

*Join hands for common
prosperity and share the
fruits of development*

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China Unicom focuses on safeguarding and improving people's livelihoods during its development, solidly promoting the comprehensive revitalisation of rural areas, continuously upgrading its livelihood service capabilities, promoting coordinated regional opening-up through internal and external synergy and integration, striving to bridge the digital divide, actively carrying out voluntary services, continuously enhancing the well-being of the people, building harmonious and stable labour relations, and sharing the fruits of development with all sectors of society.



Measures adopted in 2025

- Empowering the upgrading of the agricultural industry with AI technology, the Company implemented over 2,500 benchmark projects, and the performance evaluation of the targeted poverty alleviation work of central units has been awarded the highest grade of "Good" for seven consecutive years.
- The Company collaborated with partners to jointly promote the integration of computing and networks, data and intelligence, and digital and real economies, and to co-create a new ecosystem for AI infrastructure, AI technology and the AI industry.
- The Company actively participated in public welfare undertakings, implemented the "Points for Education Assistance Programme" for six consecutive years, and provided barrier-free calling services for over 715,000 hearing-impaired individuals.
- The Company improved service quality and customer reputation and built an intelligent service agent that "understands customers best", with the comprehensive satisfaction rate for customer problem resolution reaching 95.9%.
- The Company built harmonious labour relations and created a safe, inclusive and positive work environment, with RMB118 million invested in assistance for employees in need.



Actions to be taken in 2026

- The Company will continuously improve rural digital information infrastructure, and leverage applications such as digital village platforms and smart agriculture to empower rural industrial development, grassroots governance and livelihood services.
- The Company will deeply collaborate with global operators, technology enterprises, industry customers, and academic and research institutions, with collaborative innovation as the core, to jointly build a cooperative ecosystem and promote high-quality development.
- The Company will continuously upgrade the elderly service system, and optimise the care mode of the China Unicom APP, the green channel at offline business outlets and exclusive services, safeguarding the happy life of the elderly.
- The Company will promote transparency in service processes, efficiency in response and quality in experience, and continuously improve the quality of customer service.
- The Company will improve career development paths and training and cultivation systems, broadening the space for employee growth and success, refining incentive and rights protection mechanisms, and promoting the symbiosis and mutual prosperity of the enterprise and its employees, as well as the sharing of the fruits of development.

Promoting comprehensive rural revitalisation

China Unicom has deeply implemented the national rural revitalisation strategy and formulated implementation plans for rural revitalisation. Centring on fields such as network construction, industrial empowerment, rural governance, livelihood services and ecological co-construction, the Company has promoted digital village construction, injecting strong digital and intelligent momentum into comprehensive rural revitalisation.

Systematic Planning and Deployment, Anchoring the Development Direction of Rural Revitalisation

Establishing a Rural Revitalisation System

We have formulated the “China Unicom 2025 Key Points for Assisting Rural Revitalisation”, focusing on industrial revitalisation, talent revitalisation, cultural revitalisation, ecological revitalisation and organisational revitalisation, to continuously create a new paradigm for the comprehensive rural revitalisation.

Supporting the High-quality Economic and Social Development of Designated Assistance Areas

The targeted assistance for Guyuan, Kangbao, Ceheng, Raohe and other regions has continued to deepen in fields such as industry, digital, consumption, talent and people’s livelihood, achieving significant results. We have trained 55,900 grassroots cadres and talents, purchased and helped sell RMB437 million of agricultural products from areas lifted out of poverty, and assisted the targeted assistance areas in consolidating the poverty alleviation achievements of the “Two No Worries and Three Guarantees” and promoting the five major rural revitalisations.

In the performance appraisal of targeted poverty alleviation work by central units we have achieved the highest rating of

“Good” for 7 consecutive years

We have provided designated assistance for

5 counties

54

townships

1,175

villages

1,599

assistance personnel dispatched.

Case Study

China Unicom has provided targeted poverty alleviation and assistance to Raohe County, Heilongjiang Province for over 20 years, with a cumulative investment of RMB250 million in assistance funds, the implementation of more than 60 various assistance projects, training of 24,600 person-times, and consumption-based assistance of RMB244 million. Multiple cases have been selected as national-level models and reported by mainstream media on numerous occasions.



Singing a New “Barcarolle” of Rural Revitalisation on the Banks of the Ussuri River

Boosting the Accelerated Development of the Tibet Region

We have deeply carried out project, talent, network and employment assistance to Tibet, making active contributions to bolstering the economic development, social stability and ethnic unity of Tibet.

