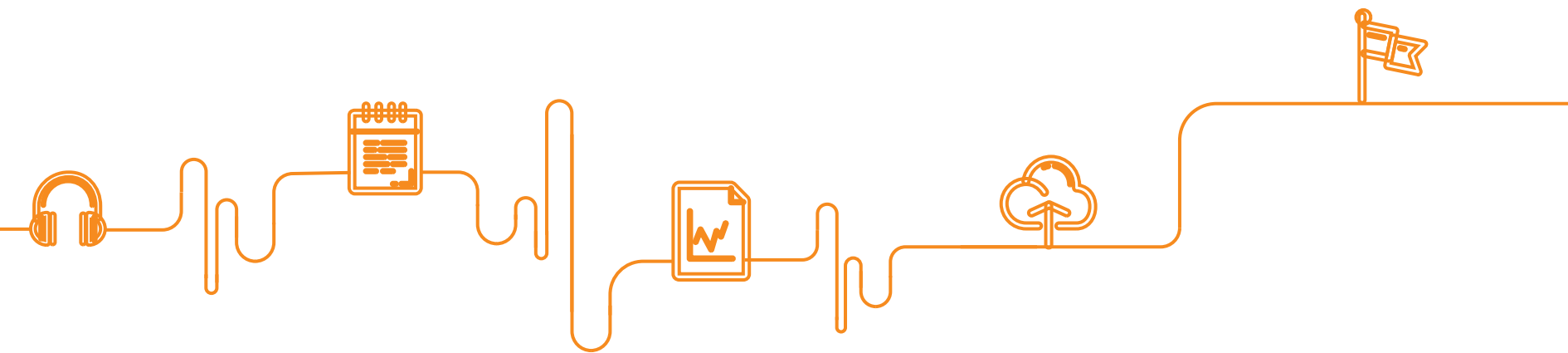


New Operation

EMBARKING ON NEW INTERNET-ORIENTED TRANSFORMATION

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NEW OPERATION: Embarking On New Internet-oriented Transformation

The acceleration of the Internet-oriented new operation with full force is an important means by which China Unicom implements the new development philosophy, and is closely related to requirements such as customer-centric perception and experience, network security assurance, low-carbon green operation and delivery of social benefits. As a responsible large-scale state-owned telecommunication enterprise, China Unicom concerns itself not only with economic benefits, but also social and environmental benefits, in the course of transformation into an Internet-oriented operation, in order to share harmonious development with the society.

Measures adopted in 2018

- Implemented universal information access service with a total of 987,000 4G base stations in service covering 90% of the population, and abolished data “roaming” fees.
- Enriched “Smart + life” applications by creating an integrated privilege system and establishing a home Internet operation centre.
- Customer satisfaction continued to improve as NPS increased by 13 points and service by 6 points.
- Safeguarded emergency telecommunication, strictly cracked down on telecommunication frauds, ensured information security for the public and maintained social stability.
- Practised low-carbon development through energy-saving technologies, paperless office, waste recycling and innovative green applications. More than RMB100 million in dedicated funding was earmarked for energy conservation and emission reduction in 2018.
- Continuously contributed to the society with RMB11.04 million of donations to third parties in 2018. Took part in volunteer activities with the number of registered volunteers reaching 44,000.
- Enhanced customer services with new technologies and new channels as the number of users served through Internet channels reached 31.65 million.
- Enhanced system enquiry functions to ensure consistency in account balance enquiry for all channels, and improved the payment functions for various services on the web and in the mobile app.
- Conducted a universal staff service campaign under the theme of “100x dedication and 10/10 satisfaction”.

Actions to be taken in 2019

- To advance the universal information access service and narrow regional digital divide.
- To engage in emergency telecommunication assurance and further purify the cyberspace.
- To conduct ongoing NPS assessment and seek consistent improvements in service means and channels, in order to continuously enhance customers’ perception and word-of-mouth.
- Taking into account people’s social circles, to further expand channels through closer cross-sector cooperation in order to better fulfill the telecommunication needs of local people.
- To focus on electromagnetic radiation control and further introduce innovative green applications.
- To further improve the Company’s resource and service regime, launch external donation programmes, and expand the Company’s volunteer team in an active move to foster a civilised culture.

CONSTRUCTING SMART PREMIUM NETWORKS

In active implementation of the Cyber Superpower strategy, China Unicom earnestly engaged in network optimisation, evolution and speed upgrade, and built premium networks in a holistic manner to provide better services to its customers.

Creating the ultimate network experience

China Unicom is dedicated to building premium networks. It cares about user experience and seeks to provide customers with high-quality networks with broad coverage and high speed.

• **Staying ahead in terms of 4G network speed and offering lag-less experience in HD videos:** In 2018, China Unicom made a total investment of RMB 17.83 billion in 4G networks and had a total of 987,000 4G base stations in service covering 90% of the population. With the employment of technologies such as Big Data and AI, we precisely predicted network service volume and provided effective solutions to key customer complaints to ensure good user perception. According to the statistics of Broadband Development Alliance, China Unicom stayed ahead of its peers with a 4G download speed of 23.57Mbps in 2018.

• **Speed upgrade for home broadband for 7 years in a row:** In 2018, China Unicom made a total investment of RMB9.16 billion in broadband and data networks. The total number of our broadband ports reached 215 million, of which FTTH ports account for 82.3%. The mainstream speed for home broadband increased to at least 200M, while ongoing improvements were made to the Smart WO Family Package with options available for family sizes ranging from 2 to 5. Customers can choose according to their needs, enjoying maximum value and convenience.

A total of **987,000** 4G base stations in operation

4G population coverage reached **90%**

To offer more satisfactory network experience to small community residents, China Unicom Shandong branch invested RMB154 million in the city of Weifang to carry out 417 conversion projects in the old communities to facilitate 200M+ connection for 400,000 users.



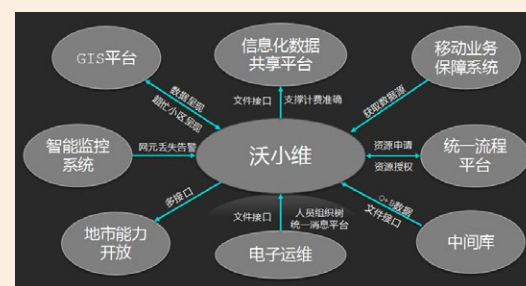
Removal of aerial "spider webs".



Rectification of network boxes and cable hubs.

China Unicom Sichuan branch employed multi-dimensional analysis on the Big Data platform to enable rapid network construction on a rolling basis in response to users' demand. As a result, all cities at township level or above in the province achieved contiguous 4G coverage. Coverage along airport expressways, railways and high-speed railways reached 94%. Network NPS improved by 5.7% year-on-year.

China Unicom Jiangxi branch created "WO Mini Maintenance", a network data housekeeper, in a breakthrough from traditional models, resulting in significant enhancement of network maintenance efficiency. It could better fulfil customers' needs with the aid of cross-platform intelligent analysis, with a data accuracy rate of 99.3%.



Cross-platform data interoperability for the safeguarding of our premium networks

With the implementation of its sixth speed upgrade and tariff reduction, China Unicom Beijing branch generally upgraded its broadband users to 100M with 200M as the mainstream speed. Its broadband network equipment were evolving towards 10GPON with 1,361,200 users getting 1G capability. The network fully meets the requirements of 2K/4K HD video services and largely meets those of AR/VR services, enriching the daily life of our customers.



Advancing intelligent network evolution

While keeping up with its existing network development, China Unicom continued to explore future-proof intelligent network architecture and evolution strategy, and make its network more centralised, flexible and intelligent in the transition to an Internet-oriented network operation, providing customers with agile, self-service, online and personalised network services.

- The construction of the next-generation CUBE-Net 2.0+ architecture has been expedited, with a view to gradually achieving network cloudification, automation and intelligentisation based on SDN/NFV, cloud, ultra-broadband, AI technologies, among others.
- Through the integration of end-to-end differentiated servicing ability for mobile networks, we accomplished integration with common APPs, with a daily average of more than 1 million successful service calls and nationwide coverage.
- Major efforts were made to drive the cloudification and virtualisation of core networks to provide a foundation of cloudified networks for IoT and 5G development.
- We strengthened proprietary research and development in network software, embraced open-source technologies, and promoted network decoupling and open-up in order to expedite network re-architecture with the help of an open technological ecology.

