

Digitally Improved People's Living Quality to Seek Growth

Sharing the benefits of digital development
Serving the Winter Olympics with craftsmanship spirit
Overcoming adversity and moving forward smoothly
In-depth promotion for community public welfare



DIGITALLY IMPROVED PEOPLE'S LIVING QUALITY TO SEEK GROWTH

The development of information infrastructure and the iterative innovation of digital technology have given the people a sense of gains, happiness and security. Shouldering the mission of construction of a cyber superpower and relying on high-quality information and communication infrastructure, China Unicom has continuously enriched the connotations of communication products and services, vigorously improved network quality and user experience, and committed to enhancing the country's overall information technology development, providing customers with satisfactory and high-quality communication services, as well as allowing more consumers to share the bonus of technological progress and obtaining a better business perception experience.

Measures adopted in 2020

- With the orientation of "Innovating and Sharing a Warm Smart Living", the Company launched the brand revitalization project.
- The promotion of Smart Home products accelerated to advance, launching innovative products such as 5G messages, video ringback tones, and mobile phone butlers, to meet with people's demand for high-quality life.
- Speed upgrade and tariff reduction continued to progress, with the average tariffs of enterprise broadband and Internet dedicated lines further reduced by more than 15%.
- The Company tackled major challenges brought by extreme cold weather and the pandemic, and served the network construction for the Winter Olympics with craftsmanship spirit to ensure that the network will be timely ready.
- Effectively responded to the heaviest flood since 1998, the Company maintained stable overall network operation and with zero casualties.
- Voluntary service activities were actively carried out, conducting external charity donations, and heartily returning to the society.

Actions to be taken in 2021

- To develop ecologically innovative products, enriching the product matrix, and building an ecosystem of Smart Homes and digital entertainment homes.
- To build the overall goal of "1+N+1" service system and create high-quality services.
- To accelerate the migration of existing users to use 5G packages through the promotion of a series of 5G services, bringing more benefits to users.
- To create a complete communication assurance system for the Winter Olympics, empowering the Smart Winter Olympics with 5G, and contributing to the implementation of the requirements of "simple, safe and exciting" games.
- To optimize the emergency response plan for communication assurance, carry out investigation of possible dangers in advance, and organize emergency drills.
- To actively participate in various charity activities and building a brand of volunteer services.



SHARING THE BENEFITS OF DIGITAL DEVELOPMENT

Adhering to the concept of innovation and sharing, China Unicom continued to explore innovative models and methods to promote better products, channels, brands, tariffs and service levels, striving to push forward the sharing of digital economy development bonus in the entire society.



Launching the Brand Revitalization Project

China Unicom attaches great importance to the leading role and value of the brand in the corporate development, and has launched the brand revitalization project in a comprehensive way. Making China Unicom's Chinese Ruyi Knot becoming a "happy knot", "innovation knot" and "wisdom knot" shared by all people, it symbolizes connection with the world, thousands of households, thousands of industries, and embracing the Smart future with a new attitude.

Strengthening brand management standards

China Unicom shaped a unique brand strategy, to optimize brand positioning and to build a brand strategy model, while formulating the related system specifications for its brand building and management, further regulated and improved the brand management system through VI visual system, brand structure, brand platform, brand testing, and etc.

Shaping the brand connotations

China Unicom's new brand revitalization has been positioned at "Innovating and Sharing a Warm Smart Living", shaping a world-class central state-owned enterprise brand that is personal, warm, down-to-earth and humanistic, creating high-value services for consumers and providing industry customers with new development momentum, as well as working with partners to build a mutually reinforcing ecosystem.



China Unicom's brand slogan



5Gⁿ brand

Preventing false publicity

The Company strictly abided by the Advertising Law and related laws and regulations, carefully sorted out the content of Internet service publicity, regulated the promotional language of package marketing activities, all to ensure that the publicity content is standardized and accurate. The Company continued to optimize the promotional language, truthfully informed users of the gifting conditions in the package, provided consumers with warnings of potential risks, and enhanced users' understanding of the products and services.

- For the package tariffs and promotional activities, no unreasonable conditions are set to restrict customers from choosing packages. For instance, if gifting conditions are involved, reliable methods are adopted to remind customers to understand the relevant agreements.
- In the announcements of integrated package tariffs, individual businesses and products shall have corresponding standalone businesses and products on sale and publicized at the same time.
- The language of the promotion packages and marketing activities shall be standardized and proper, and the content shall be accurate and consistent at the current time, with no one-sided exaggeration of selling points, nor confusion of tariff discounts or deliberate production of promotional content that attracts eyeballs and causes misunderstandings by customers.