- We have allocated Tibet assistance funds of RMB26.5 million to Geji County, the support recipient, and implemented nine new Tibet assistance projects to assist Geji County in continuously securing and improving people’s livelihood, promoting interaction, exchange and integration among various ethnic groups, and advancing digital construction.

Case Study

Since the establishment of the Tibet assistance relationship in 2002, China Unicom has successively selected and dispatched eight batches of 16 cadres for Tibet assistance to actively participate in the construction of Geji, with a cumulative investment of RMB330 million and the implementation of 89 Tibet assistance projects, helping the gross domestic product of Geji County increase by more than 21 times.



China Unicom's Assistance to Tibet for 23 Years

Space-Air-Ground Integrated Network Coverage, Creating an Inclusive Digital Village Foundation

Our 5G networks and fibre-optic broadband have accelerated deep coverage into rural areas, with the penetration rate of “same network, same speed” in urban and rural areas further increasing. We are also continuing to deploy capabilities such as low-altitude intelligent integrated networks, direct-to-satellite services, and the integrated application of 5G-A and AIoT.

- We have solidly carried out the “Broadband Border” construction, actively participated in the construction of universal telecommunications services, vigorously constructed fibre-optic broadband and mobile networks in border areas and remote rural areas, and continuously improved telecommunication network coverage.

- Continuous 5G coverage has been achieved in areas at or above the township level, with 5G networks available in all border counties nationwide. The mobile network coverage rate for township sites reached 100%, the mobile network coverage rate for administrative villages reached 99%, and the 5G coverage rate for administrative villages reached 87%, a year-on-year increase of 5 percentage points.

Full access to gigabit fibre optic broadband for townships and

key administrative villages nationwide.

All frontier counties nationwide are

covered by 5G networks.

Focusing on Strengthening the Protection of People's Livelihood and Enhancing the Experience of Happiness in Rural Life

Using the China Unicom Smart Home platform as the foundation and aggregating the digital-intelligent life ecosystem including hardware, applications and content, we provide rural families and individuals with digital-intelligent services for rural areas featuring smart connectivity, smart enjoyment, smart security and smart health. We have served 35.561 million rural families, striving to bridge the digital divide.

- We have innovatively developed the “UniBOX Tongtong” product, which enables intelligent voice control through an AI assistant, providing smart services that integrate ten major functions including television, security, entertainment, Q&A, health, video communication and entitlements.

- Service channels have continuously extended their coverage to more remote areas, with rural channels reaching 57,000, providing more preferential tariff policies for 22,000 townships.

- On the basis of increasing investment in rural network construction, let the public “afford and make good use of” the network, and exclusive preferential tariff measures were precisely launched to reduce user expenditures.

Reduction and exemption of telecommunications fees exceeded

150 million RMB

Benefiting more than

550,000 assisted users

Case Study

Guangxi Unicom has devotedly assisted Liuding Village, Sanjiao Township, Jinxiu Yao Autonomous County, Laibin City, Guangxi, by organising the “Rafting” Intangible Cultural Heritage Tourism Festival for three consecutive years, promoting the development of strong and prosperous villages, cultural development and the digital transformation of villages.



The scene of the opening ceremony of the “Rafting” Intangible Cultural Heritage Tourism Festival

Empowerment through digital intelligence technology to depict the landscape of modern agricultural transformation

Using AI as the technological engine to deeply empower the upgrading of the agricultural industry and construct a digital and intelligent technological system covering the entire agricultural product industry chain, with more than 2,500 demonstration projects implemented in major grain-producing areas and special agricultural belts.

- Leveraging the advantages of capabilities such as 5G, big data, and IoT sensing, and using AI as the technological engine, to construct a full-industry chain digital and intelligent technology system covering the “cultivation and breeding, production and processing, marketing, and traceability” of agricultural products, deeply empowering industrial upgrading.

- Actively serve and integrate into local economic and social development, continuously serve the digital intelligence needs of the collective economy, strengthen the joint construction and income increase of the collective economy, and innovatively carry out collective economic cooperation with 38,000 administrative villages.

Case Study

Xinjiang Kezhou Unicom has “empowered agriculture” through technology by installing smart greenhouse equipment for Wukamaieri Village, including intelligent sensing and integrated water and fertilizer systems, enabling fruit and vegetable cultivation to overcome the constraints of the natural environment, achieving water and fertilizer saving rates of over 18%, and resulting in a cumulative increase in production of approximately 2,000 kg for the fruit and vegetable greenhouses across the entire village.



