe working environment and protecting employees from occupational hazards.

### Safeguarding employees' health

China Unicom drove employment growth with technological innovation, deeply implemented the strategy of strengthening the enterprise with talents, and promoted the matching of talent recruitment with the implementation needs of the Company's strategy.

#### Paying attention to mental health

We adopted various methods to improve employees' mental health awareness and mental health level, and provided employees with mental health services from multiple perspectives.

- The fourth “Mental Health Month” activity was held to help employees improve their mental health and relieve psychological pressure through knowledge publicity, mental health assessment, one-on-one on-site consultation, health lectures and other activities, with more than 1.25 million participants.
- We continued to strengthen the construction of psychological care “service sites”. More than 180 “psychological counselling stations” have been built across the country. Trade unions at all levels actively carried out psychological sand table, psychological counselling and other activities with mental health huts to reduce pressure and empower employees.
- The Company continued to carry out training for mental health specialists, having trained more than 600 mental health specialists in total. It sets up psychological counselling hotlines and psychological crisis intervention hotlines, and provided mental health training, psychological counselling and other services for employees.

#### Caring for female groups

We pay attention to the protection of the rights and interests of female employees, care for the physical and mental health of female employees, and establish and improve the organisation of female employee committees at all levels to protect the rights of female employees. We provide exclusive physical and mental health guidance services for female employees, carry out “two-cancer” screening and health check-ups for female employees, ensure that female employees take rest and leave, continue to carry out daycare services for employees' children for many years, and entrust more than ten thousand employees' children every year. We actively implement the construction of rest and breastfeeding rooms for female employees to solve their worries.



Established

**8** Women  
Innovation Studios

**100** group-level “Women’s  
Civilization Post” and “Women’s  
Contribution Model” were selected  
and commended



Caring activities for female employees in various regions

### Enriching cultural and entertainment activities

Trade unions at all levels organised online and offline cultural and recreational activities to help promote national fitness and enrich the cultural life of employees after work.



China Unicom 2nd Staff Basketball Competition



China Unicom 1st E-sports – Honour of Kings Competition



China Unicom Employee Cloud  
Spring Festival Gala



China Unicom provincial branches and subsidiaries held a variety of sports games



### Fostering employee care

#### Improving working environment

The labour union of China Unicom set up special funds for the construction of “five small” projects, and carried out transformation and upgrading for 519 front-line projects of 28 branches and subsidiaries, including the provision of oxygen supply facilities for Gansu, Qinghai and other places, and helping the post-disaster recovery construction of front-line units in Hebei, Beijing, Fujian and other places. Each branch invested RMB58.38 million in order to improve the working and living environment of front-line employees.

#### Helping employees in need

In order to solve the practical difficulties faced by employees, the labour unions at all levels of China Unicom have established and dynamically managed the files of employees in need in accordance with the requirements of “bottom line, dense network and mechanism construction”, and created a “three-in-one” assistance system of critical illness insurance, mutual aid and supplementary medical care.

- We promoted mutual medical assistance for employees, generally established a mutual aid system, and further reduced the risk of employees returning to poverty due to illness. More than 1,500 people were assisted, and more than RMB16 million of relief funds were distributed.

- The Company continued to care for the children of employees, called for the solid implementation of the working brands such as the custody of employees’ children and golden autumn student aid, and subsidised more than 4,800 employees’ children throughout the year.

RMB

**120** million  
spent on supporting  
employees in  
difficulties

## Continuous promotion of democratic management

China Unicom promotes the consultation and co-construction of mechanisms between enterprises and employees, guides enterprises and employees to establish the awareness of common interests, and promotes the formation of a good situation where enterprises care for employees and employees contribute to the enterprise.

### Promoting participation in management

China Unicom continued to deepen the open and democratic management system of corporate affairs in the basic form of the employee representative committee, which exercised the right to propose, approve, elect, review and supervise in accordance with laws and regulations.

- The Company organised and convened the 14th meeting of the second session of the employee representative committee, listened to and considered 8 items of various matters, and considered and approved 3 items.
- The Company organised the fourth selection of outstanding employee representative proposals, and selected a total of 29 outstanding proposals, with the quality of proposals improving year by year.
- The Company carried out the theme staff meeting activity of “Shared Understanding for All”, providing more channels and lower threshold for employees to participate in corporate governance. The Company held more than 5,000 theme staff meetings throughout the year, and promoted the establishment of a mechanism for joint construction, mutual consultation and management.

### Improving demand channels

Members of China Unicom’s leadership at all levels and the main persons in charge of relevant professional lines regularly listened to employees’ opinions, and widely listened to employees’ suggestions through various channels such as “General Manager Online”.

Throughout the year, the Company carried out more than 600 “General Manager Online” activities, with a total of over 45,000 online participants. More than 5,000 questions of various types were raised, and the on-site problem-solving rate reached more than 85%.

572 labour unions were established throughout the Group

Participation rate of 100%



“General Manager Online” activity solves practical problems raised by employees, communicates and exchanges ideas with employees at zero distance