In connection with the development of China169, the backbone network, we fully deployed IPv6 in active implementation of the "Action Plan for Advancing Large-scale Deployment of Internet Protocol Version 6 (IPv6)". We expanded the functions and scope of application for the deployment of automated, centralised SDN controllers to further enhance the quality of selected important services. We maintained our leading position in the Internet sector, underpinned by an average intranet latency of 32.22 ms, outperforming other carriers for 32 consecutive months. As at the end of 2018, our domestic backbone networks had a capacity of 240T, while our domestic IPv6 interconnection bandwidth and international interconnection bandwidth reached 3112G and 2427G, respectively.

In connection with the development of industry Internet, a number of new features went online after development and testing were completed. Networking tests and automated connection with Ali Cloud and Tencent Cloud were completed, enabling an automated provisioning workflow. The construction of connection resources in two batches with respect to 139 self-owned DCs and more than 40 cloud service providers' DCs were completed. The integration of IPRAN networks with Industrial Internet for 334 cities were completed. The upgrade of SDN functions for PE equipment across the whole network were completed, whereby all local networks are able to meet the requirements of corporate cloudification and inter-cloud connections.

China Unicom Guangdong branch deployed VXLAN switches on the edges of carrier networks in 21 cities to facilitate fast data traffic diversion and dispatch and seamless switch of services across the cities, in preparation for the formal SDN/NFV deployment. China Unicom Guangdong branch will step up with the deployment of 5G carrier networks with the gradual introduction of new technologies such as SDN, NFV and MEC, etc, to realise centralised network resources, agile services and open capabilities.

At the 2018 Mobile World Congress (MWC) held in Barcelona, China Unicom, ZTE and Intel jointly issued the “China Unicom White Paper on Edge-Cloud Platform Architecture and Industrial Ecology” to announce the official commencement of large-scale Edge-Cloud trials and construction of pre-commercial networks in 15 provinces / municipalities covering a range of scenarios such as campuses, stadiums, industrial parks, industrial Internet and the Internet of Vehicles. We jointly demonstrated Edge vCDN and edge intelligent analysis services at the Intel booth.



Offering more concessions through tariff reduction

China Unicom has brought more concessions for hundreds of millions of users by actively advancing the key tasks of “four reductions and one abolishment”.



Threshold of the ice cream packages lowered to allow maximum freedom in data usage.

- **Uniform data tariffs nationwide:** With effect from 1 July 2018, the data “roaming” fee was abolished to the benefit of more than 200 million users.

- **Substantial reduction of international roaming/Hong Kong-Macau-Taiwan roaming rates:** data roaming tariffs for 143 countries and regions were lowered by an average of 46% and a maximum of 97%. Daily-rate unlimited data pack services are offered in 174 countries and regions, while the data allowance in some packages has doubled.

- **Facilitating data freedom for the public:** as at December 2018, the average unit mobile data tariff decreased by 59% compared to the end of the previous year. The threshold of the ice cream package tariffs was lowered and multiple users are free to share data. Daily average 4G data usage reached 62PB, representing a year-on-year growth of 165%.

- **Innovative launch of Internet packages:** launched Tencent King Card which offered unlimited dedicated data for over 100 APPs. Jointly launched a diverse range of Internet packages, such as Ant Treasure Card, JD Strong Card and Weibo Micro-Card, etc. to satisfy the personalised needs of users and let them enjoy the benefits of data to the fullest extent.

- **Home broadband and integrated concessions:** Greater concessions for the integrated

fixed-line + mobile packages were offered, as home broadband tariffs as at December 2018 decreased by 41% compared to the end of previous year.

- **Contributing to mass entrepreneurship and mass innovation and accelerating the development of smart enterprises:** the unit price of SME Internet leased-line bandwidth was reduced by 36%, with special concession for the “entrepreneurial and innovative” enterprises.

- **Offering benefits to the military, medical and education sectors in fulfilment of our social responsibility:** as comprehensive contribution to the society, preferential services, concessionary packages, discounts on mainstream products and exclusive direct fibre lines are offered to the military, medical personnel and teachers.

ENRICHING SMART APPLICATION PRODUCTS

Leveraging its basic telecommunication networks and strengths in novel technologies, China Unicom has made strong efforts in areas such as smart living and smart industries, introducing a wide range of “smart+” applications to facilitate more convenient and intelligent living for the public.

Forging a smart brand

In 2018, China Unicom continued to intensify its brand image. As a corporate brand, China Unicom owns outstanding brand assets which are innovative, progressive, trustworthy, open and cooperative. As a brand in government and corporate services, China Unicom is required to satisfy government and corporate customers’ demand for customised and amalgamated innovative services and for a brand with formidable strengths in network and technology. As a brand in mass-market services, “WO” is oriented towards the general consumers and is required to meet general consumers’ need for services that suit their interests, offer more convenience in perception and acquisition, as well as the need for a young and vibrant brand with a strong sense of affinity.



The China Unicom Brand Regime



The cartoon character of the "WO" brand

Enjoyment of smart living

◎ Prioritising customer experience

In 2018, China Unicom launched a universal staff service campaign under the theme of "100x dedication and 10/10 satisfaction", whereby all channels were engaged in united actions and all staff acted in concert to genuinely embrace the servicing culture and spread the message "100x dedication and 10/10 satisfaction" through words and actions. They provided genuine services to customers with the caring attitude and satisfactory and professional quality of service typical of China Unicom staff. In the meantime we continued to enhance compliance management over business activities with the establishment of a system of assessment and inspection to ensure ongoing improvements in user experience of products and services.

- Based on NPS survey results, media monitoring and customer satisfaction polls, we conducted data analysis on the perception of the same user across 5 scenarios and 43 dimensions, including physical business outlets, mobile APPs/online stores, 21 online customer service, broadband installation, relocation and maintenance and international roaming surveys, among others, in order to construct an integrated cloud map tracking customers' experience with our services from "service sign-up" to "service feedback".
- For our broadband service, we sought to formulate solutions in four critical aspects: convenient customer experience, automatic order workflows, one-stop service for installation and maintenance, and end-to-end order monitoring.
- Engaged in proprietary research and development of APPs such as WO Sales Made Easy and WO Marketing. We allayed customers' concerns on information security by simplifying the ordering processes, and enhanced convenience and fast response to requests for better customer perception.

In the course of upgrading wireline telecommunication facilities of old communities, China Unicom Weifang branch in Shandong has persisted in a customer perception-oriented approach. Through on-site announcements, phone or SMS notifications, WeChat customer service and other channels, advanced notices on the upgrade arrangements were given to customers in the communities to minimise inconvenience caused to them. Communications with customers emphasised that the upgrade would facilitate "three-network integration" and "fibre Internet connection" with higher speed and greater stability, in order to win residents' support for and understanding of the upgrade work. By allowing customers to choose the timing of upgrade and providing free replacement of upgrade facilities, maximum customer support was received, in a genuine realisation of "100x dedication and 10/10 satisfaction".



◎ Innovative 4G products

In 2018, China Unicom continued to introduce improvements to its Internet-oriented product portfolio and enrich its data product portfolio. Launching scenario-based marketing via APP touchpoints of our Internet partners, while utilising each other's resources to facilitate deep product integration, we established a complete and flexible 2I2C application and privilege regime, providing customers with products of higher value-added and services of better quality.

- Our 2I2C service has been focused on new areas for cooperation, such as terminal, express delivery and travel, with the launch of 2I2C products with Xiaomi, YTO Express and Ctrip. We iteratively optimised products of existing cooperation, as we continued to enhance the breadth and depth of our product coverage.
- Our 4G contract package portfolio has been simplified to drive the transition from contract products to data products.
- We continued to enhance promotion of and optimise our Ice Cream Package.
- For mobile video, we embarked on comprehensive cooperation in content + data + membership benefits with online video APPs, teaming up with ten major partners including Tencent, iQIYI, Youku, MGTV and bilibili, etc. Products based on membership benefits have provided better video experience and services to the wider customer base of China Unicom.
- The Company was not involved in any return of sold or delivered products because of safety or health reasons.

© Enriching our integrated services

In 2018, China Unicom continued to implement its business philosophy of Big Bandwidth, Big Data Traffic, Big Integration and Big Video, as it consistently enhanced its “Smart WO Family” integrated products targeted at general home users, developing integrated home information service solutions on the back of high-speed broadband, Big Data Traffic and a wide array of video contents in a move to construct a smart home ecosphere and speed up the commercialisation of smart home products.

