

**Advance service innovation and  
accelerate the pace of digital  
and real economy integration**



## Advance service innovation and accelerate the pace of digital and real economy integration



China Unicom continuously promotes the coordinated development of Connectivity and Communications and Computing and Digital Smart Applications businesses, deepens product innovation, and constantly improves service operation levels, serving thousands of households and empowering thousands of industries, driving Chinese-style modernization through digitalization, networking, and intelligence.



### Measures adopted in 2024

- The Company upgraded the Whole House Optical Broadband product, comprehensively enhancing the perception of network connection, ecosystem connection, and terminal connection.
- The Company continuously promoted the deep integration of digital technology with the “five-in-one” construction of economy, governance, culture, society, and ecological civilization, accelerated the innovative application of digital technology, and drove the development of industrial digitalization.
- The Company upgraded the high-quality service action plan, continuously consolidating the large service system of network, business, and service linkage.
- The Company accelerated brand building, ranking 2nd among central state-owned enterprises and 1st in the telecommunications industry in the benchmarking list of brand building capabilities by the State-owned Assets Supervision and Administration Commission of the State Council.



### Actions to be taken in 2025

- The Company will focus on Unicom Cloud Drive, Unicom Housekeeper, Unicom Cloud Phone, Unicom Cloud Computer, and Unicom Ultra HD to enhance product development synergy and inject new impetus into the acceleration of the digital life industry development.
- The Company will build high-quality data sets, deeply cultivate data-intelligence integration application scenarios, and enhance data-intelligence operational capabilities.
- The Company will continuously enhance the quality of customer service to build a competitive advantage in differentiated services.
- The Company will play a leading role in the brand, enrich the brand connotation, and enhance brand value.

## Service innovation in Connectivity and Communications

China Unicom's Connectivity and Communications business further enhances service quality, providing subscribers with a faster and more stable communication experience, creating a good smart living.

### Brightening up intelligent and happy living

China Unicom's "Unicom Smart Home" brand is committed to creating comprehensive information solutions for smart homes, achieving the digitalized, intelligent, and ecological transformation of home services, allowing people to enjoy a fabulous digital and intelligent life. It focuses on developing key products such as Unicom Whole House Optical Broadband, Unicom Ultra HD, and Unicom Housekeeper. Through the Unicom Smart Home APP platform, it builds an open and shared ecosystem of pan-intelligent terminals, providing all-scenario whole-home intelligent services.



Unicom's three gigabit services provide gigabit 5G, gigabit broadband, and gigabit Wi-Fi

#### Whole House Optical Broadband

China Unicom has comprehensively upgraded the Whole House Optical Broadband, adopting the new generation FTTR networking technology, replacing network cables with optical fibres, and extending them to every room to meet the internet needs of household users for "high speed, low latency, and seamless roaming". By deploying optical networking terminals and combining dual-band Wi-Fi, comprehensive ultra-gigabit Wi-Fi coverage throughout the home is achieved, leading to a complete upgrade in network connectivity, ecological connectivity, and terminal connectivity.

#### Unicom Housekeeper

The Company built the Unicom Housekeeper Video Cloud Platform, utilising intelligent camera terminals to collect audio and video information from the surrounding environment, providing users with functions and services such as cloud storage and playback of surveillance videos, alarm message queries, and AI applications, to meet the needs of home care while away.



##### 家庭安防场景

出门在外，是不是总担心家中燃气没关好，家中财产不安全，屋内情况难掌握？

##### 解决方案

联通看家为家庭提供多重智能安防，高清直播，云存回看，智能监测，全彩夜视，拍画录制随心享，安全防护和你心。

##### 推荐搭配



人脸识别



烟火检测



智能警戒



画面巡检



##### 家人看护场景

工作太忙，不能时常陪伴在家人身边，心里总是放心不下？

##### 解决方案

联通看家为您和家人提供24小时全方位守护，老人吃药提醒，孩子学习看护，婴儿啼哭检测……，让您即使不在家中，也能给予家人温暖陪伴。

##### 推荐搭配



亲情看护



啼哭检测



智能提醒



画面巡检



##### 宠物监看场景

在看不到宠物的时候，宠物在家有没有调皮捣蛋呢？

##### 解决方案

联通看家让您随时观察宠物的状态和行为，与爱宠双向通话，实时交流互动，增进彼此感情，守护爱宠的安全和健康；还可轻松记录TA的日常生活，让您更加了解宠物的需求和喜好。

##### 推荐搭配



宠物识别



双向通话



时光缩影



画面巡检

Application scenarios of Unicom Housekeeper

#### Unicom Ultra HD

The Company provided a television large screen business based on quality broadband services, offering users hundreds of premium channels including CCTV and satellite TV, as well as popular films and TV series, enriching users' entertainment needs.

