

# POVERTY ALLEVIATION

## Winning the battle of targeted poverty alleviation and promoting high-quality life

The year of 2020 was the year of deciding victory in the fight against poverty. The mission of winning the fight against poverty on schedule and building a moderately prosperous society in all aspects has been the aspiration of the Chinese nation for thousands of years and an achievement benefiting hundreds of millions of people. China Unicom kept its mission firmly in mind and took its responsibility in a down-to-earth way with full strength to concentrate efforts on winning the battle of poverty alleviation under a paradigm of “unified leadership, professional implementation, integration of departments and regions and overall coordination”. With new changes taking place in more and more villages, China Unicom has embarked on a new journey by consolidating the achievements of poverty alleviation to help rural areas navigate towards high-quality development and common prosperity.





## CONTINUOUSLY DRIVING POVERTY ALLEVIATION

China Unicom focused on acute livelihood problems in impoverished areas, and leveraged the endowed resources of poverty alleviation sites to promote industry development through poverty-alleviation consumption. We determined aid projects based on market demand, promoted poverty-alleviation employment through aid projects, expanded social influence through brand building, and helped create high-quality poverty-alleviation products, forming a sustainable poverty-alleviation model. We developed a "one product for one industry in one county" programme to help poor areas get rid of poverty.

- In the past five years, the Company provided poverty aid to a total of 1,959 villages in 1,255 counties, implemented more than 3,000 poverty-alleviation projects, dispatched more than 3,100 poverty-alleviation officers and lifted more than 316,000 people out of poverty.
- Carried out poverty-alleviation consumption campaigns, helped build brands and create high-quality products. Carried out live broadcast marketing to overcome the adverse impact of the pandemic. Helped poor areas sell more than RMB65 million of poverty-alleviation products during the SOE Open Day on 17 May.
- Aiming at "Two Worry-Free, Three Safeguards" in Geji county, allocated RMB52.71 million in Tibet aid funding to implement a number of projects such as the relocation of Fukang community, the upgrade of residential water supply and heating and the upgrade of education informatisation, etc. These projects safeguarded housing security for the poor, drinking water hygiene and compulsory education for poor students, and were widely praised by the government of Geji county and local people.
- Focusing on fighting poverty and building the culture of willing commitment of large state-owned enterprises, the Company comprehensively leveraged technologies like 5G, online 3D panorama, the Internet of things, etc. to carry out a series of publicity activities under the theme of "fight poverty by connecting forces". The activities comprised rich content and diverse formats, promoted the spirit of poverty alleviation and created a cultural atmosphere for poverty alleviation.

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the Group clearly pledged to help the industry development of targeted poverty alleviation counties for the first time, establishing an aid goal of "one product for one industry in one county".

China Unicom provincial branches signed the Letter of Responsibility in Fighting Against Poverty.



China Unicom held the "Forum on Fighting Against Poverty — Connecting All on the Path of Poverty Alleviation" at the headquarters.

Publicity and promotion activities of agricultural products in targeted poverty alleviation counties were held in China Unicom's annual work conference and staff representative assembly.

General managers of 31 provincial subsidiaries carried out live broadcast marketing activities to help solve the problem of slow sales of agricultural products in impoverished areas caused by the pandemic. The total sales exceeded RMB65 million on that day.



A Conference with the theme of "Fighting against Poverty by Connecting Forces" was held.

Commenced the formulation of the 14th Five Year Plan for the Group's Targeted Aid Areas.

2019.3

2019.5

2019.10

2019.12

2020.5

2020.10

2020.11

2020.12

2019.4

2019.7

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China Unicom's first charity advertisement for poverty alleviation was broadcast on multiple channels of CCTV.



China Unicom invited more than 40 representatives from impoverished counties under the Targeted Poverty Alleviation and Dedicated Tibet Aid programme to attend the "2019 Shanghai 5G Innovative Development Summit".

"Connecting All on the Path of Poverty Alleviation" — a collection of cases with poverty alleviation stories and experiences was published.

Due to the pandemic, the Company communicated with Guyuan County via video conferences to show concern and inquire about the impact of the pandemic, and carry out communication and study on poverty alleviation work.

A work report exhibition of China Unicom's assistance in fighting against poverty, with the theme of "uniting the power of Unicom to build a moderately affluent society in all aspects", was launched online and offline simultaneously.

Chairman Wang Xiaochu published a signed article in China Poverty Alleviation Magazine titled "Creating a Breakthrough in Poverty Alleviation with the Edges of China Unicom".



53 poverty-alleviation cadres were named "China Unicom's excellent poverty-alleviation cadre".

Branches in Hebei, Guizhou, Heilongjiang and Tibet were named "Advanced Unit in Fighting Against Poverty".

Note: Unless otherwise specified, the content in this page reflects the poverty alleviation work since 2016.



- China Unicom Poverty Alleviation Office was named "National Advance Group on Poverty Alleviation".
- The consumption poverty-alleviation case won the "National Consumption Poverty-alleviation Excellent Typical Case Award in 2020" awarded by the National Development and Reform Commission and was selected as the "Top 50 Special Cases of Targeted Poverty Alleviation by Chinese Enterprises".
- The Company's big poverty alleviation system created a new model of poverty alleviation by central state-owned enterprises and was selected as "Top 50 Comprehensive Cases of Targeted Poverty Alleviation by Chinese Enterprises".
- The industry poverty-alleviation case in Guyuan County of Hebei Province won the "Third Chinese Excellent Poverty-alleviation Case Award" jointly awarded by the Poverty Alleviation Office of the State Council and the People's Daily.