- We have built a home Internet operations centre to conduct centralised operation of services such as smart gateways, smart homes and home clouds.
- We installed “optical modem + wireless router” two-in-one smart gateway terminals for new broadband users, allowing them to carry out intelligent control, remote management and the download of applications at the terminal via a client APP.
- Our smart home engineer team continued to upgrade their servicing ability to provide a full range of services for home networks and comprehensively fulfil customers’ Internet needs at home.
- We provided services such as smart speakers with voice call service, intelligent video cameras and home cloud to meet the needs for voice calling, video surveillance, infant care and elderly care at home.
- Our video subsidiary currently has an HD video inventory of 100,000 hours, and we have also acquired a full range of TV contents from iQIYI in a strong effort to provide customers with richer product experience.

🌐 ENHANCING SMART SERVICE STANDARDS

In line with its customer-centric principle, China Unicom seeks to serve customers through its business outlets located across the nation, customer service hotline “10010”, online stores, SMS, official Weibo and WeChat customer service accounts, making ongoing improvements to its service regime and operation and service modes in sustained enhancement of the standard of customer service.

📞 Enhancing counter service

In 2018, China Unicom continued to enhance the service standard of its counter channels and improve the efficiency of self-owned business outlets.

- Focusing on customer perception and critical issues in frontline services, we rolled out QR code payment at self-service terminals and began to optimise the operational workflows at our business outlets, with a view to solving the problem of “two long-waitings”.
- We continued to optimise the billing process and further simplified our front desk operations, shortening the duration of the sign-up process for integrated services at counters from 35 minutes to 12 minutes.
- Support for the business outlet performance assessment system has been strengthened on the back of the WO Store platform.

Tmall Smart Living Pavilion, a flagship New Retail store jointly developed by China Unicom and Alibaba, is a fashionable physical store focused on selling digital 3C products and powered by advanced New Retail technologies. The store design is novel, fashionable and cool. Tmall Smart Living Pavilion not only provides a new shopping experience with customised offers or products through interactive scanning of on-site QR codes, but also supports convenient online shopping, allowing customers to place orders online via mobile apps and pick up their orders in-store or through direct delivery. Merchandise sold at the store are mainly the latest digital gadgets, allowing shoppers to experience tangibly the charm of various trendy digital products at ease.



China Unicom's smart living experience store



China Unicom's smart living experience store



Inside China Unicom's smart living experience store

Expanding Internet services

China Unicom has been actively developing and enhancing Internet-based customer services. To guide users' migration from traditional service channels to online self-service channels, we have held 28 promotional sessions and introduced the live broadcast of PK games, including 29 million showings of the "Most Beautiful Customer Service Representative" Tournament resulting in significantly enhanced servicing abilities and influence. Over 97 million customers are using Internet channel services, representing a growth of 4.4pp in user penetration. Our fan base grew by 69.4% on a cumulative basis, while the volume of Internet services grew by 35.2%.

- Customer service hotline: we continued to conduct "customer hotline perception enhancement initiative" to optimise IVR levels and broadcast contents and to enhance our ability in online problem solving. The quality of manual services of our customer service hotline has increased by 1.9PP, and the overall problem-solved ratio of our hotline stands steadily at over 96%, reflecting a notable rebound in customer perception.

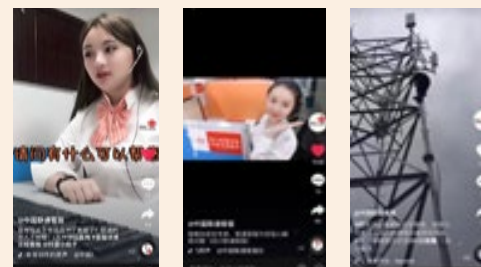
- In connection with Weibo/WeChat and online customer services: the official "China Unicom Customer Service" WeChat account reported a 99.5% rate for the timely handling of customer enquiries and complaints, building a strong reputation among customers. The "China Unicom Customer Service" WeChat account has grown into a first-class platform for authoritative information dissemination with the development of 5.35 million fans.

- In connection with the open knowledge base: we resolved customer enquiries through the "WO Knows" knowledge and support platform, where there are 500,000 counts of open knowledge. Meanwhile, "China Unicom BBS", our fan sharing and interaction platform, has assembled 3.63 million active fans who have contributed a total of 610,000 posts attracting 100 million views.

China Unicom Beijing has sped up problem resolution – eliminating ineffective steps in workflows, shortening response time and employing upgraded technologies for a transparent, on-record and traceable complaint handling process. An open assessment model based on coordination between multiple online and offline touchpoints has been developed. Through open and transparent measures such as progress enquiries via WeChat, online stores/mobile APPs and customer satisfaction surveys covering all scenarios and all workflows, we have achieved transparency in the handling of complaints and effective communication of customers' suggestions such that all suggestions and demands from customers are being properly attended to.

Users of Internet channel services exceeded **97 million**
growth of **4.4**pp in user penetration of Internet channel service

Commenced national first-class operation of the "China Unicom Customer Service" TikTok account. In four months of operation, 175 professional and positive promotional videos about crowdfunding services, business operations and maintenance services, etc. have been posted, garnering 450,000 likes.



Strengthening complaint management

In 2018, China Unicom continued to strengthen complaint management using a matrix complaint management model. No instances of complaints about abusive charges have been reported during the year, indicating notable success in complaint management. The Company regards complaint resolutions on both client and Company ends as part of the close-loop complaint management system, aiming at "solving one type of problem through the handling of one complaint" so as to enhance the ability to resolve complaints from the root.

- We have effectively enhanced our ability to resolve customer complaints through customer hotlines and service counters and efficiency in handling complaints by consistently strengthening the frontline deployment of back-office ability to settle complaints, standardised support for service planning and knowledge base, expansion of the authority of frontline service and tiered handling of complaints, etc.

- We continued to improve the mechanism for direct complaints and problem resolution from the root by building a dedicated team for root-cause rectification and a virtualised specialist team. We have improved the functions of the system for root-cause rectification by integrating the processes for warning on direct complaints and root-cause rectification.

- We routinely monitored abnormal movements in complaints on a daily basis, and identified and issued warnings on popular customer complaints in a timely manner, instructing provincial branches for swift and proper settlement to avoid collective complaints.

- On the back of root-cause rectification and the flagging and deflagging mechanism, focused efforts have been made to resolve critical and common issues among all complaints.

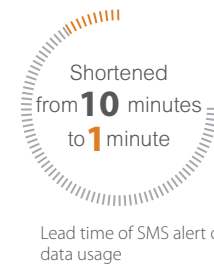
China Unicom Mongolia branch has enhanced customer perception through multiple means. The scenarios for service remedies have been increased, while business departments have been encouraged to participate in the complaint handling process. A flattened mechanism for communication has been established through the use of WeChat groups and QQ groups to improve information feedback and communication among complaint handling departments at different levels. In addition, a “call centre group for the sharing of public opinions” has been established to handle popular and material complaints in a speedy manner, seeking instant interaction with specialised departments to solve customers’ requests in a timely manner.



Persisting in transparent services

In meticulous implementation of the “Laws of the People’s Republic of China on the Consumer Rights Protection” and other laws and regulations pertaining to the protection of consumer rights, China Unicom exercises stringent regulation over billing and charges, protects customers’ right of information relating to consumption and services, and strengthens consumer education on product and service knowledge.

- Supervision and management of billing has been strengthened. Billing performance assessment has been conducted to enhance the accuracy in daily billing operations through appraisal, inspection and reporting.
- Management of service fees has been strengthened. A special initiative has been launched to address unsolicited value-added service charges and a platform for centralised verification of value-added services has been established to curb unsolicited value-added service charges from the root.
- Management of channel partners has been strengthened. Amendments have been made to improve the “Measures for the Administration of Value-added Services” and nationwide promotion and training has been organised to ensure genuine implementation of regulated management.
- Promotion and supervision of policies regulating package sales has been strengthened. In strict adherence to a simplified tariff structure for service recommendation, regulated tariff promotion, higher tariff transparency and satisfaction of user demand, we offer a simple tariff structure that is easy to understand and strictly prohibit ambiguous tariff structures and usage terms to eliminate any unreasonable fee items. Emphasis has been placed on the promotion of packages with clear and simple tariff structures and nationwide uniform tariffs to increase tariff transparency. We regulate the promotion of service tariff policies, as package and promotional information is publicised and shown in mobile APPs and online stores in a timely manner.
- Message billing is operational nationwide, while ongoing upgrades have been made to the billing system with continuous improvements to the accounting process.