In order to create a full-scenario, three-dimensional, high-speed Internet environment for customers, China Unicom pioneered the concept of three gigabits, cooperated with media such as CCTV, satellite TV and Internet content providers, and carried out activities on Weibo and Douyin with the topic of "Life Like This". The Company launched the first mini game sticker project among operators in the industry — "I am the King of Three Gigabits" Douyin Challenge and won the 9th Social Marketing Golden Bee Award.



Gigabit 5G, broadband and Wi-Fi added colors to the new ecology of 5Gⁿ digital life

In order to promote the popularization and development of table tennis during the pandemic, the "Ping Pong in WO" online challenge was held, and online series such as "Challenging the King" were launched. The cumulative number of participants reached 630,000, and the activity was viewed 210 million times. The Company was awarded the "Popular Online Sports and Cultural Activities" by the Beijing Olympic City Development Promotion Association.



National table tennis players were invited to help develop the first blind box of the national table tennis team

Innovating Product Intelligent Experience

China Unicom insists that innovation is the driving force for high-quality development. Through product life cycle penetrating management, the Company established a priority promotion mechanism for its own products as well as a classification management mechanism for innovative products in consumer market, focusing on the area of consumption upgrades, to realize product innovation and providing users with a more intelligent life experience. The total number of users served by China Unicom reached 440 million, including 306 million mobile billing subscribers, 270 million 4G subscribers, and 86.1 million fixed-line broadband subscribers. The integrated user penetration rate reached 64%, up by 5 percentage points year on year.

Building industry-leading "cross-regional" capabilities

In order to meet the needs of the customers for services in different places due to migration, the Company provided a full range of cross-regional services for the first time in the industry relying on the intensive advantages of IT and launched a cross-regional integration product for real-time sharing of business volume for the first time. As of the end of December, the cumulative number of cross-regional services accepted nationwide reached nearly 10 million.

Creating high-traffic apps to enrich life services

Based on communication services, the Company gathered internal and external traffic, created a high traffic portal APP for comprehensive services on daily life, and built three ecosystems of Smart life, Smart communication and Smart entertainment, bringing in more convenience to the public. Through the reconstruction of the points operation model, the conversion from unilateral communication points exchange to a bilateral Internet-based point ecological model enabled the high-traffic APP to attract 92.159 million monthly active users, an increase of 26.9%, which is deeply favoured by customers.

Upgrading Smart Home Internet products

The Company continued to improve the "1+4+X" Smart Home product system, promoted the scale development of its core businesses such as "WO Family Video, WO Family Network Deployment, WO Family Fixed Call and WO Family Surveillance", and launched innovative products such as 5G messages, video ringback tones, and mobile phones butlers, so as to continuously meet the users' various home application needs such as "HD video, intelligent networking, security surveillance and AI Smart voice". The Company also coordinated all parties in the value chain to promote the establishment and development of Smart Home product ecology, and providing users with smarter and warmer home services experience.

WO Family Surveillance

- Used in security engineering platforms and comprehensive management platforms of local public security authorities in Hunan, Henan, Anhui and other regions.
- Used in centralized monitoring of pandemic areas and key populations in Chongqing, Heilongjiang, Beijing, Shandong and other regions.
- Used in kindergarten monitoring in Baoding, Hebei, and in nursing homes for caring for the elderly in Heilongjiang, Jilin and other regions.

Continuing to Improve Customer Reputation

China Unicom carried out end-to-end customer experience management, established a Smart customer service system, built a service experience brand and strengthened closed-loop operations on all issues, to promote transparent consumption and achieve continuous improvement in service perception and levels.

More intimate customer experience

The Company deeply integrated customer experience management into all aspects of production and operation, continuously optimized business rules and procedures, and established a product manager accountability system, to constantly improve product and service quality.

- An end-to-end, full-scenario and full-lifecycle real-time experience assessment system was established and to realize the assessment of service quality with the customers' voice, using their voice to push forward the process reform and service transformation.
- An intelligent, intensive, one-stop Smart customer service system was created. Relying on all-Internet based and intelligent means, "full-scenario service map" was built to achieve the production and delivery capabilities of "online and offline synergy integration" of service touchpoints, and the intelligent hotline coverage reached 71%.
- The Company promoted the reservation mechanism for broadband installation and relocation and repair services, and the reservation rate for installation and maintenance services reached over 75%.
- During the pandemic, the employees of customer service lines across the country assumed strong responsibilities and assured non-stop service on 7*24-hour basis for hotline services.
- The Company Won the 2020 (the 13th Annual) "Golden Tone Award" and the Big Data Application Award of China's Best Customer Contact Center issued by the Best Customer Contact Center of China and the Excellent Customer Experience Selection Committee.