China Unicom Tibet branch purchased agricultural machinery and equipment for Deqingzi village to help it carry out fully mechanised agricultural production.





The case of China Unicom Guizhou branch helping lift Ceheng County out of poverty through the banana industry chain was selected as the Excellent Case of East-West Cooperation and Targeted Poverty Alleviation by the Poverty Alleviation Office of the State Council.



China Unicom Shanxi Yangquan branch developed forsythia planting industry in Yangshuzhuang Village.



China Unicom Qinghai branch's targeted aid to the wolfberry bud tea industry in Yangpo Village helped the village be rated as an exemplary village of "one product in one village" by the Ministry of Agriculture and Rural Affairs.



China Unicom Xiong'an Industrial Internet Co., Ltd. made great efforts to promote education informatisation in Kangbao County, encompassing smart campus, education cloud platform, dedicated 5G education network to solve the problems of lack of education management tools and unbalanced distribution of education resources in the county.

## BUILDING INFORMATION HIGHWAY

China Unicom adhered to the sincere belief of "people's telecommunications for the people" to strengthen its initial aspirations. It focused on the impoverished areas and accelerated the construction of broadband network, 4G, 5G and other infrastructures, striving to narrow the digital divide for the impoverished areas. It continuously optimised the existing targeted poverty-alleviation packages and various preferential policies to ensure that the villagers can access affordable and quality communication services.

- Accelerated infrastructure construction and network coverage in impoverished areas and promoted the development of broadband and 4G network infrastructure in aid areas.
- Achieved full coverage of poverty-alleviation packages in impoverished areas. Added new or optimised existing packages according to local circumstances to ensure that the targeted poverty-alleviation packages met the needs of customers, letting them enjoy affordable services. Ensured that mobile packages had 3/4G Internet access and broadband packages had a downlink speed of at least 100Mbps, letting customers enjoy quality services. Approximately 2.567 million subscribers in poverty were benefitted with total savings in communication costs of RMB377 million.
- Launched digital village products. By comprehensively creating "digital township" ecosystem with "communication + platform + hardware + service", China Unicom helped advance Rural Revitalisation Strategy, helped the government solve governance problems and provided villagers with convenient living services. A total of 10,000 administrative villages were covered.

Total savings in communication expenses in the past five years amounted to

**RMB 561 MILLION**

Over **4.3 MILLION**  
impoverished customers were  
benefitted

China Unicom Bayannaoer branch in Inner Mongolia is committed to addressing the communication needs of farmers and herdsmen in impoverished and underdeveloped areas. It provided convenient services for registered households in poverty and the disabled and offered targeted poverty alleviation products such as Caring Cards. 213 registered households in poverty were benefitted with total tariff concessions of over RMB10,000.

## 🏠 STEPPING INTO THE HIGHLAND OF SMART AGRICULTURE

China Unicom comprehensively used 5G, cloud computing, Big Data, Internet of Things, artificial intelligence and other information technologies to empower industries with local characteristic and create comprehensive solutions for smart agriculture, thereby enhancing governance and informatisation in villages, and promoting comprehensive agricultural upgrade, rural advancement and farmers' development.

- Built a digital village platform which served 200 townships and thousands of villages in China. Developed benchmark projects such as Wenshu Town in Jiayuguan City, Gansu Province, Maochang Town in Bijie City, Guizhou Province, and Dapo Township in Rong'an, Liuzhou City to promote digital governance and solve practical problems like frequent travel for farmers.

- Supported and participated in farmers' mobile phone application skills training activities organised by the Ministry of Agriculture and Rural Affairs for consecutive years. The training activities in 2020 covered 309 districts and counties in 10 provinces with a total of more than 300,000 participants. It helped narrow the information gap between travel and rural areas.

- Implemented over 80 national, provincial, municipal and county-level smart agriculture and modern industrial park projects in Yangxi of Guangdong Province, Zunyi of Guizhou Province, Shouguang of Shandong Province and Dali of Shaanxi Province, and provided 700,000 greenhouses with environmental monitoring to help upgrade the agricultural industry.



Smart agriculture system

China Unicom Fujian Ningde branch kept innovating in digital agriculture. In cooperation with Fu'an Agricultural Reclamation Group, it established a platform of "5G smart tea garden" to achieve automated tea production and management. It was successfully showcased in the third "Digital China" Summit to boost rural revitalisation.



Comprehensive management platform of smart tea garden



Smart tea garden



## DELIVERING THE WARMTH OF CHARITABLE POVERTY ALLEVIATION

China Unicom cooperated with its peers and joined forces to actively explore effective ways of charitable poverty alleviation and build an ecosystem of charitable poverty alleviation among enterprises, users and the public. It carried out charity activities such as financial aid for students through credit points, education for children in snow areas, charitable poverty alleviation campaigns and heartwarming voluntary services, so that all parties' charitable deeds could effectively help the fight against poverty.

- The financial aid programme through credit points raised RMB4.387 million for students in poverty from 442,000 participating employees and customers.
- Carried out "scarfs for winter" campaigns to deliver warmth to children in impoverished areas.

### OVER 30,000

volunteers participated in the charitable poverty alleviation activities in the past five years.

China Unicom Shanghai branch and the Paper News jointly launched a voluntary education campaign for children in snow areas. In 2020, the campaign delivered via "cloud classes", a variety of "face-to-face" courses to the children of Bilibili primary school in Weishan County, Dali City, Yunnan Province. Voluntary education for children in snow areas benefited a total of nearly 8,000 students with more than RMB1.5 million worth of donated materials.



Beating China red and communication blue — China Unicom Youth League Committee and Youth Foundation donated scarfs to students in Geji County, Tibet.