Improvements in customers’ word-of-mouth

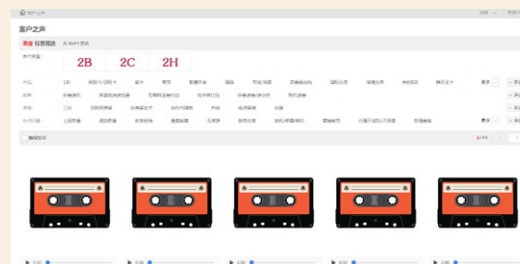
China Unicom is committed to enhancing customers’ perception and word-of-mouth on all fronts. NPS assessment has been introduced to conduct comprehensive monitoring of all business units at all levels of the Company, so that the Company will be able to understand customers and accommodate their needs, and all business units will be able to improve in a customer-oriented manner.

- The NPS survey and assessment is operational in 31 provinces across the nation covering the three principal dimensions of network, business and services in support of close to 300 customer service personnel, providing approximately one million times of data services throughout the year.
- We continued to conduct NPS customer word-of-mouth and satisfaction survey, reporting a year-on-year increase of 13.0 points for business NPS and 6 points for service in 2018.
- We launched a “special initiative on customer perception improvement” to drive internal process improvements and rectification of key issues from the root in a problem-driven approach on the back of the flagging and deflagging mechanism for key service issues.
- A CEM customer perception management platform has been initially established, enabling operation and application at multiple levels with centralised support in NPS assessment, online media monitoring and random satisfaction interviews. Information such as customers’ voices and satisfaction poll results at various touchpoints is consolidated to comprehensively improve customer information and enable precise customer service with Big Data analysis.

China Unicom Guangdong branch has launched a campaign called “The initial determination – listening to customers’ voices” campaign, seeking to understand the genuine needs of customers by listening to their views through three ways: in person at the site, through online communication, and collectively by different lines. Members of the management put on earphones to listen to the genuine voices of customers, while listening to recordings online and collecting suggestions through the “Customers’ Voices” platform. As at the end of 2018, the “Customers’ Voices” had collected 864 customer enquiry recordings. Findings of the campaign would be followed up as key issues to facilitate the closed-loop handling of “identifying, analysing and solving” customers’ problems.



Listening to customers’ voices in person



The “Customers’ Voices” platform

MAINTAINING A SECURE CYBERSPACE

Safeguarding emergency communication

Implementing emergency communication assurance plan

In 2018, China Unicom amended its Group-level emergency communication assurance plan, including the master plan and 8 specialised emergency plans, and organised more than 1,740 emergency drills during the year.

Fully safeguarding communication in floods and other natural disasters

In 2018, some areas in China were battered by serious floods, with mountain floods, mudflows and slippery slopes in certain districts. With a dauntless spirit, China Unicom established an emergency team on 24-hour standby to ensure communication for key customers such as the CPC, government and military authorities, anti-flood and anti-drought command departments so as to ensure communication security during the flood period. We committed an aggregate of RMB137.11 million to emergency work, dispatched 78,431 emergency workers and 31,670 emergency vehicles, and sent 75.55 million emergency SMSs.

RMB137.11 million committed to emergency work **78,431** emergency workers were dispatched

Communication assurance for Beijing Summit of the Sino-African Cooperation Forum

During Beijing Summit of the Sino-African Cooperation Forum held in September 2018, China Unicom deployed more than 6,900 staff and 970 vehicles to ensure stable network operation in important areas such as the Great Hall of the People, National Convention Centre and Diaoyutai State Guesthouse. We deployed a new situational awareness system enabled by Big Data and intercepted 100% of 482 threats identified during the summit, achieving “zero failure” in the key areas.

Communication assurance for the Shanghe Summit in Qingdao

During the Shanghe Summit held in Qingdao in May 2018, network operation was stable in important areas such as the Qingdao International Convention Centre and the media centre, where “zero failure” was reported. China Unicom deployed more than 6,800 staff, 1,010 vehicles to ensure uninterrupted communication services. Lighting at Fushanwan involved 112 UTN equipment and 1,000 IoT cards, while we conducted signal monitoring at the IoT base stations to ensure safe and reliable operation of the system and equipment. We have also developed a “halt with a click” system and a 1.2T big bandwidth DDoS cleansing system to carry out attack cleansing at the source.

Communication assurance for the first Import Expo

At the first Import Expo held in Shanghai in November 2018, China Unicom carried out network optimisation based on the principle of “One Pavilion, One Policy” and “One Scenario, One Policy”. Network operation was stable during the Import Expo as we deployed more than 6,500 staff, 980 vehicles, 2 patrol boats and 2 drones to ensure “zero failure” in the key areas. We deployed for the first time an intelligent network failure identification system and network management robots and implemented NOC production functions such as network failure prediction on the back of AI, Big Data and cloud computing. The system was triggered for over 1000 times during the Import Expo. 5G network was deployed for core indoor and outdoor areas such as the WH Pavilion and the media centre to enable 5G HD videos for live media coverage.



Safeguarding information security

Improving the information security work mechanism

In meticulous and thorough implementation of the requirements set out by the National Network Security and Informatisation Work Conference, and in strict accordance with the Cybersecurity Law, China Unicom has issued a series of administrative measures for business and system security to ensure the safe and stable development of the Company’s network and information security.

- In 2018, close to RMB600 million was invested in fixing latent cybersecurity issues and no material security breaches were reported during the year.
- Major efforts were made to enhance centralised technical support ability in order to provide technical assurance for branches and subsidiaries.
- Actively conducted data security inspections and closed loopholes with 1,989 loophole checks nationwide to effectively lower security risks.
- Driving full implementation of various tasks through the accountability and appraisal system.

100% implementation of control through real-name registration

● China Unicom has rigorously implemented the MIIT’s requirement for control over real-name registration. We achieved 100% real-name registration for our telephone users by ensuring real-name registration by new users, optimising the ordering process of online channels, conducting self-inspection and clean-up of real-name registration issues for IoT cards, cleaning up distributor accounts and reducing distributor irregularities.

◎ Enhancing cybersecurity ability

- Over the years, we have gradually developed a range of security and servicing ability, such as abnormal data clean-up, Zombie and Trojan monitoring, malicious mobile APP monitoring, cybersecurity situational awareness, secure configuration manager and loophole management, among others.
- “China Unicom Cloud Shield”, a security product offering defense against DDoS attacks, has gained extensive recognition from more than 70 government and corporate clients, including the Industrial and Commercial Bank of China, Alibaba and Tencent.

◎ Ensuring security of customers' personal information

In thorough implementation of the “Regulations for the Protection of Personal Information of Telecommunication and Internet Users”, China Unicom has formulated the “China Unicom User Privacy Policy” and related protocols to require China Unicom and related companies to obtain legal authorisation for the collection and use of necessary personal information of users.

- Management of public disclosure and confidentiality of customer information has been strengthened with rigorous implementation of the “seven prohibitions” regarding customer information.
- The purpose, method and scope of collecting and using user information, channels for enquiring and correcting information, and the consequence of refusal to provide information are publicly set out on the online store to give clear notice to customers and increase our ability to safeguard customer information security.

China Unicom Tangshan branch in Hebei province engaged in network information security in a multi-discipline and multi-dimensional manner. In 2018, a number of network and information security assurance tasks for major events were completed. Approximately 50,000 harassment/scam phone calls were dealt with. It actively cooperated with the police on a number of on-site arrests and suspensions of relevant phone numbers for the gathering of evidence.

🔍 Purifying the cyberspace

◎ Rigorous crackdown on malicious attacks

- We cracked down on malicious mobile APPs by strengthening interception, running a three-tier security audit comprising security against APP viruses, security in contents and features and billing security, monitoring complaints on an ongoing basis, and barring number-changing APPs.
- Actions were taken against non-compliant APPs, as over 500 non-compliant APPs and close to 4,000 non-compliant online games were identified at the WO store through inspection, and approximately 50 APPs with potential security issues were instantly removed.
- Leveraging our technical strengths in Big Data, we have built and optimised an “Hawk Eye” system and formed a centralised operations team to enhance accuracy in the screening of fraud and harassment numbers, and the number of reported cases have substantially decreased as a result.
- Spam SMS interception methodology is optimised dynamically, resulting in a monthly average interception of 143 million spam SMSs.
- A new international scam call interception system has been put into operation and 388 million international scam calls have been intercepted.