### Whole-house intelligence

The Company uses the Unicom Smart Home APP as an entry point to construct a Unicom Smart Home ecosystem, enabling users to bind, control, share, and receive alerts for a full range of terminals such as smart speakers, smart door locks, smart security sensors, and health devices, injecting new momentum into the realisation of digital life.



China Unicom's "Hi-CON Communication System" won the first prize of the 2024 Science and Technology Award from the China Institute of Communications



China Unicom was awarded the "2024 Outstanding Digital Home Operator" by the World Broadband Forum

## Enriching integrated product supply

China Unicom continuously optimises and iterates integrated products, actively exploring in the fields of digital and intelligent life products and services, enhancing product experience to better meet the people's needs for high-quality digital and intelligent life.

### Unicom Cloud Phone / Cloud Computer

Cloud phones provide users with secure, reliable, and compatible cloud-based virtual phone services, enabling all regular phone functions to be performed on the cloud phone. Cloud computers offer users a cloud-integrated, multi-terminal 2C2H experience for both work and entertainment, allowing one device to function as a computer, tablet, phone, and hard drive all in one.

### Unicom Satellite

Unicom Satellite provides users with stable communication services, ensuring customers' communication needs are met in areas without network coverage.

### Unicom Cloud Conference

Unicom Cloud Conference Service is based on Internet video conferencing, augmented with 5G new communication capabilities, providing high-quality, professional-grade, and convenient video conferencing solutions for individual users, and offering integrated services of cloud network + 5G new communication + high-definition video for enterprises.

### Video ringtone

China Unicom upgraded AI ringtone by integrating AI + digital avatar technology, launching ten AI functional products including AI Singer, AI Dance King, and AI Animation, comprehensively leading content creation into a new era of AI. By integrating diverse communication services such as video ringtones, video business cards, and XR calls, a one-stop AI communication application platform is constructed to meet users' personalised communication needs.

### Unicom Security Manager

By integrating the anti-fraud large model, we provide users with the ability to identify and block risky numbers, which not only enhances their own communication security assurance but also offers their family members safety communication protection and anti-addiction capabilities, ensuring the communication security of the entire family.



Video ringtones offer multiple themes for selection



## Service innovation in Computing and Digital Smart Applications

China Unicom is resolutely implementing the overall planning and deployment of Digital China construction, continuously promoting the deep integration of digital technology with the economy, governance, culture, society, and ecological civilization construction in a “five-in-one” manner. It accelerates the innovation and application of digital technology, driving changes in production, lifestyle, and governance through digitalization, contributing Unicom’s strength to the construction of Digital China.

### Boosting the high-quality development of the digital economy

Focusing on advancing new industrialisation, “5G + Industrial Internet” is regarded as an important lever for the development of new industrialisation. It consolidates the construction of digital information infrastructure, deepens the integration and innovation of digital technology, increases the practical application of digital and real economy integration, and comprehensively empowers the deep and solid advancement of new industrialisation.

- The Company cumulatively developed more than 300 deep-knowledge, industry-specific, technologically advanced, and efficiently collaborative Unicom solutions.
- The Company implemented over 29,000 industrial Internet projects, empowering the construction of more than 7,100 5G factories, comprehensively covering 41 industrial categories of the national economy.

China Unicom and China Resources Building Materials Technology have joined forces to lead the digital transformation of the building materials industry. The “1+1+1+N” 5G + industrial Internet application service system integrates China Unicom’s self-developed capabilities in 5G private network management, positioning, MEC, GIS, and security, achieving multiple first-time breakthroughs in the digital transformation of the building materials industry. The project was included in the “2024 5G Factory Directory” by the Ministry of Industry and Information Technology and won the national first prize in the “Computing Power + Industry” thematic finals of the second “Huacai Cup” Computing Power Competition.



“1+1+1+N” 5G+ Industrial Internet Application Service System

Tianjin Unicom, based on digital twin, Internet of Things, and artificial intelligence technologies, has developed a smart factory digital twin visualisation platform. The platform integrates applications such as energy consumption management and leadership cockpit to achieve real-time collection and visualisation of machine tool data and energy consumption data, precise equipment inspection and maintenance, promoting the digital transformation and development of the manufacturing industry.



