

COOPERATIVE DEVELOPMENT TO ACHIEVE WIN-WIN

Open cooperation is a driver to the development and growth of enterprises. China Unicom has always held an open mind and actively cooperated with partners to achieve mutual benefits and win-win. In 2016, China Unicom carried out in-depth cooperation and innovation with telecommunication operators, Internet enterprises and various parties in the industry chain, and achieved synergetic development, building a prosperous and co-existing industry ecosystem.

Measures adopted in 2016

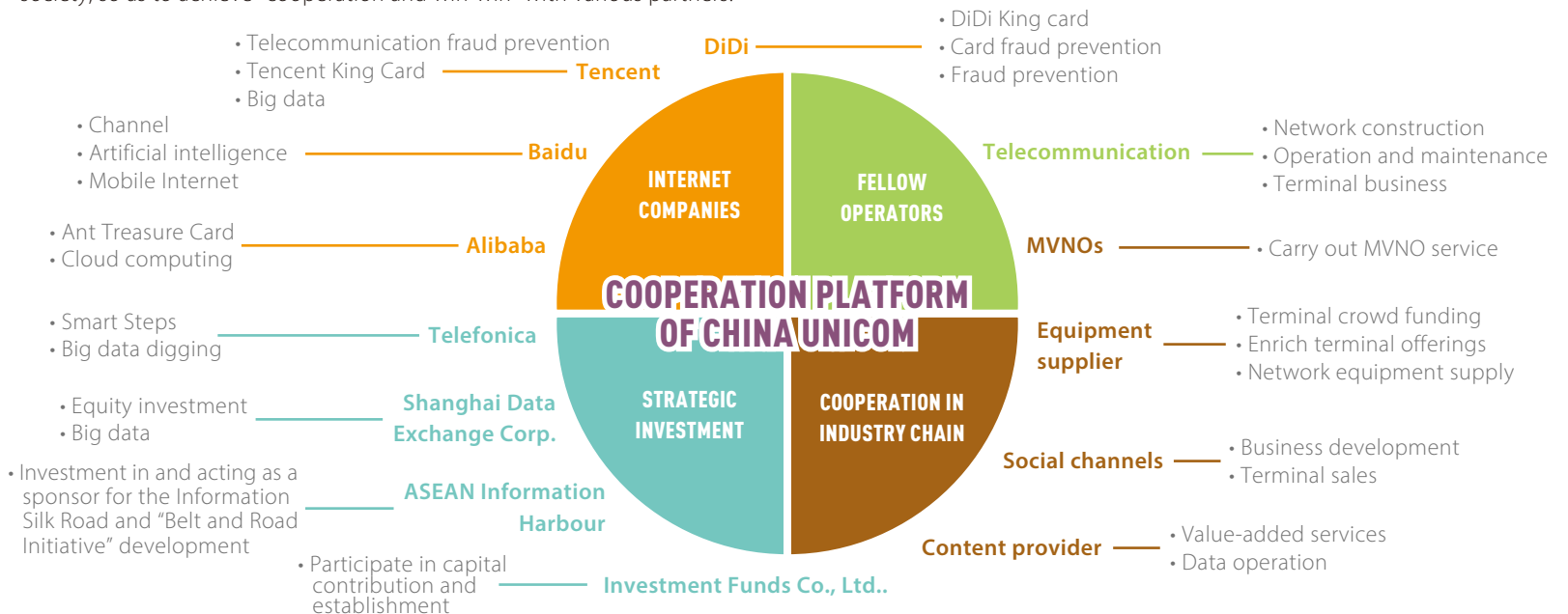
- Carried out in-depth cooperation with China Telecom in respect of resource sharing, mutual assistance during emergency, saving RMB3.3 billion in CAPEX and RMB350 million in OPEX; promoted “all network access” terminals as an industry standard;
- Carried out full cooperation with Internet enterprises such as DiDi, Baidu, Alibaba and Tencent in mobile Internet, artificial intelligence, big data and basic communication service, and launched products such as DiDi King Card, Tencent King Card and Ant Treasure Card;
- Promoted synergetic development of enterprises in the industry chain including equipment manufacturers, content providers, terminal suppliers, virtual operators and social channels; provided supporting services for industrial development; and procured enterprises in the industry chain to properly perform their social responsibilities;
- Explored capital cooperation in innovative businesses; invested in Shanghai Data Exchange Corp. and helped boost big data industry development in Shanghai; invested in and sponsored China-ASEAN Information Harbour Co., Ltd., and helped the development of the “Belt and Road Initiative”.

Actions in 2017

- Continue to drive the implementation of mobile Internet, transmission network, operation and maintenance cooperation with China Telecom, and improve the network abilities of both parties.
- Strengthen social cooperation, actively explore cooperative operation mode, expand network coverage and improve marketing ability;
- Strengthen cooperation in the industry chain, and conduct cooperation in aspects such as family terminals, STB, and Internet of Things terminals.
- Continue to actively explore business and capital cooperation in innovative businesses such as mobile Internet applications, mobile finance, big data, cloud computing, Internet of Things and Internet+.

ESTABLISH COOPERATIVE PLATFORM

In order to implement the development strategy of “focus, innovation and cooperation” and make new progress in “co-development, mutual benefits and win-win” under the background of “Internet+”, China Unicom cooperated with China Telecom, Internet companies, capital partners and enterprises in the industry chain to explore models of shared economy, cultivated industry ecosystems, and, through setting up information sharing platform, reduced communication costs, provided direct support to large-scale cooperation, promoted information exchange, resource sharing and healthy interaction, and shared with the entire society, so as to achieve “cooperation and win-win” with various partners.



In 2016, China Unicom for the first time integrated “Channel, Terminal and Application” meetings, and held a large scale conference of cooperation partners, which has greatly promoted comprehensive upgrade of 4G+ network and provided the industry with strong innovation impetus. Over 5000 persons from 1500 partner organisations attended the conference, and site visits reached 150,000 person-times, Internet broadcasts reached 100 million person-times. Altogether 51.63 million terminals were sold on site, with the amount of transaction reaching over RMB50 billion. The conference promulgated five programmes, including terminal star programme, user phone replacement programme, card slot operation programme, ten thousand chain stores programme and contents operation programme, as well as two white papers about video phone development and Internet film and TV, which received good responses and feedback from the industry chain. During the conference, China Unicom held high-level forums with Tencent, Baidu and Qualcomm, at which all parties had a discussion and preview of the comprehensive in-depth cooperation going forward. China Unicom will take this partner conference as an opportunity to gather industry strength, push forward technological innovation, build up a new cooperative and resources sharing landscape, and jointly promote the implementation of national information and communication strategies such as “network superpower” and the “Belt and Road Initiative”.



2016 China Unicom Partners Conference