China Unicom Shanghai branch has adopted innovative algorithms to conduct precise interception of “debt call” spam SMSs with an improved accuracy rate of 99.3%. During the peak season, a daily average of close to 3,000 spam SMSs were blocked and the monthly average number of complaints relating to spam SMSs decreased by approximately 85%.

China Unicom Hainan branch has applied the Hawk-Eye anti-scam system to provide users with a secure and clean cyberspace and raise public awareness. In 2018, 1,783 anti-scam reminder SMSs and 534 voice alerts were sent and approximately 2,560 phone numbers making abnormal calls were suspended. 485,000 page views of and 272,000 visits to malicious webpages were stopped.

China Unicom Maoming branch in Guangdong has developed an anti-scam regime comprising technical monitoring, suspension and interception, channel tracking and joint actions with the police to protect the people from telecommunication scams. Through precise interception, total voice calls in Shuzai and Magang, two key victim towns suffering from scams, reduced by more than 55%. Joint efforts have been made to curb the card head grey industry chain and 112 malicious card buyers have been locked down on a real-time basis to cut off the local card supply.

China Unicom Jiangsu branch has developed a Big Data-enabled, 360° anti-scam regime and successfully blocked an average of more than 2 million abnormal calls per day with an accuracy rate north of 90%, effectively reducing the volume of reported phone numbers roaming to key areas suffering from telecommunication scams as mentioned by the Central Government, such as Maoming and Longyan.

◎ Cybersecurity promotion and community welfare services

- We were the first to roll out a free-of-charge anti-fraud community welfare service which accurately identified suspected victims throughout the whole network and, working with the police, alerted users to prevent losses. An average of more than 1,000 alerts were sent each day.
- More than 970 million SMSs containing various types of security tips were widely disseminated.

China Unicom Liaoning branch launched a wide range of cybersecurity promotional activities: sending 12 million promotional SMSs, reaching out to 31.50 million users via our online stores and WeChat public account, organising 18 sessions of community outreach during the promotion week and over 400,000 showings of promotional messages at business outlets.



Rolling messages on LED screens at business outlets



Community outreach



Promotion via online stores

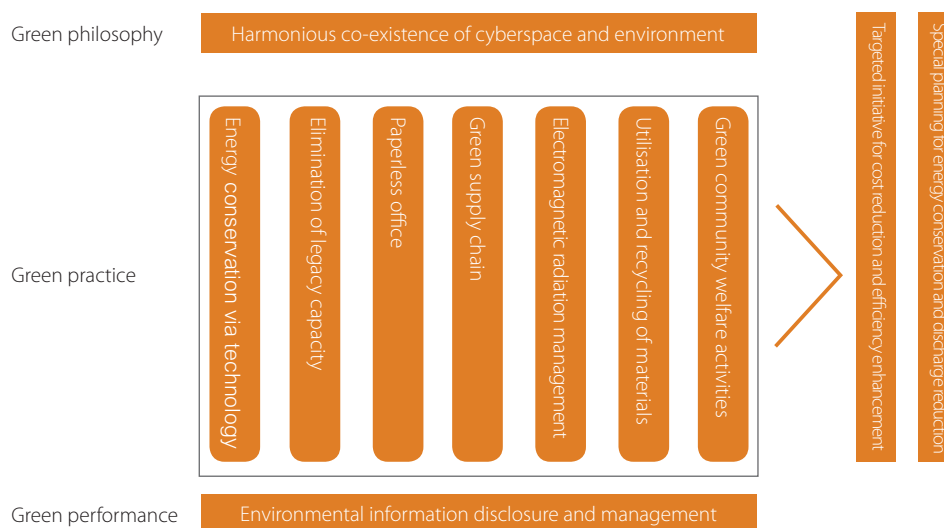
PERSISTING IN LOW-CARBON GREEN DEVELOPMENT

China Unicom is resolutely committed to pollution prevention and remedy. In strict accordance with laws and regulations pertaining to environmental protection, such as the Environmental Protection Law of the People's Republic of China and the Energy Conservation Law of the People's Republic of China, we have incorporated the low-carbon green development philosophy into our corporate strategy and production operations in active implementation of green management, green network, green operation and green application, with a view to contributing to the realisation of a beautiful China with blue sky, green land and clear waters, satisfying the growing demand for a pleasant ecological environment of the public.

Refining green management

Strengthening management system

China Unicom has developed a “three-in-one” green management system underpinned by the green philosophy, green practices and green performance. We implemented the general requirement for “cost control and mechanism reform” through targeted initiatives and special planning. We deeply engaged in energy conservation and eliminated inefficient capacity, so as to reduce network energy costs and mitigate the environmental impact resulting from greenhouse gas emission. We regulated the treatment of pollutants and wastes to enhance the standard of our refined green management. The Company is committed to increasing the efficiency of water consumption as active efforts have been made to promote the recycling of water resources. The Company promoted awareness in water conservation, while conducting regular maintenance checks in each part of the water supply system to eliminate water resource wastage and leaking. The Company's water resources mainly comprise tap water in buildings or properties. During the reporting period, there was no issue in sourcing water.



China Unicom's "Three-in-one" Green Management System

Driving Control work

China Unicom spares no effort in tackling the “three critical issues” to ensure practical implementation of key deployments in relation to eco-friendly development.

- We have formulated a particular implementation plan for pollution prevention and remedy, underpinned internally by low-carbon green development and externally by focused efforts on the ecological environment.
- A green development monitoring and data collection system¹ has been established. Pollutants discharged in 2018 included 5,296,000 tonnes of carbon dioxide and 2,400 tonnes of sulphur dioxide.
- Improvements have been made to the green procurement system and administrative systems for the disposal of wastes.

1. ESG indicators such as the density of water consumption, total volume and density of hazardous (non-hazardous) wastes have yet to be covered in full. We will next seek to improve China Unicom's environmental governance system in accordance with the ESG Reporting Guide issued by the Stock Exchange of Hong Kong.

- We highly regard environmental protection education, building green business outlets and promoting paperless office.
- We undertook major initiatives in water and power conservation, and formulated the “2018 China Unicom Building Energy Conservation and Discharge Reduction Plan”, resulting in a 18.2% reduction in power consumption and 24.6% reduction in water consumption on a per capita basis.
- We have supported low-carbon green development of the industry and launched training and exchange programmes in energy conservation and discharge reduction, and we have also joined the “Internet+ Energy Conservation” Industry Alliance.
- Dedicated funds for energy conservation and discharge reduction have been earmarked with a special focus on energy conservation upgrades and the application of energy conservation technologies.

China Unicom Cloud Data Company has established a working group for energy conservation and discharge reduction in data equipment rooms and published the “China Unicom Cloud Data Company Limited Administrative Measures for Energy Conservation and Discharge Reduction (Trial)”. It identified energy conservation potential of the power source systems and cooling systems at existing bases and conducted ongoing research and application of new energy conservation technologies.

In December 2018, China Unicom joined the “Internet+ Energy Conservation” Industry Alliance and was designated as a deputy general secretary unit. The Alliance is aimed at consolidating resources in the industry to deepen energy conservation efforts and assist the innovative development of sectors relating to “Internet+ Energy Conservation”, coordinating energy revolution and eco-friendly development on behalf of the government, enhancing macro-control of energy conservation and supporting the development of the energy conservation and environmental protection industry.



“Internet+ Energy Conservation” Industry Alliance Inauguration

Funds committed to energy conservation and discharge reduction exceeding **RMB100** million in 2018

◎ Building a green supply chain

China Unicom implements quality accreditation for environmental management, setting out clear environmental requirements and energy-saving conditions for equipment procurement. Suppliers are required to obtain accreditations such as SA8000 and ISO14000.

We comprehensively advanced the full operation of e-tenders and e-commerce with totally digitised “sunshine procurement” and “green procurement” in an effort to lower environmental costs in transactions and enhance environmental awareness on the part of suppliers.

We have tightened up the social responsibility requirements for terminal suppliers as we seek to build a responsible supply chain system. For customised terminal products, we focused on power consumption testing and continuously worked with manufacturers for improvements to ensure compliance of these terminals with energy conservation, environmental and safety standards.