Smart Factory Digital Twin Visualisation Platform

### Promoting the enhancement of digital government intelligence

#### Digital Government

The Company thoroughly implemented the policy requirements of the “Three-Year Action Plan for ‘Data Elements X’ (2024–2026)” and the “Guiding Opinions in relation to Further Optimize Administration Services to Enhance Administrative Efficiency and Promote ‘Efficient Completion of a Task’”, continuously advanced the construction of digital government, and actively served the digital and intelligent operation of the government.

- The Company developed 57 digital government products, established core products such as the UniAI economic large model, Trusted Data Resource Spaces, and high-speed data network (Unicom Data Network), providing over 1,000 multi-scenario, intelligent comprehensive solutions.
- The Company created excellent cases such as the Liaoning Province 12345 data integration empowering frontline governance and the Guangdong Province “Yue Economy” urban economic governance hub.

Relying on Unicom's Trusted Data Resource Spaces, the Company supports the establishment of Zhejiang Province's first trusted operational space with diverse data development and utilisation capabilities – the Hangzhou Data Element Operation Centre. Under the premise of ensuring data sovereignty and data security, it forms an operational system integrating five major functions: “undertaking, operating, attracting investment, showcasing, and demonstrating” through the innovative integration of technologies such as big data, blockchain, and artificial intelligence.



Hangzhou Data Element Operation Centre

### Smart city

The Company constructed an overall framework for an all-area smart city characterised by ‘facility connectivity, data integration, platform interoperability, and business convergence’, enhancing AI empowerment to improve quality, developing large models for urban governance and social governance, achieving full-process intelligence in urban events, and better serving the high-quality development, efficient governance, and high-quality living of the city.

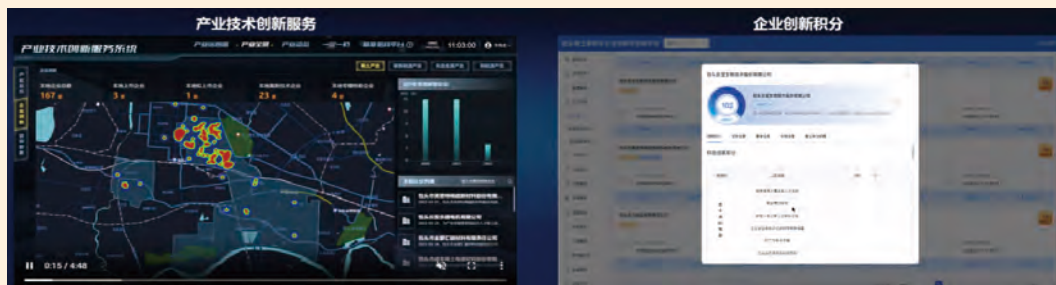
- The Company adhered to data integration, development and utilisation throughout the entire process of all-area urban digital transformation and constructed an all-area urban digital transformation product capability system, featuring “data infrastructure + AI intelligent hub + all-area digital applications + digital transformation ecosystem”.
- The Company focused on new demands such as urban resilience enhancement, precise governance, industry-city integration, green and low-carbon development, and inclusive services, upgrading a total of 53 self-developed products, providing services for over 1,000 projects nationwide.

Based on the Yanfei Gewu platform and UniAI large model capabilities, the “City Eye” perception integration platform in Nanjing was developed to conduct real-time video stream city event analysis, establish a digital base for comprehensive application of urban perception systems, and assist Nanjing in achieving “full coverage, digitalization, dynamism, and intelligence” management of terminals citywide, empowering the construction of Nanjing’s “one-network unified management”.



“City Eye” Perception Integration Platform

Leveraging data element sharing and circulation, the Company developed the Baotou Rare Earth High-Tech Zone Smart Industrial Park project. Through the construction of “one door + one net + one brain + one field”, it enables the timely collection, transmission, storage, analysis, and intelligent response of key data such as enterprise safety, environmental protection, logistics, and operations, forming a new management model that is safe, convenient, efficient, and green for the park.



