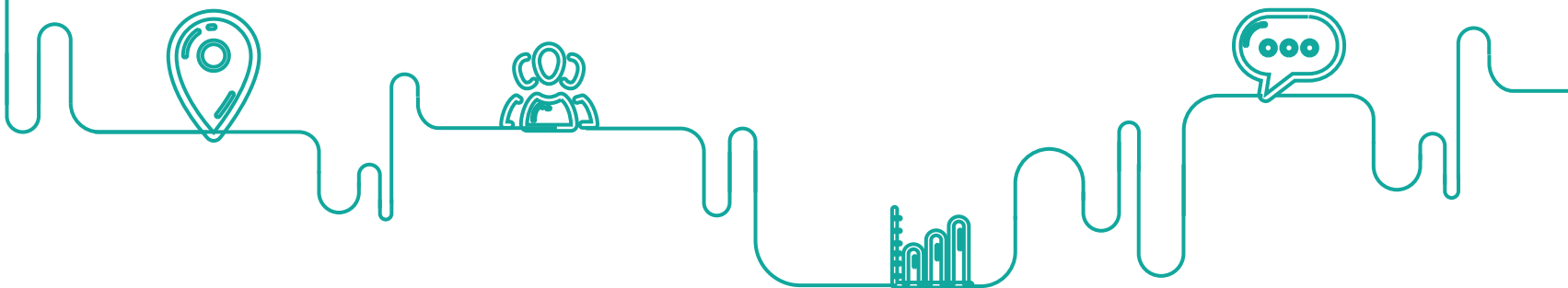


Robust Management

REGULATING THE PRACTICE OF SOCIAL RESPONSIBILITY

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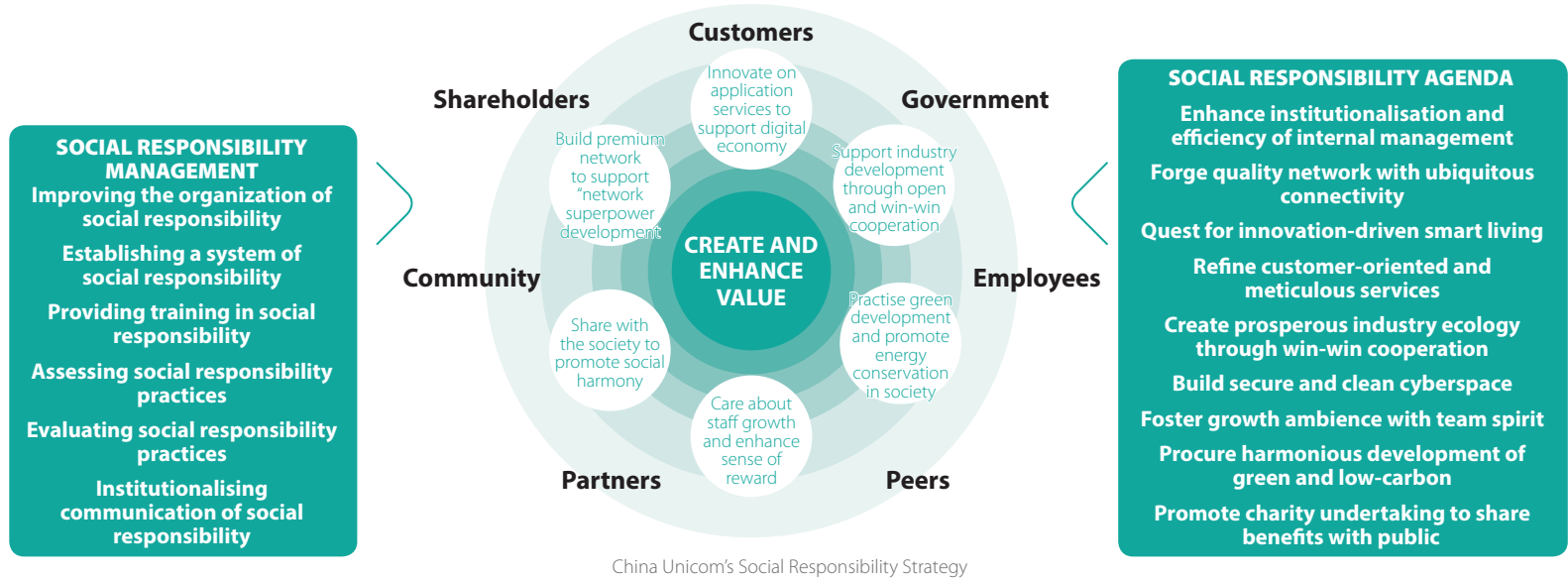