📶 Construction of green networks

◎ Applying green technologies

China Unicom adopts highly energy-efficient network development strategy to drive cost reduction and efficiency enhancement for telecommunication facilities at source.

In 2018, we continued to employ efficient power modules and smart dual-circulation air-conditioning and achieved a 2-5% improvement in power system efficiency, a 30% air-conditioning energy saving and electricity saving of 20.54 million kWh for newly built systems in the first year.

The self-developed loose coupling channel closed-end technology (China Unicom Cloud Shelter) has been adopted to facilitate closure of the cooling passage of traditional telecommunication equipment. Compared to traditional methodology, machine room pPUE (partial power utilisation efficiency) decreased from over 2.0 to 1.5, delivering ongoing energy conservation throughout the entire life cycle of equipment operation.

To promote green data centres, energy-efficient and environmentally friendly equipment such as large cooling capacity centrifugal chillers, variable frequency circulation pumps, column precision air-conditioning, high-frequency UPS and amorphous alloy transformer have been employed in combination with energy-saving technologies such as residual heat recycling, natural cooling, HVDC, distributed power generation, photovoltaic power generation (lighting system). Through adjustments to the cooling system parameters and optimising UPS operating mode, etc., we enhanced our energy utilisation efficiency with PUE reaching as low as 1.33.

- Adjustments to the cooling system parameters: the temperature of water supply and recycling was raised from 7 °C -12 °C to 10 °C -15 °C. Approximately 2-4% electricity could be saved for every 1 °C raised.
- Natural cooling: the natural cooling mode was turned on according to weather conditions. The mode operated for approximately 3,600 hours annually and accounted for 41.1% of total cooling time in the year, contributing to a power saving of approximately 33.6%.
- Optimising UPS operating mode: highly redundant UPS with low loading rates have been closed down to raise the average loading rate. Meanwhile 10% of the degradation of fully loaded UPS can be saved.
- HVDC: compared to traditional UPS, fewer levels of variation can facilitate power saving of approximately 15%.

The cloud data base of China Unicom Huerhot branch trialed the “smart cloud energy conservation” unit and achieved 6% system energy conservation. It was named a Green Data Centre Exemplary Unit by the MIIT, and awarded the titles of “Unit of Innovation in Energy Conservation Technology for the Telecommunication Industry” and “Outstanding Data Centre Operation and Maintenance Award”.



At the Xiangjiang Road IDC Complex of China Unicom Harbin branch in Heilongjiang, power consumption for the operation of equipment and air-conditioning accounts for 20%-25% of the total power consumption for overall operations and maintenance and is hence a priority in energy conservation. Through the introduction of a ventilation energy conservation system, significant energy conservation have been achieved with energy saving of 72.3%. In the future, the system will be broadly deployed.

China Unicom (Hong Kong) Global Centre strictly complied with local ecological and environmental requirements in its IDC and terrestrial fibre cable projects. It also actively promoted collective fulfillment of environmental responsibilities by partners in the supply chain. The projects were awarded international LEED Gold certification and BEAM+ accreditation of Hong Kong in recognition of their top standards in green construction internationally.

◎ Capacity optimisation and upgrade

In deepening supply-side structural reform, China Unicom eliminated obsolete capacity and achieved network optimisation and upgrade as well as cost reduction and efficiency enhancement by stepping up 2/3G network streamlining, fixed-line business consolidation and decommissioning legacy equipment. In 2018, 500,000 square meters of equipment room area were vacated leading to close to 300 million kWh of power savings per year.

China Unicom Shandong branch has been actively driving innovation in energy conservation and consumption reduction models. Its hardware has been optimised to reduce energy consumption, while software optimisation has been focused mainly on frequency reduction for 2/3G networks to achieve cost reduction and efficiency enhancement for greater environmental, economic and social benefits.

◎ Managing Electromagnetic Radiation

China Unicom deploys mobile telecommunication base stations in strict accordance with the provisions of the Ministry of Ecology and Environment (“MEE”) and the local ecology and environment authorities, while strengthening management of electromagnetic radiation to ensure compliance with national standards in terms of electromagnetic radiation levels. In accordance with MEE Order No. 41, we have completed environmental impact registration forms for all of our construction projects.

In accordance with the “China Unicom Administrative Regulations for Environmental Protection in relation to Electromagnetic Radiation at Telecommunication Base Stations (Trial)”, we have enhanced the filing of mobile telecommunication base stations, testing for electromagnetic radiation, disclosure of testing results and handling of complaints.

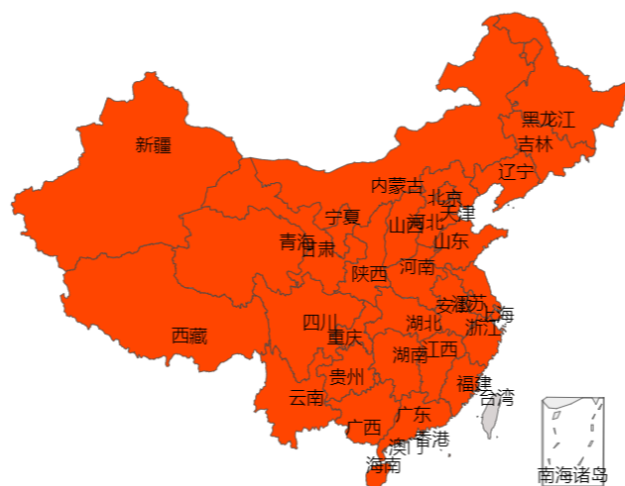
We were the first to develop a nationally centralised electromagnetic radiation monitoring and information disclosure system for mobile communication base stations, allowing the public to access electromagnetic radiation data and monitor China Unicom’s electromagnetic management in active response to stakeholders’ concerns.



中国联通基站电磁辐射信息公示平台
ChinaUnicom EMF Information Publicity System

请输入基站名称或站址

查询



Interface of China Unicom EMF Information Publicity System

Enhancing green operation

Building green office

In adherence to the notion of “low carbon, discharge reduction and green office”, China Unicom has built a green and intelligent store network characterised by “regulated management, standardised layout, modernised equipment, digitalised operation and paperless processing” through developing digitalised business outlets. Our centralised paperless system handled a total of 106 million business transactions in 2018, reducing paper and labour costs by approximately RMB112 million.

Facilities at business outlets have been consolidated into an integrated equipment. We promoted online order taking and centralised processing at the middle platform to enhance the ability to acquire customers through self-owned online channels while teaming up with third parties to expand online channels, so as to reduce the operating costs of business outlets and labour costs in implementation of the green operation philosophy.

106 million paperless business transactions

Total cost savings of approximately

RMB112 million

Upcycling materials

China Unicom continued to enhance the disposal of obsolete materials. Storage and management of materials pending disposal is conducted in strict accordance with environmental requirements. Additional methods of disposal compliant with such requirements have been introduced to increase the efficiency of disposal and reduce environmental pollution. In 2018, the reused materials were worth approximately RMB101.87 million. Proceeds from the disposal of obsolete wires and cables, obsolete batteries and miscellaneous assets amounted to RMB440.01 million, RMB94.46 million and RMB85.58 million, respectively. Upcycled materials were valued at RMB108.51 million.

We comprehensively advanced Internet-oriented operation in connection with asset disposal. We strengthened cooperation with Alibaba, jointly establishing an “open, transparent, sunshine and efficient” intelligent asset exchange platform and connecting China Unicom’s asset disposal bidding platform with Alibaba’s auction platform. 150 branches and subsidiaries of China Unicom have joined Alibaba’s auction platform, with 17 of them having conducted 131 auctions of obsolete assets. As a result, the yield rate of disposal has increased by about 50% for terminals and about 10% for wires and cables.

We have also introduced trade-in service, financial instalment and handset insurance services to lower the barriers for handset upgrade by users and to drive the green and healthy development of the industry. We teamed up with Apple to launch a handset upgrade campaign for existing customers, which not only met the handset upgrade demand of Apple fans but also effectively reduced wastage of resources.

Reuse of materials worth approximately **RMB102 million**

Proceeds from the disposal of miscellaneous assets amounting to **RMB85.58 million**

Upcycled materials valued at **RMB109 million**

China Unicom Guangxi branch has adopted an "Internet+" online platform auction model, to maximise value preservation and creation for the Company's obsolete assets. Throughout the year, 603 sets of obsolete batteries, 13,934 sets of obsolete telecommunication equipment, 4,164 sets of obsolete office equipment and 26 retired vehicles were auctioned for a total income of RMB4.013 million.

