

S O C I A L

R E S P O N S I B I L I T Y



China Unicom has always been committed to integrating its own development with broader social responsibility to achieve the harmony and alignment of corporate interests and social goals. In 2019, under the guidance of the new concepts of innovation, coordination, green, openness and shared development, the Company continued to implement national strategic plans such as “Cyber Superpower”,

“One Belt, One Road”, supply-side structural reform and the three critical battles with practical actions. The Company constantly enhances its social responsibility awareness, carries out extensive communication on social responsibility, and continuously enhances its ability to create comprehensive economic, social and environmental value, so as to promote sustainable development, and make due contributions to national economic and social informatisation.



**践行初心使命，  
为最美的你加油！**

——给奋战在疫情防控战线的全体员工的一封信



### STRIVING TO BE A “PIONEER” IN DEEPENING THE REFORM OF STATE-OWNED ENTERPRISES

As the first enterprise to adopt entire group-based mixed-ownership reform, China Unicom deepened the implementation of mixed-ownership reform policy of “improving governance, strengthening incentives, focusing on main business and improving efficiency”. Upon the completion of “mixed-ownership”, China Unicom thoroughly promoted “reform” and deepened streamlining and re-organisation, the three system reforms, sub-division reform, mixed-ownership reform at the operation level and Internet-oriented operation transformation, which provided valuable experience for deepening the reform of state-owned enterprises.

### STRIVING TO BE THE “MAIN FORCE” IN CYBER SUPERPOWER DEVELOPMENT

Bearing the mission to support national industrial development, the Company strives to be the main force in China’s Cyber Superpower development. The Company continued to strengthen information and communication infrastructure, continuously enriched communication products and services offerings, and vigorously improved network quality and customer experience. It is dedicated to improving China’s overall information technology development standard so as to lay a solid foundation for the high-quality development of the country. It is committed to providing satisfying and high-quality communication services to customers in order to enable more consumers to share the benefits of technological advancement and enjoy better network experience.

### STRIVING TO BE A “PILLAR” FOR PEOPLE’S LIVELIHOOD

China Unicom has high regard for and strives to improve people’s livelihood. It actively leverages its own professional and technical expertise to engage in community activities, and vigorously carries out emergency communication support, targeted poverty alleviation, charity donation, hardship support, voluntary services and other activities. The Company always believes in the mutual growth of employees and the Company. It earnestly performs overseas responsibilities and promotes more humanised corporate and social development. Since the novel coronavirus outbreak, the Company resolutely completed various epidemic control tasks delegated by the government, and firmly fulfilled its responsibilities as a basic telecommunication enterprise. It fully mobilised its resources, and at the same time accelerated comprehensive Internet-oriented operation transformation and innovated on communications service offerings. The whole company acted in unison, striving to safeguard both epidemic control and business operations.

### STRIVING TO BE A “NEW FORCE” IN TECHNOLOGICAL INNOVATION AND DEVELOPMENT

As an enabler of the digital economy, China Unicom firmly capitalises on technological innovation, which can critically influence overall development. It focused on technological innovation in key areas, deepened innovative business deployment, took practical actions and made breakthroughs, facilitating economic and social transformation and upgrade as well as the replacement of old growth drivers with new ones.