The two key platform applications: “Industrial Technology Innovation Service System” and “Enterprise Innovation Points System”

## Smart legal services

Committed to becoming an enabler of digital transformation in the legal industry, we built an information-based, digital, and intelligent “4+6+N” Computing and Digital Smart Applications product capability system. This system provides intelligent scenario services for political and legal agencies, covering various sectors such as the Political and Legal Affairs Commission, public security, procuratorial, judicial, and legal industries. It serves the construction of a law-based China and aims to forge the “leading service provider for comprehensive smart legal operations”.

Establishing a diversified “one-stop” platform for resolving conflicts and disputes, the platform achieved a 16.3% reduction in repeated conflict-related police reports, an 11.48% year-on-year decrease in criminal cases, a 22.89% year-on-year decrease in administrative violations, and a 33.2% year-on-year decrease in repeated petitions. The rate of settlement for litigation cases increased by 13% year-on-year, making it a benchmark platform with nationwide reference significance.



Diversified “One-stop” Platform for Resolving Conflicts and Disputes

## 🎮 Promoting prosperity in multiple fields of digital culture

### Digital culture and tourism

The Company continuously empowered cultural and tourism development with innovative technology. In 2024, nine new digital cultural products such as the Cultural Heritage Interpretation Model and the Cultural Relics Revitalization Model were released. Six projects have been selected as 2024 Cultural and Tourism Digital Innovation Demonstration Cases by the Ministry of Culture and Tourism.

China Unicom Digital Intelligence Company, in collaboration with the Cultural Communication Centre of China Foreign Languages Publishing Administration and China Literature and Art Network, has developed the “Chinese Instrument Spirit” UniAI Large Model Application Platform. This platform integrates traditional cultural elements with modern aesthetics and technology to create a series of distinctive female “Chinese Instrument Spirit” images. It was recognised as a “2024 Typical Case of Large Model Scenario Application in Artificial Intelligence” at the 2024 Global Digital Economy Conference.



“Chinese Instrument Spirit” UniAI Large Model Application Platform



China Unicom makes its grand debut as the official communication and cloud service partner, adhering to the concept of “simplicity, safety, and excellence”, safeguarding the Asian Winter Games with new quality productivity, illuminating the event with technological innovation, and crafting the first “cloud-based Asian Winter Games” with craftsmanship, jointly witnessing the glory of ice and snow in the digital age.



Unicom Cloud ensures the smooth operation of all cloud-based services and the security of networks and data during the event.

### Smart Education

The Company actively implemented the national strategy of invigorating the country through science and education, building an integrated product and solution capability system of “one education network + one education cloud + one education middle platform + N education applications” to contribute Unicom’s strength to the construction of a strong education nation.

- The Company provided 5G campus mobile private network services for over 20,000 schools and 30 million teachers and students.
- The Company provided educational metropolitan area premium network services for more than 200 cities, districts, and counties.
- The Company constructed more than 700 benchmark projects for digital education applications.

China Unicom has developed a new smart examination management model through an integrated solution of an examination-specific cloud platform, an examination security private network, and AI examination applications, enhancing management efficiency in areas such as paper circulation, computing power scheduling, disciplinary inspection, and video aggregation before, during, and after examinations.



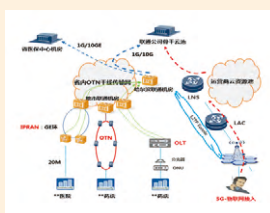
China Unicom Smart Examination Management Model

## 🌟 Demonstrating the advantages of convenience in a digital society

### Smart medical care

With comprehensive service for digital and intelligent integrated innovation in the healthcare sector, the Company constructed an integrated digital intelligence medical full-scenario capability system of “computing power + data + model + application”, targeting hospitals and medical administration fields. The Company actively built digital infrastructure with cloud + network + intelligent computing power, continuously providing integrated services for data collection, governance, annotation, development, and operation and maintenance, constantly enriching digital smart applications in multiple scenarios such as smart healthcare, smart management, and smart services, and has achieved extensive industry service experience.

Heilongjiang Unicom provides an integrated service of all-optical network, cloud, and applications for the provincial medical insurance bureau platform, offering a stable carriage foundation for the provincial medical insurance platform, and providing cloud-network integrated anti-fraud capabilities for designated hospitals and pharmacies across the province, safeguarding the people’s “life-saving money”.