China Unicom Inner Mongolia branch reused old and redundant equipment to build cloud resource pools with a centralised intelligent platform for maintenance, operation and management. Infrastructure hardware was 100% sourced from retired old equipment, reducing purchase costs by approximately RMB2 million. The resource pool is equipped with 35 intelligent network management systems, resulting in hardware investment savings of approximately RMB3 million.

◎ Taking green actions

China Unicom is a strong advocate for environmental protection and places a strong emphasis on green charitable campaigns. Our staff contribute to the conservation of biodiversity and ecological restoration and the building of a beautiful China, starting from day-to-day matters.

In June 2018, the National Low Carbon Day promotional campaign was held in the office of the Beijing Winter Olympics Organising Committee. China Unicom signed the "Low Carbon Proposition" together with all Winter Olympics partners to kick-start a low-carbon initiative: "It is our collective vision and responsibility to fully implement the Olympic ideal of eco-friendliness, sharing, openness and integrity and organise a spectacular, extraordinary and superb Olympic event. To support the goal of low-carbon emission at the Beijing Winter Olympics, we, as official partners of the Beijing Winter Olympics, solemnly propose the joint adoption of low-carbon green actions to help achieve 'Green Olympic Games' at the Beijing Winter Olympics."



China Unicom participated in the National Low Carbon Day promotional campaign.



China Unicom Rizhao branch in Shandong province launched the "Tree Planting for Green Cities" initiative.



China Unicom Canzhou branch in Hebei province launched a collective volunteer service campaign to combat illegal mini-advertisements.

🔍 Exploring green applications

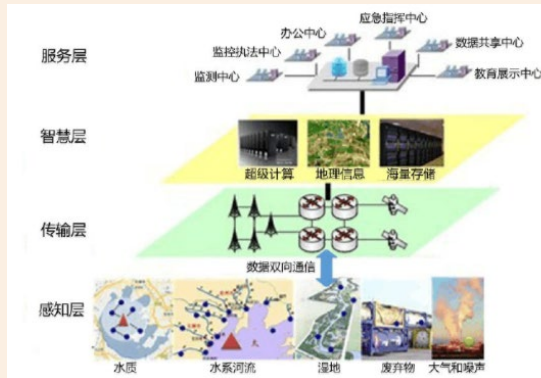
Externally, China Unicom is focused on the environmental vertical. Leveraging our technical strengths in Cloud, Big Data, IoT and mobile Internet, we continuously introduced innovative green products and applications and launched green informatisation solutions to support low-carbon industrial developments, thereby making active contributions to the realisation of low-carbon green development and pollution prevention and remedy.

- We promoted green electronic top-up cards to reduce the production of paper cards. In 2018, electronic top-up cards accounted for close to 90% of our total top-up card sales.

- We have been driving the replacement of physical SIM cards with eSIM to gradually reduce the significant costs associated with card production, transportation, storage and physical SIM card replacement incurred by carriers and users, reducing consumption of raw materials and environmental pollution.

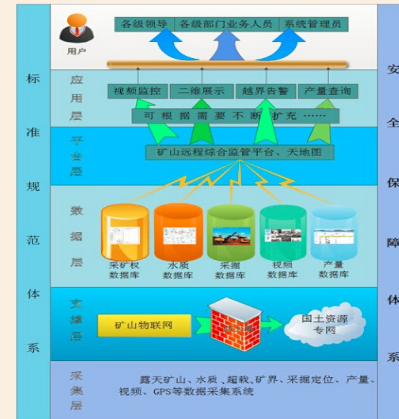
- We have developed a process to rewrite used empty cards into blank cards for reuse to avoid wastage resulting from disposal. According to our estimates, more than 2 million empty cards can be reused.

China Unicom Hubei branch utilised modern information technology to build a smart environmental protection platform that integrates environmental monitoring, emergency command and mobile law enforcement, in order to enhance the ecological environment monitoring network as well as management and governance capabilities. Statistics showed that the percentage of good air quality reached 79.7% and 100% of water was qualified in cities engaging in smart environmental protection. It helped to solve environmental issues which the public was highly concerned about.



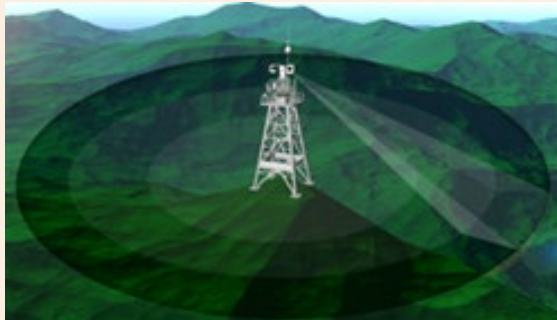
Overall Framework of Smart Environmental Protection.

Leveraging its integrated ability to employ systems integration + fibre network + IoT, China Unicom Chuzhou branch in Anhui province has built an integrated intelligent monitoring platform for mineral resource exploitation in Dingyuan County, deploying 22 monitoring points to effectively curb illegal mining and prevent environmental pollution and water / soil depletion. With a significant exemplary effect, the project is replicable in other parts of the country.

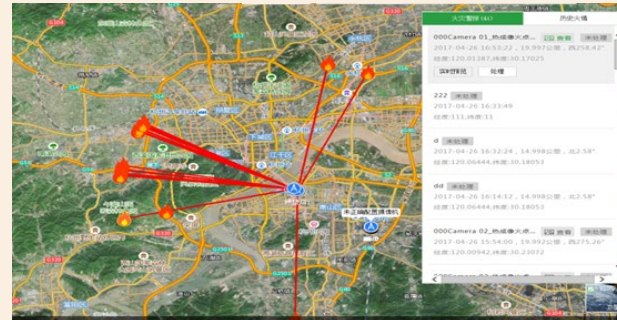


Integrated Intelligent Monitoring Platform for Mineral Resource Exploitation.

In 2018, China Unicom Hebei branch fully advanced the building of a monitoring platform for the prohibition of straw incineration with the use of infrared thermal imaging video surveillance, an internationally leading technology. The governance with respect to the prohibition of straw incineration in the province became more informatised and intelligent, resulting in "environmental management on one single platform". Currently, system development has completed at three cities, namely, Handan, Langfang and Zhangjiakou, and 803 monitoring points in 36 counties (cities / districts) have been put into full operation with strong approval from local environmental authorities.



Thermal imaging video cameras on the tower patrolling on a round-the-clock basis.



Fire is identified and located in a timely manner.

To enhance treatment of water pollution, China Unicom Fujian branch has built a green ecological water network and adopted an "Internet+ river chief system" philosophy to create a powerful tool for supervising river protection – the "integrated management and information platform for the river chief and lake chief system" – providing information support and a scientific management approach for the joint management and protection of rivers and lakes by the government and the community. China Unicom Fujian branch was contracted to build 16 district- or county-level platforms serving more than 20,000 users, winning recognition from the 5 cities of Nanping, Zhangzhou, Ningde, Longyan and Quanzhou.

SHARING BENEFITS WITH SOCIETY

With a strong focus on the responsibilities of a central state-owned enterprise and undertakings relevant to the current times, China Unicom holds in high regard social and livelihood issues and proactively takes part in community welfare on the back of our own expertise and technical strengths. We engaged in charitable donations, disaster and poverty relief and volunteer services in order to contribute to improvements in livelihood, spread our love, and facilitate shared and harmonious development for the Company and the society.

Proactively making external donations

The Company makes donations taking into account its ability with well-defined rights and responsibilities in an honest manner, with a view to continuously contributing to the society.