ROBUST MANAGEMENT: Regulating the practice of social responsibility

STRATEGY OF RESPONSIBILITY

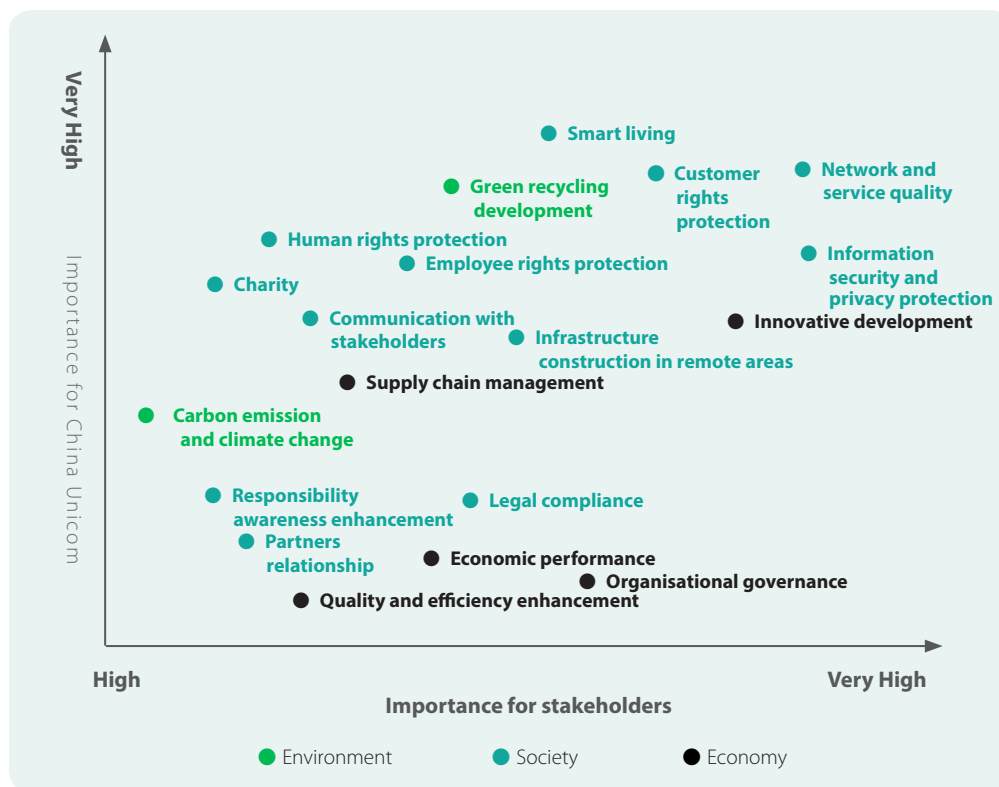
Led by the new development philosophies of “innovation, coordination, greenness, openness, and sharing”, the Company took practical steps to contribute to the “network superpower” strategy, “Belt and Road” initiative, supply-side structural reform, three critical battles and other national strategic deployment, fulfilling its obligations through responsible operations. It continued to enhance its ability to create comprehensive economic, social and environmental values, seeking to promote sustainable development and make due contribution to China’s economic, social and informatisation development.



China Unicom has formulated a three-year social responsibility plan and determined nine substantial agenda according to social responsibility agenda selection procedures established under the principle of “closely following standards, regularly updating and sustainably improving”. Our social responsibility agenda will be reviewed every three years in close tandem with international developments and domestic trends as well as the standards of advanced enterprises, such that social responsibility implementation is guided by scientifically selected agenda to ensure the effectiveness, high standard and positive influence of our social responsibility implementation.



China Unicom's procedure for the selection of social responsibility agenda



ORGANIZATION OF RESPONSIBILITY

China Unicom has formulated the “China Unicom Social Responsibility Administrative Measures” to specify the composition of responsible institutions and duties of relevant units. Under the leadership of Social Responsibility Guidance Committee, the Corporate Development Department/Legal Department serves as office in charge of daily work. Other relevant departments in headquarters, the 31 provincial branches and subsidiaries are responsible for social responsibility implementation and carry out responsibility practice in their respective business specialisations.