Heilongjiang Medical Insurance Optical Network Construction Plan



China Unicom and Yuwell Medical jointly established the “Yuwell Medical and Unicom Intelligent Medical Device Innovation Laboratory”



## Smart transportation

The Company focused on key scenarios such as the digital transformation and upgrade of highway infrastructure, vehicle-road-cloud integration, low-altitude economy, Internet of Vehicles, and express logistics, deeply integrating frontier technologies such as 5G and AI large models to form an integrated innovative capability of “Computing and Digital Smart Applications”, contributing to the construction of a safer, more efficient, and greener transportation system.

Zhejiang Unicom is promoting the construction of smart transportation through digitalization, using data as a key production factor to expand the diversified integration of urban traffic congestion management applications. This is achieved through methods such as digital bus pick-up and drop-off and carpooling by parents, enabling refined and intelligent management.

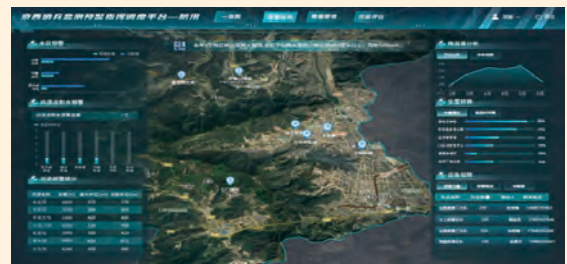


Lu'an Intelligent Dispatch Centre

## Emergency management

The Company leveraged digital capabilities to deeply cultivate the emergency management industry, focusing on areas such as disaster prevention and mitigation, command and rescue, smart fire protection, safe production, and city safety, developing differentiated specialised new products, forming multiple comprehensive solutions and scenario solutions, serving over 600 emergency management units.

China Unicom developed the “Jingxi Sentinel” project for Mentougou District in Beijing, focusing on typical flood prevention emergency scenarios. The project established a flood prevention special system to achieve integrated monitoring and early warning, multi-model analysis, and comprehensively enhance the district's flood prevention monitoring, early warning, and command dispatch capabilities.



“Jingxi Sentinel” Project

## Achieving integrated perception of the digital ecosystem

### Ecological and environmental protection

The Company adhered to Xi Jinping's thought on ecological civilization as the fundamental guideline and action guide, continuously strengthening the deep integration of digital technology with river and lake governance, and ecological environmental protection, contributing to the construction of a green and intelligent digital ecological civilization, and serving the building of a beautiful China.

The Company leveraged the technological advantages of the China Unicom Smart City Research Institute to support the construction of a “waste-free city” in Guangdong. Integrating technologies such as 5G wireless transmission and digital twin, the “Yue Wufei” Guangdong Solid Waste Whole Process Management Digital Twin Demonstration Project was constructed to promote the upgrade of solid waste management from traditional informatization to “waste-free city” intelligence.



“Waste-free city” Demonstration Park Digital Twin Special Research and Development

China Unicom Zhejiang Taizhou Branch assists New Territories Pump Industry in building a smart park intelligent energy management system, conducting 24-hour continuous monitoring of the usage of energy, water resources, raw materials, and deeply optimising production processes. The water resource utilisation rate increased by 25.8%, effectively reducing various types of resource wastage.



Smart Park Intelligent Energy Monitoring and Control System

## Promoting continuous openness of the digital intelligence platform

The Company built open and shared digital capabilities, releasing ten major digital intelligence achievements, including large model + smart customer service, digital super factory, network smart manager, smart supply chain, intelligent IT assistant, Xinghan big data platform, trillion-level remote dual-active disaster recovery, wireless network on-demand testing, digital intelligence R&D platform, and terminal intelligent testing. Our digital intelligence capabilities have already provided services to large enterprises such as the State Energy Group, China Merchants Securities, and the China Development Bank.

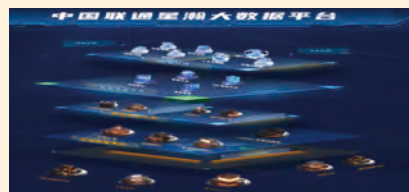
### Unicom Cloud

Unicom Cloud continues to enhance the variety and performance of its base products, advancing the integration of AI capabilities and strengthening security capabilities. It launched five major products: the AICC computing power cluster, AICP computing power platform, “Xingluo” advanced computing power scheduling platform, AI edge all-in-one server, and cloud GPU intelligent computing. These fully leverage Unicom’s differentiated advantages in computing-network integration, such as computing power scheduling, inference distribution, and cross-domain data. The Company constructed a comprehensive and integrated intelligent computing product system, accelerating the pace of enterprise digital transformation and intelligent upgrading.