Smart Greenhouses Cultivate “High-quality Seedlings” and Bear “Fruits of Prosperity”

Intelligent platform services, constructing a paradigm for efficient rural governance

China Unicom deepens the integrated innovation of digital technologies, promoting the upgrade of rural production methods, the innovation of governance models, and the improvement of lifestyles.

- Continuously upgrade the capabilities of the “Unicom Digital Village” platform, improve the rural smart governance system, enhance the level of intelligence in village-level affairs management, and create nearly 100 digital applications shared across the entire platform, assisting the “agriculture, rural areas, and farmers” in achieving “cloud-based” production, “online” sales, “online” living, and “AI” governance.

- Integrating diverse internal and external ecosystems, the Group continued to deepen smart governance services at the town and village levels, and integrated AI capabilities to develop applications such as the village committee AI assistant to assist management personnel in handling complex village affairs.

Unicom Digital Village platform has
cumulatively covered

260,000

administrative villages

Serving

24 million villagers

Common prosperity under the new economic model, delivering results for the development of enriching farmers and benefiting the people

Continuously carry out training projects such as digital village officials and professional streaming farmers, jointly establish science and technology backyards, expand the teams of agricultural science and technology talents and high-skilled rural talents, empower the development of new industries and new business formats such as high-quality e-commerce and the integration of agriculture, culture and tourism, and assist farmers in increasing their income and becoming prosperous.

- Build a team of experts integrating government, industry, academia, research, and application, and actively participate in various tasks such as rural talent cultivation and the construction of Science and Technology Backyards.

- With the goal of “training one digital village official per village and cultivating one agriculture-related anchor per village”, it has organised thematic training sessions covering nearly 4 million person-times in aggregate, conducted over 200 large-scale live-streaming public welfare activities to assist farmers, and helped trainees create over 400 accounts with “100,000+” followers.

- Fully leverage the role of Science and Technology Backyards to facilitate the application of agricultural scientific and technological achievements, with 4 Science and Technology Backyards approved as demonstration sites and 15 Science and Technology Backyards established, reaching a cumulative total of 38.

Case Study

Anhui Unicom has reshaped traditional agriculture with digital technology, collaborating with multiple parties to co-build the “China Unicom Fanchang Digital Farmland Science and Technology Backyard” and constructing a “5G+AI+IoT” smart agriculture system, achieving a reduction of approximately 15% in the planting costs of crops such as rice in the core demonstration area; the “Fuxi Farm” model was selected as a typical case of national smart agriculture construction, becoming a smart benchmark for agricultural modernization in the Yangtze River Delta.



IoT devices monitor real-time dynamics of farmland

Case Study

Shaanxi Unicom has established a training system for the agriculture, rural areas, and farmers sectors by relying on the Shaanxi Live Streaming Industry Research Institute, assisting students in these sectors to master digital marketing skills. It has cumulatively trained 42,000 person-times of influencer students in these sectors, driving an increase of RMB480 million in online sales of agricultural products. It has been reported by central media 46 times and has been awarded titles such as “Shaanxi Province Rural Revitalisation Training Base” and “Shaanxi Province Digital Literacy and Skills Enhancement Women Volunteer Service Team”.



“AI + Live Streaming” Empowers Rural Revitalization

Promoting regional coordinated development

China Unicom resolutely implements the national major regional strategies and regional coordinated development strategies, and has formulated and issued the “Implementation Plan for Serving the New Era, Optimizing the Regional Open Deployment, and Promoting the Expansion of High-level Opening-up to the Outside World” to help enhance the level of regional coordinated opening-up.

Deeply integrate into major regional strategies

China Unicom has deeply aligned with major regional strategies, accelerating the construction of high-computing power and green data center clusters as well as low-latency and high-reliability computing power networks in key regions such as the Beijing-Tianjin-Hebei region, the Yangtze River Delta, and the Guangdong-Hong Kong-Macao Greater Bay Area, so as to fortify the foundation of the digital economy.

- Accelerate the construction of the Beijing-Tianjin-Hebei intelligent computing network. Upon completion, the China Unicom Beijing-Tianjin-Hebei Digital Technology Industrial Park will provide powerful intelligent computing support for various fields such as intelligent manufacturing, smart cities, medical health, financial services, and education.