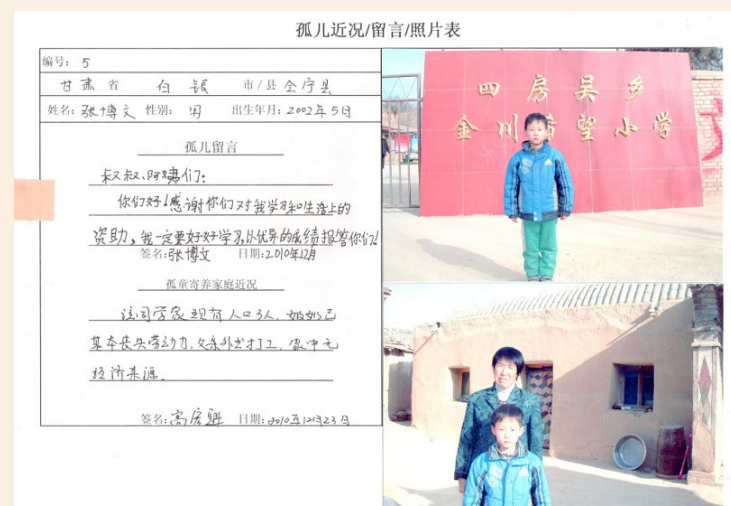
RMB11.04 million

in external donations

| Causes of donation | Amount (in RMB thousands) |
|--|---------------------------|
| Donations to areas of targeted poverty alleviation (poverty aid) | 9,450 |
| Donations to cultural and sporting programmes | 70 |
| Donations to education (schooling assistance) | 620 |
| Donations to other charitable relief and public welfare programmes | 50 |
| Donations for the construction of social and public facilities | 40 |
| Other targeted areas for assistance | 110 |
| Donations to medical care and hygiene programmes | 20 |
| Donations to programmes for the disabled (assistance for the disabled) | 20 |
| Donations to environmental protection programmes | 20 |
| Other donations | 630 |
| Total | 11,040 |

Statistics of China Unicom's external donations in 2018

Calling on all staff to make donations, China Unicom Pudong Branch in Shanghai has provided financial aids to underprivileged students in Sifangwu Town, Huining County, Gansu Province for 8 years in a row since 2010, with an aggregated donation of more than RMB23,000.



Helping the underprivileged with love

China Unicom always cares about the underprivileged in the society. Through initiatives such as corporate donations, charity shows, employment assistance and social services, we spread our heartwarming care to the disabled, children, university students, and foreign workers.

◎ Care for the disabled



China Unicom Chongqing branch donated telecommunication service products with a total worth of RMB56 million to the disabled and facilitated unified standards, data sharing, business streamlining and service management enhancement through the building of an intelligent information management platform. Throughout the year, more than 20,000 disabled persons benefited from China Unicom's actions of care.

China Unicom Zhejiang branch hosted a "Voice of Love" charity show featuring performances by kids from a school for the blind in Zhejiang, aiming to arouse social attention and recognition for these kids.



China Unicom Zhejiang branch launched the "Lion Charity Card" series, a product offering concessionary tariff, for the disabled in the province and their families. It donated RMB600,000 to the Foundation for the Disabled each year and distributed 100,000 "Lion Charity Cards" in 3 years, in a new attempt at community welfare in an Internet+ age with the cultural characteristics of Zhejiang.

◎ Care for children

China Unicom Guangdong branch launched a campaign known as "Small Points for Big Charity Free Lunch from WO", calling on China Unicom customers to provide free lunches to designated primary schools in impoverished areas by donating their reward points. The campaign was met with overwhelming response and the service platform received support from approximately 100,000 customers, raising more than RMB300,000 in donation.





China Unicom Sichuan branch launched the "Operation Glove" calling on each staff to donate "a pair of gloves to warm up the winter". Approximately 2,000 pairs of gloves were donated to underprivileged children in primary schools and schools for left-behind children in 28 poverty aid villages.

© Care for workers

China Unicom Shenzhen branch in Guangdong province gave away heartwarming telecommunication gift packs containing King Cards to migrant workers in Shenzhen before they boarded the "charity coaches" that took them home before Chinese New Year. Telecommunication packs with free data were also provided to migrant workers at factories and construction sites, so that they could better enjoy the warmth and happiness of connecting with their families. At bus and train stations, ginger tea was served, gift packs were prepared and signboards were held high to welcome or farewell each worker who was returning home for Chinese New Year, who also each received a "heartwarming gift pack". In 2018, the staff of China Unicom Shenzhen branch participated in the "Warm way home" campaign for more than 9,000 times. 5,293 sessions of activities were held covering more than 140,000 workers.





China Unicom Zhoukou branch in Henan province organised a “Care for Migrant Workers” campaign providing free voice calls and free Internet, while giving away China Unicom King Cards and offering discounts for high-speed fibre broadband products for the benefit of more than 100,000 rural residents in Zhoukou.

China Unicom Dongguan branch in Guangdong province launched a campaign to care for sanitary workers in a variety of ways: 100 business outlets in the city were used as charity stations to provide water and a place to rest for sanitary workers; gift packs were given away to the workers; free drinks and snacks and resting zones were provided to athletes during the sanitary workers’ sports day, and telecommunication network assurance was also provided for the event. More than 10,000 sanitary workers have benefited from China Unicom’s heartwarming actions.



© Care for university students



China Unicom Nanjing branch in Jiangsu province took solid actions to support the CPC Youth League Provincial Committee and Tertiary School Committee in relation to university students’ innovation and business venture. More than 800 students from tertiary institutions in Nanjing participated in a summer camp event, where they received systematic training on team culture development, business venture consultation, venture skill enhancement and exemplary cases in business venture, etc. from prominent coaches hired by China Unicom. Business venture assistance was provided to students with outstanding performance during the summer camp.

👤 Enthusiastic participation in community welfare and volunteer activities

In 2018, China Unicom endeavoured in the promotion of volunteer service spirit underpinned by dedication, love, mutual aid and progress, and deeply advanced the “Learn from Lei Feng” campaign for volunteer services. In 2018, the Company had 43,873 registered volunteers who participated in 50,412 times of volunteer services and activities, contributing the “Positive Energy of China Unicom” to drive the development of community welfare.

43,873 registered volunteers
50,412 times of volunteer services and activities

China Unicom Xinjiang branch continued to organise the “China Unicom Charity Library” donation initiative. As at 2018, 271 libraries had been built and 250,000 books had been donated for the benefit of close to 150,000 primary and secondary students of different races in Xinjiang.





China Unicom Sichuan branch launched the “Charity Dream-making” community welfare campaign and donation ceremony to donate education informatisation products worth over RMB66 million, including quarterly membership card for Daoxuehao (導學號), smart safety watches for kids, campus robots, “online learning cards”, “Love Is Around” accident insurance worth RMB300,000 and a RMB100,000 charity education fund.

China Unicom Sichuan branch has designated “May 4th” each year as the Civilisation and Community Welfare Day, on which its branches at city and prefecture levels throughout the province would organise community welfare activities suited to their local needs. In Chengdu, young volunteers promoted “civilised travel” and searched for “best smiles for civilised travel” at metro exits, commercial plazas and residential communities. They put scattered shared bicycles back to the stands in an organised manner according to their colours and brands, and gave away mineral water to sanitary workers, metro staff, traffic police and other citizens passing by in an effort to raise China Unicom’s social reputation.



◎ Active involvement in overseas community welfare

On 1 March 2018, China Unicom (Hong Kong) was awarded the “Caring Company” accreditation in community welfare by The Hong Kong Council of Social Service.



On 19 November 2018, we were awarded the “Green Office” environmental accreditation by World Green Organisation.

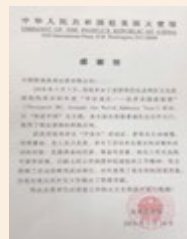


On 18 March 2018, staff of China Unicom (Hong Kong) joined the “Race for Water” charity run organised by “A Drop of Life”, a charitable group, to raise funds for disaster relief and poverty aid in remote areas. A HK\$30,000 donation was made.

On 4 November 2018, our Hong Kong staff joined the fifth “Innothon 10 KM 2018” to promote healthy life to IT workers and the public. A HK\$80,000 donation was made.



In May 2018, China Unicom (Americas) participated in the annual “Gateway in Washington D.C. – Visits to Global Embassies” organised by the Chinese Embassy in the U.S., making positive contributions to the Embassy’s public relations campaigns in the U.S. and showcasing a positive image of China in an effort highly commended by the Embassy.



On 7 December 2018, China Unicom (Americas) participated in the festive toy donation campaign hosted by the Mayor’s Office on Asian and Pacific Islander Affairs (MOAPIA) of Washington D.C. to care for the well-being and growth of local teenagers, and its efforts were highly commended by the US Chamber of Commerce Foundation.

In November 2018, China Unicom (Americas) participated in the “No-Shave November” community welfare initiative, during which participants refrained from shaving and combing to invoke conversation and raise awareness for cancer. A donation of approximately USD400 was made to the cancer research centre.