Jiangsu Unicom interpreted Smart services with "professionalism, vitality, earnest, and caring", realizing unified operation of all work orders in the province and comprehensively improvement in both hotline satisfaction and complaint satisfaction.



More convenient customer services

The Company conducts questionnaires periodically for users and frontline marketing staff to establish a product assessment system and a feedback assessment system for frontline staff, and to continuously improve service levels.

- Simple acceptance function of cBSS2.0 integrated services was optimized to shorten the waiting time of users; the "non-outlet auto-filling electronic form" was promoted, while it enhanced the handling on compliance of online channel business, and improving handling efficiency.
- The innovatively piloted "electronic identity authentication" in 6 provinces has built the national one-point issuance, with capabilities enabling wide usage in online and offline channels and providing users with convenient services.
- Mobile/online outlet were opened up for users at abnormal status to use the mobile network and fixed-line network, as well as convenient payment for "green channel" without having to log-in, allowing "payment" to be more convenient.
- The Company optimized the "loss reporting/unlinking" business management of the mobile network, strengthened the certification security of unlinking business, making loss reporting services more convenient, reducing the risk of customer property loss, and better protecting the rights and interests of customers.

More beneficial mobile number portability

China Unicom has always adhered to the original intention of mobile number portability to benefit the public. The Company comprehensively regulated mobile number portability and network transfer services, strictly abided by the "nine must not" and "five portability prohibitions", continuously improved the customer experience of portability, striving to achieve stable service operations of mobile number portability, steadily declining customer complaints, increasing customer recognition, and improving service quality.

- The Company participated in standardization work such as the revision of the interaction specification for mobile number portability, and the research and formulation of technical standards for regulatory platforms.
- The training of front-line window service personnel continued to strengthen to ensure that the service delivers good attitude and professional answers, so as to provide customers with satisfactory mobile number portability services.
- Launching the remote mobile number portability service to allow customers to handle porting anytime and anywhere, customers can enjoy more than 20 types of remote services and remote integration products that share real-time business volume after porting, same as the existing customers.

More reliable customer reputation

The Company has maintained close communication with customers, to comprehensively enhance customer service brand awareness, and deliver positive energy to customers.

- Through mini video dissemination and live streaming interaction, customer service touchpoints were enriched. A total of 3,376 videos were produced and launched throughout the year. China Unicom's customer services ranked No. 1 in scale among central state-owned enterprises in Douyin and Bilibili, and No. 1 in the industry in Kuaishou.
- In 2020, the overall trend of NPS customer satisfaction with word-of-mouth improved. The annual self-improvement of mobile network increased by 5.5 points, and broadband increased by 7.6 points. Among which, the mobile network increased significantly year-on-year, with a self-improvement increase of 9.5 points; the self-improvement of business NPS increased by 1.2 points, maintaining leading in the industry; the self-improvement of service NPS was on the rise, and increased by 15.3 points. The overall MIIT satisfaction increased to 81.32 points, an increase of 0.21 points year-on-year, reflecting the Company being the only operator among three that was improving.

Better service quality

China Unicom has adhered to problem solving, and deepened the unified and standardized management of the entire process, omni-channel and all scenarios of customer complaints. The Company strengthened closed-loop operation of all problems, strengthened pre-authorization resolution and smooth complaint channels, while initiated complaint customers' satisfaction follow-ups, realizing the normalized operation on problems on the employee side. The Company followed up and operated 83 clustering key problems throughout the year, and verified and solved 49 problems.

- In 2020, complaints with the MIIT dropped by 35.2%, reflecting the largest decline in the industry.
- Maintained smooth 10010 and other complaint channels, the channel resolution rate in the Company's headquarters increased by 21.7pp, with satisfaction rate increased by 13.1pp.

More transparent standardized consumption

China Unicom has conscientiously implemented the "Law of the People's Republic of China on the Protection of Consumer Rights and Interests" and other laws and regulations related to the protection of customer rights, strictly regulated billing and charging behaviors, to protect customers' right-to-know on consumer services and strengthening the popularization of consumers' knowledge of products and services.