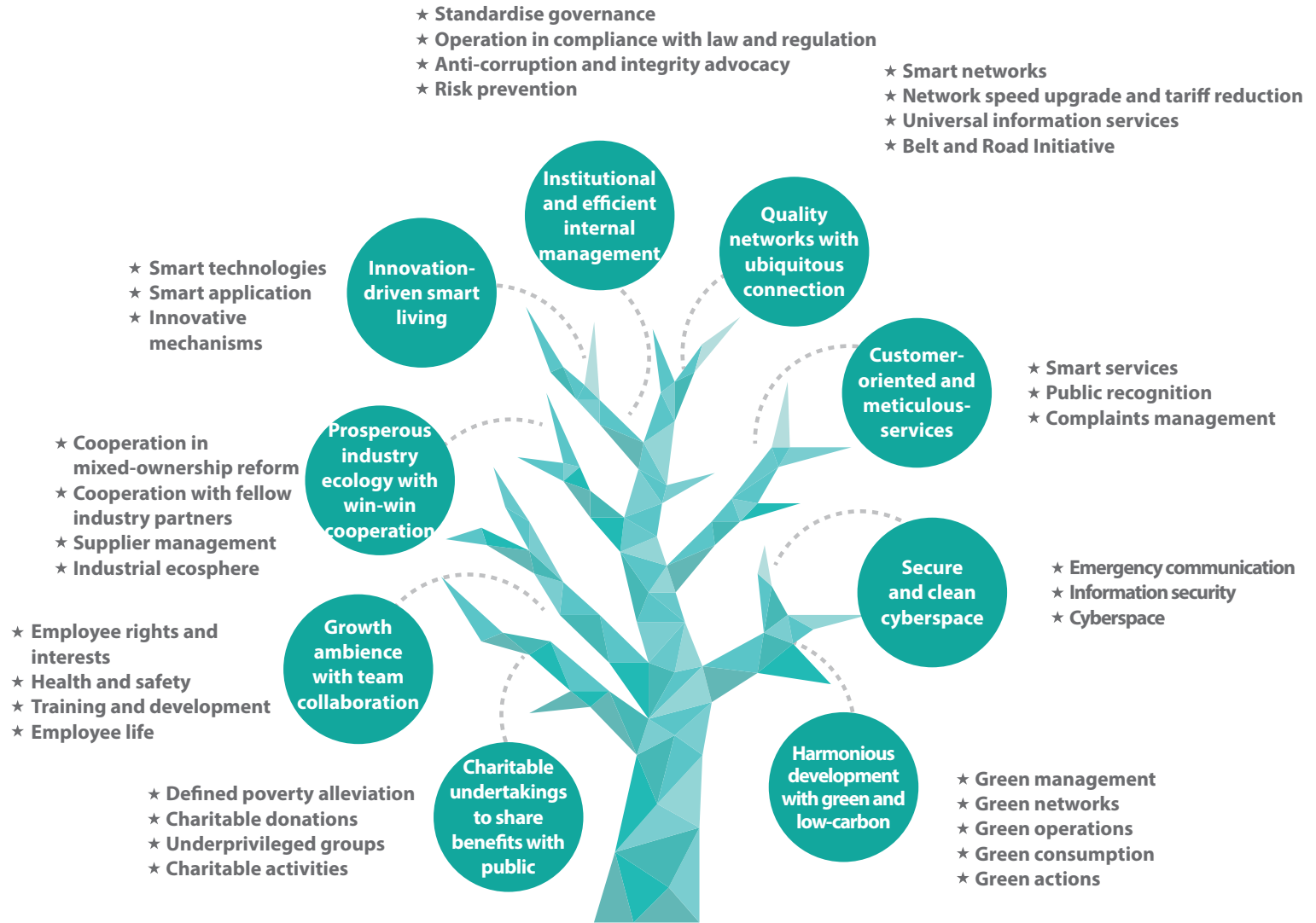


China Unicom's social responsibility working organisation and major duties

SYSTEM FOR RESPONSIBILITY

The Company's social responsibility management system comprises of organisation management, implementation management, communication management and performance management etc. In operation, we adhere to the principles of management first, incorporation into operations and joint actions by higher and lower levels. The formulation of social responsibility plans, promotion of social responsibility implementation and preparation of social responsibility reports are based on the said system.