### Xinghan Big Data Platform

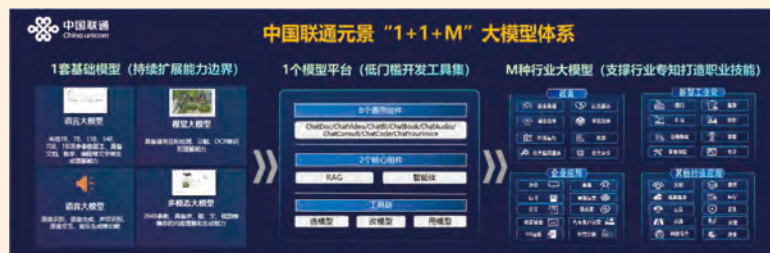
The Company self-developed a next-generation cloud-native intelligent lake house that integrates data processing, analysis, and intelligence on an ultra-large scale, overcoming the two major challenges of integrating data lakes and data warehouses and processing massive multi-source heterogeneous data. 100% of the big data is pooled, achieving all-area data cloud migration and integration. The Company is the first in the industry to pass the “Integrated Lake House” maturity assessment.



China Unicom Xinghan Big Data Platform

### UniAI “1+1+M” large model system

China Unicom self-developed the UniAI “1+1+M” large model system, achieving industry advanced performance at the same parameter level. The Company achieved over 35 industry large models and more than 100 benchmark applications, significantly empowering areas such as urban governance and industrial manufacturing, earning the reputation of “a large model that better understands the industry, an intelligent engine for industrial upgrading”.



China Unicom UniAI “1+1+M” large model system

### China Unicom's Gewu platform

China Unicom's Gewu platform continuously upgrades its intelligent service capabilities and is the first in the industry to pass the CAICT AIoT3.0 Excellence Certification. The Gewu platform carried 480 million IoT connection, with the number of devices carried by the platform exceeding 40 million. Among them, China Unicom's Gewu Unilink Industrial Internet Platform became one of the first national A-level "dual cross" platforms, covering 9 major fields and empowering 22 industries with "cloudification, digital empowerment and intelligence", accumulating the development of 23,000 industrial models and managing over 12 million devices, accounting for 1/8 of the national total.



5G-A-oriented Gewu Platform PLUS

## Hundredfold dedication to serving customers

China Unicom implements the people-oriented development philosophy, taking customer needs as the starting point of service work, customer experience as the focus of service efforts, and customer satisfaction as the standard for evaluating service work. It deepens the implementation of the "comprehensive service, proactive service, smart service" concept, continuously fostering a service culture atmosphere where "everyone cares about service, and everyone participates in service" within the Company.

### Establishing a convenient and efficient service system

China Unicom strengthens the awareness of comprehensive service, continuously consolidates the comprehensive service system of network-business-service linkage, and solidly implements a high-quality service action plan, constructing a convenient and efficient service system.

#### Optimising service operation mechanism

China Unicom continues to deepen the comprehensive service closed-loop operation mechanism, establishing an integrated service closed-loop system that spans all areas, processes, and stages, centred on customer experience, achieving a "dual enhancement" in both internal operational management levels and external customer service perception.

- The Company established a comprehensive service operation management mechanism, using super work orders as a carrier to improve the "clustering judgment – traceability analysis – clear measures – promote rectification – closed-loop verification" collaborative service system. This aims to advance the comprehensive root-cause resolution of clustering issues "from point to surface, from appearance to root cause".

- The Company established an integrated service standard operation system, continuously carried out the iteration and optimisation of service standards and conducted comprehensive monitoring work. Through production operation data, customer evaluation data, and customer experience walkthroughs, we proactively identified problems, promptly resolved issues, and promoted the execution and iterative optimisation of standards. In 2024, the service standard compliance rate increased by 2.5pp.

- The Company deeply carried out the 'Unicom Good Network, Signal Re-upgrade' activity, focusing on eight major types of high-quality mobile network locations, and concentrating on high-frequency customer usage scenarios to conduct publicity through press releases, images and texts, videos, and other media. A total of 1,744 promotional works were released, with customer views reaching 1.09 billion times, and the mobile network complaint rate reduced by over 45%.

- The Company solidly carried out the 'China Unicom Good Services for Customers' activity, organised service reputation promotion, comprehensively implemented the service commitment system internally, announced the counter service commitment externally, and the standard compliance rate of counter service increased by 4.0pp.