- Organizing various provincial branch companies to sort out packages on sale and standardized the tariff list publicity, as well as set up display areas in service outlets, and mobile and online outlets.
- Form free template continued to optimize to ensure that the service content and time limit are clearly informed to customers and customers understood their consumption.
- Online and offline business outlets, traditional media, and new Internet media were combined to promote information about various products and services to consumers in a timely, true, accurate and easy-to-understand manner.
- Violating marketing actions such as bundling sales and unauthorized modification of customer packages are strictly prohibited, and acts of confirming the opening, trial, modification and customization of services without the consent of customers are severely punished.



Integrating Online and Offline Channels

China Unicom continued to promote the transformation of its channel model and improved its online and offline integrated operation capabilities through measures such as focusing on middle platform touchpoints, integrating online and offline services and cross-industry ecological cooperation, to create a smart, open and integrated channel ecosystem.

Accelerating the upgrade of online and offline integrated experience

With the intelligent means such as Big data, taking the agile supply chain as the assurance and relying on the Smart middle platforms, China Unicom strengthened the collaborative operation capabilities of its own channels and cooperation channels, online and offline channels, and continued to create digital OMO (online and offline integration) channel system.

- Taking the high-traffic portal APP as the starting point, China Unicom integrated internal and external resources, converged internal and external traffic, and realized online and offline resource sharing through cloud stores, live broadcast and scanning code calls, and promoted the digital operation of service outlets.
- China Unicom built online and offline integration capabilities of cloud stores, provided the capability to support red packet collection, online installment (for new users), one-click generation, terminal sales, in-store traffic attraction, mobile phone store and enterprise WeChat embedding, etc., and started the touchpoint cooperation with leading apps such as Alipay, Meituan and others, and a total of 13,000 cloud stores had been opened in 31 provinces across the country.
- China Unicom enhanced digital capabilities, optimized and adjusted the layout of physical channels, and integrated marketing tools. The first batch of pilot provinces have completed the collective replacement of marketing tools, and the proportion of digital customer acquisition increased from 38.2% to 52.1%.

Promoting the upgrade of online Internet services

Following users' demands, China Unicom accelerated the development of online channels, and provided users with a more convenient online service experience.

- China Unicom consolidated cooperation with leading Internet companies to expand cost-effective light touchpoints.
- China Unicom created a traffic attraction platform, and quickly expanded cooperation resources through measures such as product innovation, major touchpoint cooperation, channel coordination, etc., to open up a new pattern of local traffic attraction. The Company also created differentiated privilege package products, combined live streaming of multi-platform major Internet KOLs, and strengthened the online collaboration among government, enterprises and entities, and the active touchpoints reached 1,800.
- China Unicom promoted the full digital operation of service outlets, and improved channel efficiency through live marketing activities. At the beginning of 2020, the first phase of China Unicom's live experience camp started, and the first batch of "Star Anchors" were spread across provinces to help pandemic prevention and control, precise poverty alleviation, industrial cooperation, etc., and to help promote new 5G terminals, new technologies, new applications and new rights. The total number of live streaming events reached 22,000.

In order to meet the individual needs of customers for privilege products, China Unicom's provincial branch companies teamed up with partners to deeply create regionally differentiated privilege package products, and launched Shanghai Overwatch, Guangdong Three Kingdoms, Money Saving, Beijing Tuanyou card and other 2B2C cross-industry cooperation projects.



“Star Anchors” matches held by Gansu Unicom



Upgrading the efficiency of self-operated service outlets

From the perspective of customers, China Unicom promoted the digital transformation of service outlets and comprehensively improved the operational efficiency of service outlets, to provide customers with a more intimate service experience.

- In order to fully protect consumers' right to know, a white paper for products on sale was produced, and an online publicity column was used to display relevant information such as package tariffs, service contents, time periods, promotions of products on sale, and etc.
- Small class activities on topics such as 5G knowledge and smartphone science popularization have been regularly organized, for customers to experience products on site and popularizing industry knowledge.
- Focusing on the four major scenarios of rural areas, campuses, communities and business circles, the cross-industry light touchpoints have been iteratively expanded and a micro-ecological circle has been created, and more than 20,000 micro-ecological circles have been built.

Tianjin Unicom utilized high traffic APP intelligent methods to realize applications such as intelligent early warning and appointment calling in service outlets, bringing along digital service experience for customers.

Deepening the Promotion of Speed Upgrade and Tariff Reduction

China Unicom conscientiously implemented the national speed upgrade and tariff reduction work deployment, and established a special leading team to further reduce the unit price of mobile data traffic by increasing package resources, reducing off-package unit prices and launching preferential packages. Mainly focusing on small and medium-sized enterprises and manufacturing companies that were greatly affected by the pandemic, the Company promoted the reduction of production and operation costs of enterprises by taking speed upgrade and benefiting business, as well as combined discounts, as the main measures, and thus the average tariffs of broadband and Internet dedicated lines for corporate customers were reduced by more than 15%. The Company further met consumer demands, accelerated the pace of high-quality development, and promoted the development of the digital economy and the upgrading of information consumption.