- Accelerate the construction of the Yangtze River Delta integrated computing power network. Two major intelligent computing centers have been constructed to high standards in Nanjing and Wuxi, establishing a solid foundation for diversified and heterogeneous computing power. Accelerate the construction of the China Unicom Yangtze River Delta (Wuhu) Intelligent Computing Center, where Phase I has provided 792 racks, and Phase II is expected to reach a total of 8,750 racks by the end of 2026.



China Unicom Yangtze River Delta (Wuhu) Intelligent Computing Centre

Fully serve the regional coordinated development strategy

China Unicom has strengthened cross-regional resource synergy and capability complementarity among the eastern, central, and western regions, consolidating the foundation of digital infrastructure in the western region, empowering industrial transformation and upgrading in the northeastern region, supporting the enhancement of hub functions in the central region, and leading innovative application demonstrations in the eastern region, thereby helping to narrow the regional “digital divide” and forming a regional economic landscape characterised by complementary advantages and high-quality development.

Fujian-Ningxia Collaboration

Promote the construction of the Minning Green Electricity Digital Intelligence Application Industrial Park with high standards. Constructing a core architecture of “dual centers, one network, and integration” to promote the deep transformation of Fujian and Ningxia from “one-way assistance” towards “industrial synergy, resource complementarity, and common development”, injecting strong momentum into regional coordinated development.



Topping-out of the Minning Town Intelligent Computing Center

Construction of Hainan Free Trade Port

The Company took the lead in achieving 5G network coverage across the entire province; launched “Double 10Gbps” application pilots in areas such as Boao, Sanya, and 13 key industrial parks of the Free Trade Port; participated in the construction of SEA-H2X and ALC international submarine cables, constructed the Haikou International Communication Gateway, established a top-tier international intelligent computing center in the core urban area of Haikou, and developed a “trinity” international communication infrastructure capability with global reach.



The cable ship, carrying the ALC international submarine cable co-constructed by Hainan Unicom, is operating in the waters of Lingshui

Jointly building a cooperative ecosystem

China Unicom joins hands with partners to jointly promote the integration of computing and network, the integration of data and intelligence, and the integration of digital and real economies, co-creating a new integrated ecosystem of AI infrastructure, AI technology, and AI industry, leading industrial transformation and upgrading with technological innovation practises, and jointly composing a new chapter of high-quality development.

Strengthening the management of strategic cooperation

We improve the full life-cycle management system for strategic cooperation, continuously enhance the quality and effectiveness of cooperation, and provide solid support for cultivating new quality productive forces. Strengthen the digital management of strategic cooperation, and establish and improve a strategic cooperation digital management platform covering the entire process of “introduction, signing, and operation” of strategic cooperation, so as to achieve full-link closed-loop management from cooperation intention and agreement signing to project execution and effectiveness evaluation. Comprehensively deepen strategic cooperation, coordinate with strategic investors and strategic partners, continuously expand cooperation fields, elevate cooperation levels, and enlarge cooperation outcomes, while innovatively exploring more emerging business formats with the potential for tens of millions of incremental users and tens of billions in revenue growth.

Comprehensive deepening of technological cooperation

We strengthen high-level cooperation in the technological innovation ecosystem and actively promote the development of an international technological innovation ecosystem. Collaborated with national laboratories and leading universities to jointly establish 10 group-level scientific and technological innovation cooperation carriers; carried out core technology research and engineering construction in areas such as artificial intelligence, wide-area intelligent computing networks, and the Guangdong-Hong Kong-Macao Greater Bay Area computing power private network with Pujiang, Zijinshan, and Pengcheng laboratories respectively, achieving the interconnection and integration of major computing power nodes in the Greater Bay Area.

International influence of scientific and technological innovation has significantly increased. At the MWC Barcelona 2025, the projects “5G-A Native Private Network Solution Creates the World’s Largest Smart Dark Factory” and “5G-A Low-Altitude Intelligent Connectivity Innovation Solution Empowers the Construction of Urban Smart Blood Stations” won three GSMA Global Mobile Awards (GLOMO Awards); the project “Space-Air-Ground Integrated Technology Supports Emergency Communication Services” won the Champion Award in the WSIS ICT Information and Communication Infrastructure category, which is the highest-level award won by a Chinese operator in this selection.