In strict compliance with international and domestic social responsibility standards, China Unicom focused on nine substantial agenda of the Company and further optimised the "China Unicom Social Responsibility Performance Indicator System", which include 35 categories and 131 indicators, and drove social responsibility to be effectively integrated into enterprise production and operation on that basis.



China Unicom CSR Indicator System

China Unicom carries out social responsibility practice based on core agenda and professional specialties on a Group basis and establishes a social responsibility practice reporting system. Outstanding case of social responsibility practices are selected to include in social responsibility reports, while excellence social responsibility cases are chosen and reported to the SASAC, information and communication industry associations and Global Compact for promotion. In 2018, our 31 provincial branches reported more than 160 cases of social responsibility practices, among which 4 cases were recommended for inclusion in the SASAC topical research, while 3 cases were nominated for Global Compact awards for Chinese networks, with 1 of them winning the Best Practice Award.

📌 CAPABILITIES ON RESPONSIBILITY

China Unicom launched nationwide social responsibility training in 2018. Approximately 80 social responsibility management personnel from 31 provincial branches participated in training, with featuring talks by authoritative institutes and speakers on international reports and policies on sustainable development, the ESG policy of The Stock Exchange of Hong Kong Limited, the ESG policy for China A Shares, green finance and responsibility investment etc, which emerged with more profound understanding of social responsibility and broadened international horizon.



We have participated in the social responsibility Training Session for Central Enterprises hosted by SASAC of the State Council. Leaders, experts and scholars from SASAC, Chinese Academy of Social Sciences, WTO Tribune and Shanghai Jiao Tong University shed light on social responsibility theories and trends from different perspectives, while peers from Lanxess AG, State Grid Corporation and China Merchants Group shared their experience in social responsibility practices in great depth. Our employee also attended experiential training in the sales outlet of Southern Power Grid in Shanghai for a comprehensive enhancement in social responsibility awareness and capability.



Social responsibility Training for Central Enterprises

In 2018, China Unicom actively participated in various forums and seminars organised by social responsibility groups, paid attention to the social responsibility development trends, learned from outstanding enterprises and contributed its owns ideas, in order to support the ongoing in-depth development of social responsibility.

Host	Event
UN Global Compact	Received "2018 Corporate Best Practice Case on Sustainable Development" Award at "2018 China Business Summit on Achieving SDGs".
SASAC of the State Council	Participated in the topical research of "Research Report on Corporate Social Responsibility of Central Enterprises (2018)" and "Central Enterprises 'Belt and Road' Responsibility Fulfillment Report (2018)", completing questionnaires and reporting cases.
GRI Greater China Regional Annual Meeting	Engaged in exchanges regarding sustainability report and corporate ESG information management and disclosure.
KPMG	Engaged in exchanges regarding assessment on sustainable investment.
WTO Tribune	Received an award at 11th China CSR Reporting International Seminar and "Golden Bee CSR Report Honor Roll 2018" releasing ceremony.
Caixin Media	Received an award at the ceremony announcing 2018 China ESG50 Index constituents.
United Nations	Launched "Case For Change" activity with UN News, GSMA and iFeng Charity at "73rd United Nations Day" ceremony.

📌 PARTICIPATION OF RESPONSIBILITY

China Unicom has established a social responsibility communication mechanism focused on ongoing specific communication based on stakeholders' expectations and its substantial social responsibility agenda.