### Improving the supervision and early warning mechanism

China Unicom continuously improved the supervision and early warning mechanism for service issues, monitored in real-time and responded quickly to consistently enhance customer service quality.

- The Company improved the service standard closed-loop monitoring system, adhering to the principle of “issuing a batch of standards and real-time monitoring of the execution effects of a batch of standards”, in order to monitor various service standards, norms, and indicators, proactively identify problems, and promote timely problem resolution.
- The Company deepened the systematic resolution mechanism for customer complaint issues, following four key steps: problem clustering, problem assessment, promoting resolution, and closed-loop verification, in order to thoroughly analyse and systematically resolve common clustering issues affecting customer perception.

### Providing a warm and satisfactory service experience

China Unicom creates an agile, intelligent, and warm customer service experience, offering more personalised services and products, continuously enhancing customer satisfaction and loyalty.

#### Rich and diverse types of services

China Unicom continuously provides diversified service types, comprehensively enhancing network, product, and channel service levels to improve customer perception.

• Network services mainly include key aspects such as network coverage, network upgrades, fault handling, and communication assurance.

• Product services mainly include product usage, product policies, business agreements, notifications, reminders, account cancellation/unsubscription, etc.

• Channel services mainly include business consultation, complaint handling, enquiry services, payment and recharge, and business signup.

#### Efficient and rapid problem solving

China Unicom continuously solidifies foundational management, standardizes the operation of customer complaint issues, strengthens service standards, deepens end-to-end operation of all customer issues, achieves full-process transparent digital control, and enhances both the quality and efficiency of complaint resolution. In 2024, the satisfaction rate for complaint work orders reached 95.3%, an increase of 5.4pp.

- The Company conducted tiered management by classifying customer complaints based on factors such as the degree of impact on customers and the scope of influence, and established different service standards for each level.
- The Company implemented real-time early warning for complaint handling, focusing on urgent customer needs, repeated complaints, and work orders with overdue risks, and established escalation processes and collaborative resolution mechanisms.
- The Company implemented proactive service conciliation with disgruntled subscribers, established a perception conciliation special desk, and promptly initiated conciliation revisit for issues rated as unsatisfactory by subscribers to ensure satisfactory resolution of subscriber's issues.
- The Company defined key indicators for complaint management such as the rate of timely complaint resolution and customer satisfaction rate, and regulated the complaint handling process to ensure quality and timeliness.

### Enhancing the considerate customer experience

China Unicom insists on prioritising the product experience and perception of subscribers, deepening the comprehensive service and proactive service, continuously optimising product quality, and promoting the enhancement of customer perception.

- The Company centred on customer perception, and formulated 34 product experience standards, 10 types of product verification templates, and nearly 60 verification points. The “China Unicom Product Experience Management Measures” were revised and released, clarifying responsibilities, establishing processes, strengthening operations, and enforcing strict execution to control product quality from the source.

- The Company established a comprehensive experience verification system of “pre-launch product validation and post-launch experience evaluation”, strictly implementing the dual control mechanism of “100% product validation before launch, with a one-vote veto for any identified issues”, ensuring quality from the source.

- Before the product launch, through the two-level linkage of the group and the provincial branches, a comprehensive product experience verification was achieved, with the product verification pass rate increasing by 1.2 percentage points. After the product launch, the focus was on key products, conducting experience walkthroughs across stages such as promotion, signup, usage, and cancellation.

- The Company promoted the closed-loop resolution of experience issues. For problems identified in product experience, an expert team composed of product managers, validation managers, and support managers would jointly identify the issues and follow up for closed-loop resolution.

### Establishing a fair and lawful corporate image

China Unicom participates fairly in market competition, continuously enhancing the ideological and practical consciousness of maintaining fair competition order in the market. It has issued documents such as “Further Improve the Standardised Operation of the Basic Telecommunications Market” and “Further Improve the Self-Regulation Standards for Mobile Number Portability Services” to regulate business marketing behaviour, maintain fair competition order, and help create a favourable business environment that respects, protects, and promotes fair competition. During the reporting period, there were no lawsuits or significant administrative penalties resulting from unfair competition incidents.

