

# CORPORATE CULTURE

In 2017, China Unicom engaged in a corporate culture development exercise, underpinned by intensive effort to drive corporate culture as a means to strengthen the enterprise and the announcement of a corporate culture system, comprising a core value system, including the Company's vision, mission, core values and business management philosophy, as well as the code of conduct formed by the "High Prohibitions of Behaviours" and the Basic Codes of Conduct.



China Unicom Corporate Culture Regime



Chairman Wang Xiaochu speaking on the topic of "Promoting Corporate Culture to Prosper the Enterprise and Achieving Healthy Development" at the CPC learning session



General Manager Lu Yimin announcing the corporate culture system of China Unicom



Sharing of stories by outstanding China Unicom staff members



Corporate culture knowledge quiz



Promotion of corporate culture through company song