Push forward industry responsibility fulfilment

China Unicom is committed to fulfilling social responsibilities together with partners of the industry chain. On top of enhancing its own responsibility performance capability, it urges partners to undertake social responsibilities by way of cooperation in industry chain and jointly creates a "responsible" industry landscape.

- The Company's self-service vendor portal for equipment procurement is connected with the website of China National Administration for Code Allocation to Organisations, and by verifying information through the interface, it is ensured that the registration information of the suppliers are authentic and accurate. The Company continues to promote green procurement system, and specifies the energy consumption standards and energy-saving requirements for equipment in the technical specifications for equipment procurement.

- Strengthen social responsibility guidance on content providers, and make sure that the value-added products provided to users are green, safe and healthy. The Company implements strict testing and examination process for product listings, carries out routine inspections, solves the problem immediately when it is detected, and traces responsibilities according to the contractual provisions. It has drawn up a negative list for business cooperation, regularly evaluates its partners, and screens out high-risk enterprises. The Company requires each provincial branch to strictly implement the *Measures for the Administration of Value-added Business*, and to provide responsible products.

- Consider after-sales service system and market performance when selecting terminal suppliers;

- Help MVNO enterprises implement real-name registration, strengthen online interception of junk SMSs, meet with non-compliant enterprises to discuss the rectification requirements, and offer different treatment with respect to development resources to enterprises failing to implement real-name registration.

- Regulate management of social channels strictly according to the Circular on *Preventing and Cracking down on Fraudulent Crimes Committed through Telecommunication Networks*. Coordinate to deploy real-name imaging equipment, terminate unqualified channels and those failing to strictly implement real-name registration verification. Enhance the black list management system of social channels and never allow channels on the black list to process network sign-ups and real-name registration procedures.

China Unicom Guangxi Branch conducted terminal evaluation by applying big data technology to guide the healthy development of the smart phone terminal industry. The terminal quality evaluation system is based on three dimensions, namely the network signal reception sensitivity, calling and data service performance of the terminals. Whole-network terminal quality indices are released every month. It carried out big data statistics for interaction data of popular Internet applications on smart terminal network, analysed matching capability of the terminal and Internet, and guided Internet companies to improve OTT product quality.

In order to further implement the requirements of the *Circular on Making Further Efforts to Prevent and Crack Down on Communication Information* Fraud released by MIIT, China Unicom Jiangxi Branch strengthened the management of agents for 400 business. It formulated 400 business management measures, strengthened monitoring of users' usage, perfected agents' deposit and penalty deduction mechanism, and implemented accountability and punishment system. It eliminated sublease and resale of 400 business in the entire province, strictly implemented account management and territorial management, and implemented "shutdown and suspension" (shut down non-real-name customers, zero-call customers, non-white-list customers developed by agents, and suspend new business development of all agents) of non-conforming 400 business numbers. A total number of 35,000 non-conforming 400 business numbers were deactivated, and 150 illegal fraudulent numbers for call forwarding were suspended.

EXPLORE CAPITAL COOPERATION

Guided by the Focus Strategy, the Company actively explored capital cooperation opportunities in innovative businesses, such as mobile Internet application, mobile finance, big data, cloud computing, Internet of Things and Internet+, etc. while taking into account market development and its business development needs.

- To accelerate development process of big data and promote development of "Internet+", the Company participated in big data industrial development in Shanghai through equity investment to explore new business models for overall monetisation of big data.

- In order to create information platform serving ASEAN and provide advanced, high-speed and reliable communication information infrastructure and abundant Internet and industrial application for various enterprises stationed in the information harbour, the Company participated in founding China-ASEAN Information Harbour Co., Ltd. to promote the establishment of an even closer relationship between China and ASEAN countries.