

## FEATURE STORY II: PARTNERSHIP WITH OLYMPIC WINTER GAMES BEIJING 2022

On 26 December 2017, China Unicom signed an agreement with the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games (“BOCWO”) to become the sole partner in official communication services for the Beijing 2022 Winter Olympics and Paralympics as one of the highest-ranking sponsoring enterprises in the market development plan of the BOCWO. The safeguarding of communication services during the Olympics will help to connect Olympic athletes with the passionate spectators, the hospitable China with the wider world, and the great dream of China’s revival with the modern Olympic spirit. China Unicom will incorporate the Olympic philosophy of “eco-friendliness, openness, sharing and integrity” into the Olympic communication service regime under the theme of “Smart Winter Olympics Connecting the Future”, in a bid to highlight the speed and passion unique to the ice sports of the Winter Olympics, providing fresh and robust impetus for the successful hosting of the Winter Olympics and the further manifestation of China’s strengths and powers.



Signing ceremony as the official telecommunication services partner of Winter Olympics and Paralympics Games Beijing 2022

Zhang Jiandong, Deputy Mayor of Beijing and Executive Vice Chairman of the BOCWO, said at the signing ceremony:

China Unicom is a leader in China’s telecommunications industry with massive resources in communication services and extensive experience in safeguarding services for major events. The BOCWO will work with China Unicom to enhance the connection of the Beijing Winter Olympics with domestic and international parties, in a bid to foster a smart and hi-tech Winter Olympics. In the meantime, we will also strive to build a platform for promotion and provide sound services, such that China Unicom will secure extensive benefits generated by the Olympics brand, helping its development.



### Define a comprehensive organisational and administrative regime

To implement the commitments of China Unicom as the partner in communication services for the Winter Olympics, we have set up the China Unicom Winter Olympics Steering Group and the Winter Olympics Office to assume full responsibilities for organisation and administration in relation to the safeguarding of communication services at the Beijing 2022 Winter Olympics.

### Formation of the Winter Olympics Steering Group

The Winter Olympics Steering Group is headed by the General Manager of the Group Company, while the Deputy General Managers in charge of Network Development and Market Operations serve as the deputy group leaders. Members of the group include heads of the corporate development department/legal department, finance department, relevant market line departments, relevant network line departments, Beijing Branch and Hebei Provincial Branch. The Steering Group is responsible for the consideration and determination of significant matters related to services for the Olympics, examination and approval of relevant planning, project plans and agreements, as well as high-level liaison and coordination with the BOCWO.

### Formation of the Winter Olympics Office

The Winter Olympics Office is the institution in charge of communication-related matters at the Beijing 2022 Winter Olympics and Olympics marketing. A Winter Olympics advisory group comprising veteran experts at China Unicom has also been formed to provide consultation and guidance for important matters in the process of application and game event services during the Winter Olympics, offering significant support in projects, technology, marketing and legal issues to ensure the security, stability and reliability of communication services at the Winter Olympics.



Organisational Structure of the China Unicom Winter Olympics Office

## The Pledge to Smart Winter Olympics



Mr. Wang Xiaochu, Chairman of China Unicom, addressed at the signing ceremony

China Unicom has made a solemn pledges in three areas under the central theme of “Smart Winter Olympics Connecting the Future”:

**Safeguarding the Olympics with smart networks and ultra-fast network speed.** We will step up with the building of 4G networks, full-fibre networks, IoT networks and 5G networks in meticulous craftsmanship to ensure the provision of “ultra-fast”, “intelligent” and “reliable” network capabilities and communication solutions at the Winter Olympics, making contributions to the BOCWO’s endeavour to host the most spectacular, extraordinary, outstanding and smart-driven Olympic Games.

**Safeguarding the Olympics with smart applications and a diverse range of products.** With an innovative and open mind-set, we will step up innovative transformation in fundamental business segments such as mobile communication and broadband communication, and accelerate deployment in IoT, Cloud Computing, Big Data and AI to ensure the provision of a diverse range of spectacular products in information and communication services for the Winter Olympics.

**Safeguarding the Olympics with smart technologies and professional manpower.** Over the years, we have undertaken and successfully completed a host of communication assurance tasks for important conferences and other significant events in China and elsewhere. With our extensive experience, sophisticated technical solutions and our dedicated and proven professional teams, we are well-positioned to scale even higher standards in our service assurance task for the Olympics.



In December 2017, the Winter Olympics Special Train commenced operation officially in Beijing and Hangzhou metro stations with a strong appeal to commuters. To achieve the general aim of “Smart Winter Olympics Connecting the Future”, China Unicom will make great effort to promote and safeguard the Winter Olympics and optimise spectator experience, enabling users to understand, participate in and enjoy the Winter Olympics.



China Unicom launched one million mobile numbers nationwide as it adopted 166 as a new mobile number pre-fix in an ongoing endeavour to support China’s telecommunication services and China’s hosting of the Olympic Games with premium networks, products and services.