Speed upgrade:

Smoother gigabit 5G for consumers' convenient

The average download speed of fixed-line broadband increased by about **8** times

Over **380,000** 5G base stations were built

“Three Gigabit Era” **at your fingertip**

Tariff reduction:

More substantial benefits for consumers' affordable use

The average tariffs of mobile data traffic dropped by more than **95%** in five years

Tariff of broadband for corporate customers dropped by over **15%** in 2020

1.947 million registered households in poverty were benefited

Services:

More intimate innovative services for consumers' enjoyment

Overall satisfaction rate **improved throughout the year**

Warmly launched **cross-region services** and cross-region products

Leverage informatization to build **a platform for benefiting business**

Action to Caring for the Disabled and Helping the Elderly

China Unicom sincerely cares about the underprivileged groups such as the disabled and the elderly. Through technological innovation, barrier-free environment construction, and tariff concessions, the Company meets with the needs of personalized services and providing undifferentiated services.

- The Company improved the construction of barrier-free environment, opened up green channels, created exclusive seats, providing priority services for the disabled groups in sight, hearing and speech as well as convenience for customers who bring guide dogs into service outlets.

- For different underprivileged groups, the Company provided services such as preferential tariffs, expert services and exclusive service facilities.
- In order to promote the barrier-free communication of information for the hearing impaired, and actively advance the innovation of information communication and AI technology, the Company launched the Hearing King Card for 20 million hearing impaired people across the country, and it was awarded the “Top Ten Excellent Cases of Information Accessibility in 2020” by the China Disabled Persons’ Federation.
- The Company provided caring cards for the elderly, increased the functions of timed voice calls, fraudulent call interception, parental activity range inquiry, and etc., to improve the life safety of the elderly. The Company also organized regular small classes to help the elderly using Smart phones.



China Unicom participated in the 15th China Information Accessibility Forum as the only representative in the telecommunications industry

Jiangsu Taizhou Unicom held an audition with the theme of “Technology allows love to speak and to listen to the voice of the world” to share with the hearing impaired the first domestic barrier-free communication product, including the AI technology innovation results that lasted more than 500 days, and with 100 upgrade iterations, 30,000 internal tests and 60,000 training sessions. A total of more than 330 hearing impaired individuals was invited to participate in the events and experienced the surprises brought to them by technological innovations.

Serving the Winter Olympics with craftsmanship spirit

As the sole official telecommunication service partner for the Beijing 2022 Winter Olympics and the Paralympic Winter Games, China Unicom has adhered to the concept of “hosting a green, shared, open and clean Olympics” as its fundamental principles, and conscientiously implemented the “simple, safe and exciting” requirements for hosting the games, and provided the wisdom of interconnection for the innovation of the Olympic games with its craftsmanship spirit as a central state-owned enterprise centering on the strategy of “Smart Winter Olympics”.

Strengthening responsibilities and demonstrating responsibilities

China Unicom thoroughly implemented the relevant requirements of the Beijing Winter Olympics Organizing Committee, and strengthened its responsibilities, to ensure that everything is in place. It is actively preparing for the Winter Olympics and making positive contributions to the success of a wonderful, extraordinary and outstanding Olympic Games.

- Actively promoting the collaboration between Beijing and Hebei and building a premium network for the Winter Olympics. The Company fully implemented the communication service requirements of the Beijing Winter Olympics Organizing Committee, and planned in accordance with the core concept of one network in Beijing and Zhangjiakou for the 2 cities and 3 regions of matches, to ensure that the communication service standards in the Winter Olympics are consistent, playing a leading role in the comprehensive implementation of the coordinated development strategy of Beijing-Tianjin-Hebei.
- Building the network with craftsmanship spirit to ensure that the network is ready in time. The Company overcame major challenges caused by extreme cold and the pandemic, achieved uninterrupted work, undiminished intensity and unreduced standards and advanced quality and quantity as planned in the construction process through strict implementation of prevention and control measures, innovating working methods and overcoming various challenges.
- Carefully designing the assurance system to ensure that that it is foolproof in the events. The Company standardized the communication assurance process, unified the assurance standards and formed a preliminary assurance capability. It also arranged the match-time operation and assurance team on duty in a focused, planned and batched manner to ensure the safe, reliable, stable and orderly operation of the network during match-time.

