

【For Immediate Release】

China Unicom’s Mixed-ownership Reform Marks New Achievement JD Digits Invests in Smart Steps

Beijing, 23 April 2019 - China Unicom, JD Digits and Telefónica jointly announced that JD Digits made a strategic investment, through a capital increase, in Smart Steps Digital Technology Co. Ltd. (“Smart Steps”).

The capital cooperation among “Global 500” companies will create ample imagination for the industry ecosystem. China Unicom has a government and enterprise customer service system covering 31 provinces, full-scale comprehensive space-time continuous big data resource, multi-industry professional models, rich and mature products, with cloud-network integrated big data, AI capabilities and 5G intelligent application to service the real economy and constantly open up new space for industrial Internet development. JD Digits was established under JD.com and engages in five major sectors, including digital finance and smart city. It has realised the “three-end integration” of personal, enterprise and government in the customer base. China Unicom and JD Digits will strengthen the alliance, build the industry ecology, and promote the digitization, networking and intelligence of the industry, which will provide comprehensive support for Smart Steps.

Smart Steps has built up the world’s most powerful mobile data processing platform and independently developed 10 product platforms under its propriety research. It focuses on 4 key areas and has served a number of ministries, over 300 urban planning projects, well-known enterprises and universities, and hundreds of leading Chinese corporate customers including state-owned and joint-stock banks and large mutual funds. Smart Steps has also become No.1 demographic big data service provider in urban planning in China.

At a new starting point, Smart Steps will focus on “demographic+” big data, connecting human, objects and enterprises while positioning to become a comprehensive smart data technology service provider. First, it creates connection, connecting 3 major shareholders, customers and partners and serving as the router of multiple data sources, industry expertise service provider and symbiotic partner of the industry. Second, it offers applications, ranging from demographic, consumption, Internet of Things (IoT), to big data of industries, creating integrated applications and special products with differentiation. Third, it delivers smart services, offering from “insight of the past” to “predicting the future” and leveraging AI to break through the data ceiling. In the near future, Smart Steps will progressively roll out series of products, including urban “10-degree analysis” SaaS application, smart site identification – insight and marketing, smart technology open platforms.

This strategic investment by JD Digits represented another successful breakthrough of mixed-ownership reform at China Unicom. Going forward, Smart Steps will accelerate the integration of new DNA and new resources to service digital economy and high-quality development with connectivity, applications and smart innovation, creating better experience.

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