- The Company strictly adhered to the requirements of the “Advertising Law” and the “Anti-Unfair Competition Law” to avoid using advertising language explicitly prohibited by law; standardised promotional language in accordance with the attributes of telecommunications and business characteristics, clearly informed users of their rights and promotional content, and ensured that no violations occurred in advertising and marketing. We continuously conducted campaigns to prevent online fraud and promote positive publicity.

- The Company implemented the national real-name regulation and anti-fraud related requirements, and continuously strengthened the “red and yellow card” network access control mechanism.

- Regular audits and monitoring of high-risk users were conducted, and currently, the number of headquarters audit models related to real-name fraud risks has reached 18. In 2024, a total of 1.991 million suspected high-risk users were identified.

- The Company continuously conducted “second real-name authentication” for risk users, with a total of 3.066 million risk users notified throughout the year, among which 463,000 users completed the “second real-name authentication” and had their services restored.

- Focusing on major operational risks, real-time monitoring of marketing health risks was conducted to comprehensively enhance the real-time auditing and operational capabilities via big data. The number of real-time auditing models via big data has reached 87, “identifying audit risks and pushing rectification work orders to frontline personnel for verification and rectification” within 10 minutes of “frontline production order generation”.

## Improving the quality management system

China Unicom continues to implement the SASAC of the State Council's requirements on quality actions and comprehensive quality management for central enterprises, thoroughly implementing the service work requirements of "bottom line, standard line, high line", and continuously improving the quality control (QC) system. There were no major public opinion incidents such as media exposure arising from the Company's products or services.

- Centred on the customers, the Company established a comprehensive service quality management system, focusing on service quality supervision, service standards operation, smart customer service operation, and service reputation management.

- The Company implemented comprehensive services thoroughly, focusing on fully implementing the work of correcting industry conduct and addressing complaints comprehensively. We strengthened proactive service, enforced service standards to proactively identify issues, and enhanced customer value. We optimised smart services, established a new benchmark for smart services on the 10010 hotline, and met customers' high-quality service demands.

- The Company established a strong quality awareness among all employees, organised and conducted a quality knowledge competition activity for central enterprises under the SASAC of the State Council with the participation of 240,000 people across the entire system, cultivated 167 QC group achievements, including 3 national excellence awards, maintaining a leading position in the industry in terms of the number of awards, collectively building a foundation of quality for a strong enterprise.

## Delivering value through brand strengthening

China Unicom comprehensively improved the top-level design, formed a core brand value system, continuously optimised brand architecture, enriched brand communication strategies, enhanced brand management capabilities, strengthened brand specialisation level, accelerated refined brand operations, and adhered to maintaining the Unicom brand's essence with quality networks, excellent products, and superior services, conveying the brand's social value and establishing a model of responsible branding.

- Achieving significant results in brand building. In the list of central enterprise brand building capabilities announced by the SASAC of the State Council, China Unicom ranked No.2 and maintained the No.1 position in the industry for four consecutive years.
- Continuously strengthening the soft power of the brand. The Company took the lead in the industry to launch cultural and creative products and mascots, Tone.
- Continuously accelerating the process of brand internationalization. On 5 December, China Unicom grandly announced the revitalization of its international brand, UniCom, in Hong Kong, China to embrace global partners with a more open attitude.
- Further enriching the connotation of the sub-brand. China Unicom Smart Home was awarded the first batch of Excellent Achievement Awards in the Central Enterprise Brand Leading Action by the SASAC of the State Council. China Unicom Smart Home's videos such as *The Promotion of Constable Fan* and *Happiness Comes Home* won several awards including the "2024 Annual Marketing Case Excellence Award" at the 31st China International Advertising Festival Great Wall Awards, the "2024 Annual Content Marketing Gold Case" at the 31st China International Advertising Festival Advertiser Case, and the "Gold Award for Short Video Marketing" at the 16th China Advertising Golden Vision Awards.
- Continuously enhancing the brand operating capability. Projects such as "China Unicom Olympic Innovation Marketing" and "Unicom Beautiful Chinese Knot" won several awards including the "Bronze Award for Marketing Innovation in 3C Digital" at the 2024ECI Awards and the "Bronze Award in Sports Marketing Category" at the 11th TMA (Top Mobile & AI Ceremony) Award.
- Actively fulfilling social responsibility. China Unicom's ESG model was awarded the "Corporate ESG Marketing Excellence Award" in the marketing case category at the 31st China International Advertising Festival Great Wall Awards.



China Unicom's mascot Tone, *The Promotion of Constable Fan*, *Happiness Comes Home*