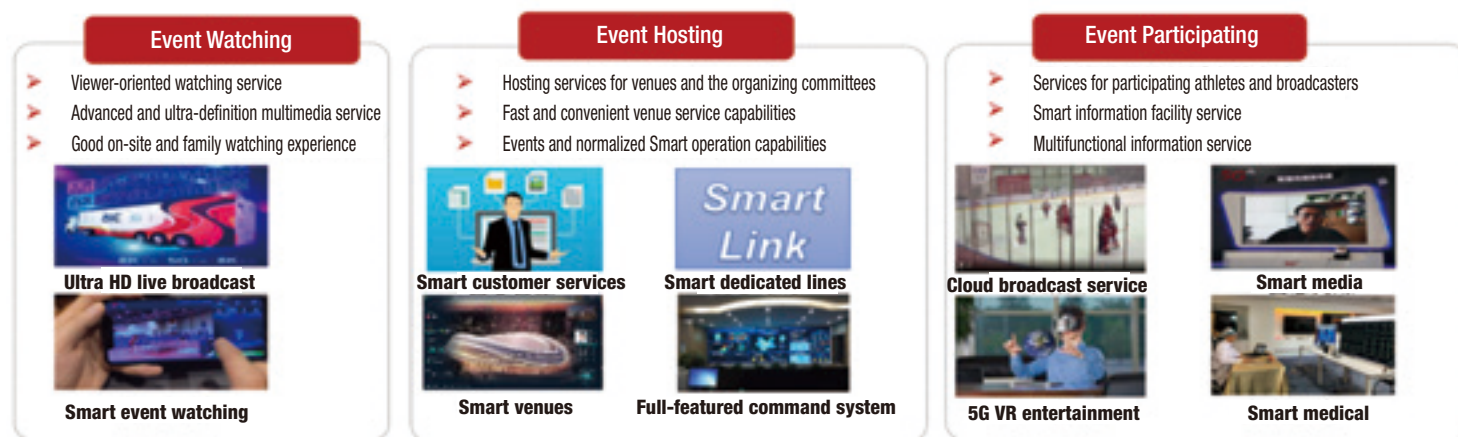
Empowering the Smart Winter Olympics with 5G

As an “innovative leader in the 5G era,” China Unicom has empowered the Smart Winter Olympics with innovative applications in the fields of 5G technology, cloud broadcasting and data sharing, assisting a technological Winter Olympics to demonstrate the strong technological strength of China.

- The Company firstly released the core objectives of the “Smart Winter Olympics” with 5G technology as the center, and becoming the strategic leader of the “Smart Winter Olympics”.
- An innovation system for ten major application services in three scenarios of “watching, participating and hosting” has been created to fully empower the Beijing Winter Olympics.
- As one of the key projects of the Technological Winter Olympics in Beijing, China Unicom took the lead to establish an international cloud broadcasting company, which would provide coordinated, convenient and flexible event broadcasting technical services covering multiple locations around the world, and effectively enhances the edges of Beijing as a technology innovation center, as well as the development of digital industry, thus contributing to the nation’s empowerment of digital economy development.



Empowering the Smart Winter Olympics with China Unicom 5G



On 8 August 2020, China Unicom and Sinopec jointly became the rotating chairman unit of the 3rd Partner Club of Winter Olympic Games. The two parties will work closely together to actively promote in-depth cooperation in 5G+clean energy, Smart gas stations, joint marketing of the Winter Olympics and promotion of ice and snow sports.



Spreading the Olympic cultural spirit

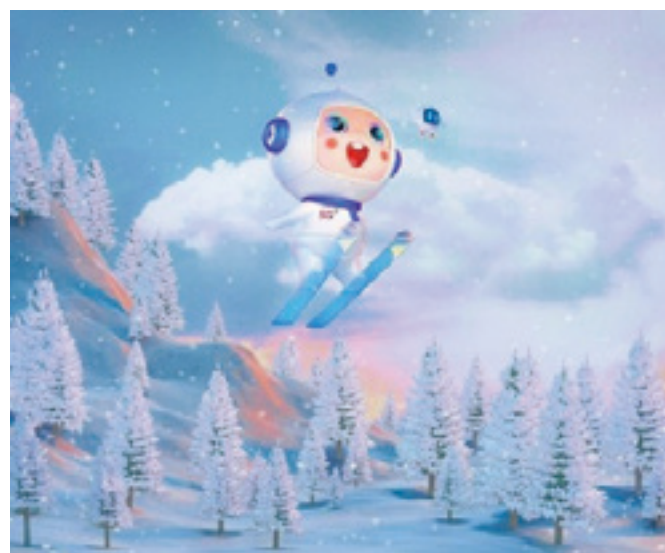
In order to promote the Olympic spirit, spread the Olympic culture and help with the promotion of the Winter Olympics, the Company has organized various publicity activities to introduce the progress of the Winter Olympics to all sectors of the society, popularized the knowledge of the Winter Olympics, and mobilized the public to pay attention, support, and participate in the Winter Olympics.