China Unicom wins three GSMA Global Mobile Awards (GLOMO Awards), leading in digital technology applications

Broadly expand industrial cooperation

China Unicom closely follows the development direction of strategic emerging industries and future industries, promoting the complementarity of multi-party resource advantages and value co-creation.

- Organized the China Unicom Partners Conference. The year 2025 featured the theme of “Advancing with the Real Economy, Co-creating a New Integrated Ecosystem”, where innovative achievements were released at the conference, including new breakthroughs in the Computing Power Artificial Intelligence Network (AINet), AI Select Unicom Cloud, Cloud-AI Innovation Open Platform, and the Network Security Base Large-scale Device. The number of visitors exceeded 13,000, and more than 8,600 people participated in the interaction.

- Build an ecological alliance. Continuously strengthen the 5G application innovation alliance as an ecological carrier, aggregating over 4,500 partners; open up privilege ecological cooperation and establish a privilege supermarket, enabling customers to easily enjoy high-quality privileges. Has joined hands with over 150 leading privilege partners to jointly serve hundreds of millions of privilege users.

- Deepen the “Joint Chain Action” to create a national-level cybersecurity industry exchange and promotion platform, a supply-demand matching platform, and an achievement commercialisation platform. Create industry value co-creation platforms relying on “Mogong”, “Security Hub” and others, covering over 230 products and serving over 27,000 customers, resolving the challenge of security product interoperability. The China Unicom Partners Conference Cybersecurity Joint Chain Action Ecological Forum was convened, where the China Unicom Cybersecurity Base was grandly launched, and the top ten innovation achievements of the China Cybersecurity Industry Innovation Alliance were released, focusing on fields such as basic security, digital intelligence security, and business security.



2025 China Unicom Partners Conference



China Unicom Partners Conference Cybersecurity Joint Chain Action Ecosystem Forum

Promoting Sustainable Supply Chain Development

Enhance supply chain management level

Establish and improve the supply chain management system, and comply with the “China Unicom Supply Chain Management Measures” to regulate activities in all segments of the supply chain. Oriented towards customers and business, we build a professional supply chain system that is efficient and agile, secure and standardized, collaborative and shared, and integrated and open, so as to enhance supply chain value, construct a supply chain ecosystem, safeguard supply chain security, and comprehensively strengthen core competitiveness.

- Implement positive and negative behavior list management to encourage the upstream and downstream of the supply chain to jointly fulfill social responsibilities. Supplier information verification was conducted 399 times throughout the year. Continuously optimize the working mechanism for the management of the supplier blacklist, and release the fifth batch of 44 blacklisted suppliers. Rejected suppliers from the participation of procurement 31,009 times due to non-compliance or failure to meet bidding requirements.

- In the benchmarking and evaluation of procurement and supply chain of central enterprises by the SASAC of the State Council, China Unicom was rated as a Grade A enterprise, ranking 5th.

Construction of green supply chain

- Deepen green and low-carbon procurement. For products that pose environmental risks or involve resource consumption, incorporate evaluation indicators such as suppliers' use of green materials, green manufacturing processes, consumption reduction, and carbon footprint certification into the tender documents to guide suppliers in the research and development of energy-saving, consumption-reducing, low-carbon, and environmentally friendly products, achieving the optimal TCO (Total Cost of Ownership) throughout the entire life cycle.

- Promote the use of green packaging by suppliers, and require a commitment that the products provided shall comply with green packaging requirements, with priority given to packaging materials with China Environmental Labelling under equal conditions; refrain from using materials containing toxic or harmful substances as packaging materials, use recyclable, biodegradable, or harmlessly treatable packaging, and avoid excessive packaging; and minimise the consumption of packaging materials provided that requirements are met.

- Promote the formulation of a series of standards for the evaluation of green product procurement in the industry, and take the lead in organising the formulation of green product procurement evaluation standards for diesel generator sets and servers, so as to promote green and low-carbon development.

Ensuring the Security and Stability of Supply Chain

- Improve the supply risk assessment mechanism (including environmental and social risks), establish a cross-departmental supply risk assessment, response and protection team, and construct a closed-loop management system for risk assessment and response. Dynamically track changes in domestic and international situations, focusing on information such as industry trends, technological changes, and the status of upstream and downstream suppliers; and regularly analyse the supply chain situation to improve the scientific nature and effectiveness of supply risk assessments.
- Establish supply risk response mechanisms, optimise supply chain planning, achieve diversified supply of resources, products, and technologies, effectively respond to abnormal supply fluctuations, and ensure supply stability. Leverage the supporting role of procurement in technological innovation, encourage the increased application of independent research and development achievements, and enhance the security and resilience of the supply chain from the source.