Practical issue	Stakeholder	Form of communication	Expectations for China Unicom
Enhance institutionalisation and efficiency of internal management	Shareholders	<ul style="list-style-type: none"> General meeting of shareholders Investor meeting 	<ul style="list-style-type: none"> Timely and transparent information access Long-term stable investment gains Corporate governance and risk control Legal compliance and clean operations
	Government	<ul style="list-style-type: none"> Face to face communication Meetings 	<ul style="list-style-type: none"> Fair competitive market order Efficiency enhancement and cost reduction
	Public and media	<ul style="list-style-type: none"> Phone communication and forums Internet-based communication 	<ul style="list-style-type: none"> Timely knowledge of Company information Interactive communication with the Company
Forge quality network with ubiquitous connectivity	Customers	<ul style="list-style-type: none"> Service hotline Weibo/WeChat NPS (Net Promoter Score) survey 	<ul style="list-style-type: none"> High-speed and smooth networks Innovative smart network services High-quality networks in remote areas
Quest of innovation-driven smart living	All stakeholders	<ul style="list-style-type: none"> Meetings Visits Weibo/WeChat 	<ul style="list-style-type: none"> Smart products that enhance the quality of living Innovative and progressive communication technologies Internet-oriented management systems
Refine customer-oriented and meticulous services	Customers	<ul style="list-style-type: none"> NPS survey In-depth visits and meetings Customer activities 	<ul style="list-style-type: none"> Favorable and transparent tariff policy Convenient and efficient service channels Effective after-sales service assurance
Create prosperous industry ecology through win-win cooperation	Partners	<ul style="list-style-type: none"> Partners' conference Meetings, visits Self-service portals of partners 	<ul style="list-style-type: none"> Wide scope of cooperation Fair and open opportunities for cooperation Extensive and convenient support services
	Peers	<ul style="list-style-type: none"> Interviews Meetings 	<ul style="list-style-type: none"> Stronger ability for complementary use of resources Cost savings and higher efficiency
	Customers	<ul style="list-style-type: none"> Interviews and hotlines 	<ul style="list-style-type: none"> Driving partners' accountability
Build secure and clean cyberspace	Customers and government	<ul style="list-style-type: none"> Service hotlines Weibo/WeChat Meetings and forums 	<ul style="list-style-type: none"> Smooth network connection anytime, anywhere Secure and healthy cyberspace Network information security and confidentiality
Foster growth ambience with team collaboration	Employees	<ul style="list-style-type: none"> Staff forums Staff representative assemblies Democratic informal meetings Online communication with the General Manager 	<ul style="list-style-type: none"> Protection of lawful rights and interests Training and career development opportunities Opportunities for participation in democratic management Support in adversity Safe and comfortable work environment
Procure harmonious development of green and low-carbon	Ecological environment	---	<ul style="list-style-type: none"> Green and eco-friendly operations Reduction of pollution through recycling
Promote charity undertakings to share benefits with the public	Community	<ul style="list-style-type: none"> Meetings Forums Villages support station 	<ul style="list-style-type: none"> Sustainable and effective donations Enhancing efforts in poverty aid and relief Charitable volunteering programmes

In 2018, China Unicom was engaged in extensive publicity initiatives and interaction, enhanced communication with the public and the media and vigorously developed a new ecosphere of corporate communication with internal as well as external interconnections, presenting China Unicom's open approach to communication.

- Persist in the transition to Internet-based publicity and develop a complete mechanism to cover the monitoring and reporting of public opinions and the provision of feedback and response.

- Hold 25 key publicity events in connection with, among others, the announcement of network speed upgrade and tariff reduction, launch of terminals compatible with six-mode all network access, ITU Telecom World, Winter Olympic Games and Winter Paralympic Games.

- Engaged in media publicity with the publication of 109 press releases and arrangement of 32 press coverage occasions.

- We have more than 150 million followers on national new media matrices such as Weibo and WeChat, and over 1 billion views per year on the Group new media platforms. We accredited with the most influential new media account among PRC enterprises and central enterprises 5 years in a row and the top enterprise for new media influence among PRC enterprises and central enterprises 4 years in a row. We were also accredited the PRC Enterprise Network Voice Award and New Media Broadcast Power Award for Listed Companies.

© Honors and recognitions

In 2018, China Unicom sturdily performed social responsibilities, disclosed responsibility performance promptly, and gained positive progress in social responsibility performance.

- China Unicom ranked 27th in "2018 PRC Top 300 CSR Development Index" published by Chinese Academy of Social Sciences, moving 10 places up compared to 2017.

- Included in "China ESG50 Index Constituents" for 2018 and received "Golden Bee 2018 Outstanding CSR Report – Leadership Enterprise Award" for our social responsibility report.

- China Unicom Henan's case of social responsibility practice, "Promoting Informatisation in Village Households and Contributing to Sustainable Agricultural Development", was awarded as "2018 Corporate Best Practice Case in Sustainable Development" by Global Compact.