- The launch of the Smart IP “Little Dream” marks that China Unicom’s “Smart Winter Olympics” strategy has entered into a new stage. It will lead the public to experience ice and snow sports and feel the charm of the Smart Winter Olympics.

- “One in 300 million” communication project of the Winter Olympics won the 9th ADMEN International Award.

- Together with UN-Habitat and the Beijing Winter Olympics Organizing Committee, the Company organized a series of “Winter Dream Ambassador” activities, with the theme of “Creating Wisdom to Build Green Winter Olympics” in 2020. Through the concept of collecting sustainable development in these activities, the Company leveraged 5G technology to provide solutions and creative designs for barrier-free living facilities, Smart waste sorting, Smart green travel, and etc. 29 outstanding works were selected to be included in the United Nations “2020 Smart Winter Olympics and Sustainability Development Report”.

- China Unicom took advantages of its nationwide offline service outlets and convenient mobile phone service outlets to participate in the Winter Olympics franchise plan. The Company also leveraged its technical advantages of 5G, Internet of Things, Big data, AI and others, as well as combining the characteristics of young generation’s consumption, to innovatively develop the Winter Olympics Smart gashapon machine and to sell licensed products, aiming to help organize the Winter Olympics and spreading the Olympic culture.



Smart IP “Little Dream”

OVERCOMING ADVERSITY AND MOVING FORWARD SMOOTHLY

China Unicom always puts the safety of people’s lives in the first place, devotes itself to emergency rescue and disaster relief, and provides communications assurance for major events, demonstrating China Unicom’s strength.

Dedicating to Flood Prevention and Disaster Relief

Establishing a sound flood control assurance system

In response to flooding disasters, China Unicom has conducted early deployment, unified dispatch and detailed implementation of flood control requirements, and various flood control work was carried out in an orderly manner. The Company carries out potential danger investigation in advance to identify and eliminate potential safety hazards, arranges a 24-hour standby professional repair team, and formulates mobile communication emergency plans to ensure the normal operation of emergency support.

Making every effort to participate in communication assurance for flood prevention and protection

In 2020, the southern region, while at its flood season, experienced the heaviest flood situation since 1998, with some areas experienced floods, geological disasters, hailstorms, typhoons and other hazards. China Unicom put the safety of people's lives in the first place and responded effectively without fear of hardships and dangers. During the flood period, the Company made every effort to ensure the communication safety of important departments such as the Flood Control and Drought Relief Headquarters, the overall network was operated smoothly, and there was zero casualties. China Unicom committed an aggregate of RMB108 million to disaster relief, and 191,000 times of emergency personnel were dispatched, 178,000 times of emergency equipment were used, and 790 million emergency SMSs were sent. The Company actively carried out post-disaster reconstruction work committing a total of RMB195 million.

RMB 108 million

committed to disaster relief
in 2020

191,000 times

emergency personnel were
dispatched

Anti-freeze communication assurance

In 2020, the whole province of Guizhou suffered from extensive freezing, accompanied by icing of electric wires and roads, and some base stations and optical cables were damaged due to low temperature and power outages. Guizhou Unicom responded quickly, with the repair team members braved the ice and snow and carried the optical cables on their shoulders, not only to use both hands to de-ice, but also repaired lines with fusion splicers, actively carrying out network inspections and maintenance, and making every effort to allow users to enjoy a warm network despite cold wind. A total of 1,612 emergency repair personnel were dispatched, 421 emergency vehicles and 478 generators were used.



Frozen face and condensed ice beads on eyebrows cannot stop
China Unicom's anti-freeze communication assurance

Well-assurance during major events

Adhering to the key promises of "careful, focused, trustworthy, superior and intelligent", China Unicom coordinated communication assurance and pandemic prevention and control to ensure smooth communication at major meetings and events, contributing to "telling China's story and spreading China's voice" in complex situations. For these outstanding contributions, the Company was commended by the National People's Congress (NPC), the National Committee of the Chinese People's Political Consultative Conference (CPPCC), the General Office of the State Council, the Ministry of Industry and Information Technology (MIIT) and the State-owned Assets Supervision and Administration Commission (SASAC).