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## CHINA UNICOM'S SOCIAL RESPONSIBILITY STRATEGY

# C R E A T E E N H A N C E

Innovate on application services to support digital economy

Build premium network to support network superpower development

Support industry development through open and win-win cooperation

Share with society to promote social harmony

Practise green development and promote energy conservation in society

Care about staff growth and enhance sense of reward

### STRIVING TO BE A "LEADER" IN ECOLOGICAL CIVILISATION DEVELOPMENT

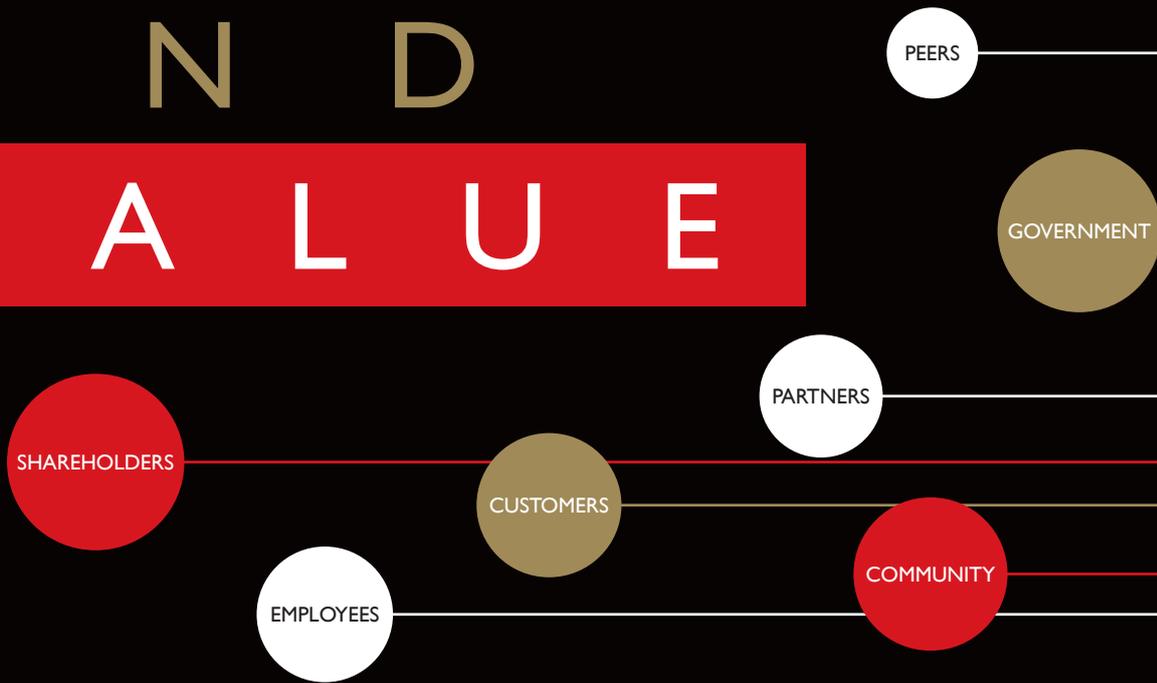
China Unicom actively implements the development philosophy of "harmonious co-existence between networks and the environment" and adheres to the fundamental national policies of resources conservation and environmental protection. The Company continued to promote energy conservation, eliminate inefficient production capacity, reduce network energy costs, and alleviate the impact of greenhouse gas emissions on the environment, contributing to the prevention and control of pollution. In 2019, the Company invested RMB104 million of special funds in energy conservation and emission reduction, promoted low-carbon technology and upgraded legacy production capacity. The coverage rate of energy conservation technology exceeded 70%.

### STRIVING TO BE AN "AGGREGATOR" OF INDUSTRY VALUE CREATION

China Unicom has always regarded cooperation as its fundamental strategic direction. Adhering to the cooperation philosophy of "communication, co-build and win-win", and based on the integration of core capabilities, China Unicom empowers its partners to achieve complementary edges and win-win cooperation within an industry ecology, creating a brand-new intelligent cooperation ecology to jointly meet people's growing needs for smart living.

A N D

V A L U E



**SOCIAL RESPONSIBILITY MANAGEMENT**

- Improving the organisation of social responsibility
- Establishing a system for social responsibility
- Providing training in social responsibility
- Assessing the performance of social responsibility
- Evaluating social responsibility practices
- Institutionalising communication of social responsibility

**SOCIAL RESPONSIBILITY AGENDA**

- Cyber Superpower development
- Technological innovation and development
- Social livelihood support
- Ecological civilisation development
- Deepening SOE reform
- Industry value creation

The Company will publish its detailed Corporate Social Responsibility Report 2019 in June 2020. For more details, please visit the Company's website at [www.chinaunicom.com.hk](http://www.chinaunicom.com.hk).

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