



Corporate Culture

OUR VISION

Strive to build a world-class enterprise with global competitiveness

OUR MISSION

National team in the operation and service of digital information infrastructure
Key force in the establishment of Cyber Superpower, Digital China and Smart Society
Frontline troop in the integration and innovation of digital technologies

OUR CORE VALUES

Customer-oriented
Employee-friendly
Attentive to quality service
Inherently innovative
Proud of endeavours
Adhering to integrity

CORPORATE STYLE

Rigorous, Pragmatic, Skillful, Meticulous, Efficient

OPERATION AND MANAGEMENT PHILOSOPHIES

Create value for customers
Driven by both market and innovation
One China Unicom with integrated capabilities and operating services