

- We actively participated in professional conferences and industry forums, such as the CIO Summit Singapore, Fintech CIO Forum Kuala Lumpur, PTC 2018, Capacity Asia 2018 and ACC2018.
- We actively involved in the initiatives organised by China Enterprise Association since being elected to its council in 2018.
- ◎ Localised procurement
 - We adopt localised procurement and work actively with local operators to jointly provide packet network services, including maintenance, insurance, legal consultation, property, lunch meals and shuttle bus services, which are all locally procured.
- ◎ Staff localisation
 - As at the end of 2018, China Unicom Global had 851 employees, out of which 696 were based in overseas locations, including 257 foreign employees and 252 female employees overseas.

🏠 CORPORATE CULTURE

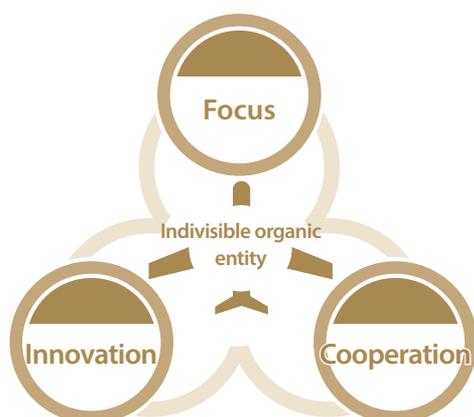
In 2018, China Unicom continued to engage in a corporate culture development exercise with intensive effort to drive the building of corporate culture as a means to strengthen the enterprise. The China Unicom corporate culture system comprises a core value system, including the Company's vision, mission, core values and business management philosophy, as well as code of conduct formed by the "Prohibitions of Behaviours" and the Basic Codes of Conduct.



🏠 DEVELOPMENT STRATEGY

In meticulous implementation of the development philosophy of "innovation, coordination, eco-friendliness, openness and sharing", China Unicom, leveraging its edges and resources to improve and optimise its development strategy, proposed the comprehensive implementation of the Focus Strategy centred on focus, cooperation and innovation to develop the "China Unicom's Five New", in order to cope with the complex and profound changes taking place inside and outside the Company. China Unicom persists in focusing on key businesses, regions and targeted customer groups, as well as the innovation of consumer Internet and industry Internet, international development, market-oriented system and mechanism, and talent teams, while adhering in cooperating with strategic investors, industry peers and manufacturers. The Company has adopted strong measures in relation to New DNA, New Governance, New Operation, New Energy and New Ecology to drive the implementation of strategies.

Year 2018 was a year of ongoing deepening of mixed-ownership reform, accelerated development in Internet-oriented operations, and building-out of the "Five New" establishment for China Unicom. The business development of the Company saw a historic turn where business transformation took solid steps forward, while profound changes in systems and mechanisms were in place, as we successfully set a benchmark for the mixed-ownership reform of central state-owned enterprises. In the future, the Company will continue to uphold and maintain its strategic steadfastness, while strengthening the enterprise through corporate culture, foster solidarity among staff and intensify reforms in an incessant effort to forge the revamped image of the "China Unicom's Five New".



Effective development of fundamental business, key breakthroughs in innovative business, improvements in systems and mechanisms, comprehensive enhancements in customer experience, brand influence, operational management and the comprehensive enhancement of value creation, striving to be world-class enterprise with global competitiveness.

NEW GOVERNANCE	NEW ECOLOGY	NEW ENERGY
	NEW OPERATION	
NEW DNA		

Strategic Framework of China Unicom