"Cloud Diplomacy" communication assurance

Under the background of the normalization of pandemic prevention and control, "cloud diplomacy" has become the main channel for central leaders to communicate with major leaders around the world and international organizations. In 2020, China Unicom provided communication assurance for 40 top-level "cloud diplomacy" activities, including the G20 summit, with an assurance period of around 350 hours. China Unicom's communication assurance has been praised in multiple times by General Secretary Xi and the leaders of the SASAC.

Communication assurance for "Two Sessions"

In order to ensure smooth running for the "Two Sessions" during the pandemic prevention and control period, China Unicom innovated the service model of reinsurance, providing remote interviews for the Premier's media conference, press conferences, CPPCC online video live room, NPC group video conference, and remote interviews in minister channel, etc., providing reliable new video services, large-scale on-site Internet speed-up services, network security protection and other measures to successfully complete the assurance task.

Communication assurance for "China International Fair for Trade in Services"

The Company provided reliable and safe global network support for China International Fair for Trade in Services, involving multiple assurances such as the video conference of the Service Trade Fair summit, the information service of the media center, the security of private network, the video transmission of CCTV, the mobile network service, and etc. A total of 1,812 personnel and 15 vehicles were dispatched in the event.



In-Depth Promotion for Community Public Welfare

China Unicom is a loyal practitioner of the core values of socialism. The Company has gathered various social and public welfare forces and has made positive contributions in the fields of culture and sports, education, medical care, environmental protection and public welfare, conveying warmth and care.

Carrying out external charity donations

The Company has established a sound charity donation management system, along with the principles of voluntariness, acting within its capacity, clear rights and obligations, and having integrity. The Company has actively assumed social responsibilities, and strives to give back to the society and promoting the sustainable development of public welfare.

External donations
in 2020

RMB 6.374 million

Donation projects	Amount donated RMB'000
Donate to designated poverty alleviation areas (poverty alleviation)	133
Aid to border areas (aid to Tibet and Xinjiang)	52
Other donations (cultural and sports, education, medical and health, public welfare, environmental protection, etc.)	6,189
Total	6,374

Actively Engaging in Charity and Voluntary Activities

Combining the voluntary spirit of “contribution, friendship, mutual assistance and progress” with corporate production and operation, as well as staff team building, China Unicom actively carried out voluntary service activities with rich content and diversified forms. The Company has made positive contributions in helping students and the needy, the civilized and environmental protection activities, and caring for the old and young, highlighting the image of the responsibility as a central state-owned enterprise and practicing the core values of socialism with actual actions.

55,006

registered volunteers

58,095

participation in volunteer service activities

China Unicom has built a “Unicom Charity” platform based on blockchain technology. Each donation has a “Unique Code of Unicom Charity Chain”, which reflects the funds are donated via the blockchain, it cannot be tampered with, and can be traced, to ensure openness, transparency and credibility. The “Unicom Public Welfare-Action to Realize Dreams by Points for Students” project won the Bronze Award in the Fifth China Youth Volunteer Service Project Competition.

Zhejiang Unicom conducted various heart-warming charity activities, in which, through the “warming hearts with clothes” fundraising activities, the Company donated winter clothes to children in Walong Village, Tibet, donated books to Tarji Primary School in Sandaohe Township, Huocheng County, Xinjiang, to realize the transfer of love and knowledge sharing, donated money to primary schools in economically weak areas, helping the development of education, and sent quilts to the elderly to convey caring.



Book donation public welfare activities

Jointly with Cihang Charity, Guangdong Huizhou Unicom has arranged more than 1,600 employees/times to participate in various public welfare activities, including the Cihang Family Visiting Day events for eight consecutive years.

Hunan Unicom paid attention to the education of children in poverty. The Company has established small libraries for many poor villages in Loudi, Chenzhou and Xiangxi to transform the learning environment. The Company donated books, school supplies, and sporting goods to Dongjiu Village for many years. In 2020, the Company cooperated with Changsha Polaris & Dawn Education to organize the “Light Up Dreams — Journey to Changsha from Dongjiu Village”, and also organized the “Walk with WO Love” charity activity to care for resident children.”



Hunan Unicom's “Walk with WO Love” charity activity to care for resident children

Sichuan Mianyang Unicom jointly organized the “Unicom & Shantu Charity Live Broadcasting” event together with Mianyang Deaf Association and Sichuan Shantu Weike Technology Co., Ltd., to provide employment opportunities for disabled individuals.