13,000

new suppliers added for the year

Region	Nationwide	East China	North China	Central China	South China	Southwest	Northwest	Northeast
Number of suppliers (thousand)	140	45	23	21	17	12	10	11

Equal treatment for small and medium enterprises

- Strictly implement the regulations on payments to small and medium-sized enterprises and the “six prohibitions” of the SASAC of the State Council, and effectively ensure the timely payment of funds to small and medium-sized enterprises. The Company has formulated the “China Unicom Action Plan for Accelerating and Intensifying the Settlement of Arrears Owed to Enterprises” in light of its actual operations, and has carried out a full-level and full-coverage special screening of various types of accounts payable. Achieve “pay as much as should be paid and pay as quickly as should be paid” for small and medium-sized enterprises, and strictly prohibit the signing of “back-to-back” clauses. As at the end of 2025, the balance of accounts payable (including notes payable) as a percentage of total assets was less than 30%, and no overdue unpaid amounts to small and medium-sized enterprises were identified.
- An intelligent audit module is embedded in the contract signing stage of the supply chain platform to automatically identify small and medium-sized enterprises and trigger compliance reminders under the “Regulations on Guaranteeing Payment of Funds to Small and Medium-sized Enterprises”.

Accelerating the development of capital cooperation

China Unicom focuses on its primary responsibilities and core businesses, promotes production through investment and achieves synergy between production and investment, more effectively empowering and leading breakthroughs in key core technologies, commercialisation of achievements and large-scale applications, enhancing the leadership and control of the industrial chain and supply chain, and constructing a new pattern of an integrated innovation ecosystem of production and investment.

Participating in the contribution to the Central Enterprise Strategic Emerging Industry Fund initiated and established by the SASAC of the State Council, as well as the Chengtong Science and Technology Innovation Fund initiated and established by China Chengtong. On one hand, implements national strategies, it acts as long-term capital and patient capital, cultivates new quality productive forces, and assists in the development of strategic emerging industries; on the other hand, it broadens the industrial cooperation ecosystem, obtains more resource support in areas such as frontier innovation deployment, industry-finance integration, and addressing “bottleneck” weaknesses, and deeply empowers the enhancement of core industrial competitiveness.

Continuously enhancing people’s well-being

China Unicom actively fulfils its social responsibilities, engages in charitable and voluntary work, and is committed to bridging the digital divide. Deeply integrating into family and community scenarios, the Company uses digital services to create a more caring, equitable and convenient digital lifestyle.

Actively participating in public welfare undertakings

China Unicom has always regarded volunteer services and public welfare actions as the core expression of fulfilling its social responsibilities, conveying the warmth of Unicom through practical actions and spreading positive power.

Actively delivering Unicom’s warmth through voluntary services

We strengthen the systematic construction of volunteer services, extensively establish “Lei Feng Volunteer Service Stations” and “Smart Elderly Assistance Experience Centers” in business outlets nationwide, and actively establish cooperative relationships externally with government departments, community agencies, and public welfare organizations. Utilize omni-media methods to widely disseminate Unicom’s volunteer stories, and consolidate positive social energy that strives for excellence and goodness.

External donations

RMB **7.392** million

The number of volunteer organisations reached

505

89,196
registered volunteers

Donation Project	Donation amount (RMB thousand)
Aid to border areas (aid to Tibet and Xinjiang)	530
Other donations (culture and sports, education, medical and health care, charity, environmental protection, etc.)	6,862
Total	7,392



Providing precise services for livelihood concerns through public interest SMS

A total of over 50 billion public welfare text messages and emergency warning messages were sent throughout the year, covering various livelihood areas such as policy promotion, fraud prevention, disaster warning, ecological and environmental protection, and health education.



Strengthening the safety net for people's livelihood with emergency services

In the face of natural disasters such as typhoons, floods, and earthquakes, China Unicom responded swiftly, with the 10010 hotline immediately activating emergency support contingency plans to open green channels for emergency mobile phone reactivation and provide dedicated services such as caring family searches for disaster-affected areas, ensuring the smooth operation of the communication lifeline. Continuously deepening elderly care services, providing 14.867 million times of direct-to-agent services for the elderly group throughout the year.



Empowering rural revitalization through long-term point-based education assistance

The "Points for Education Assistance Program" has been implemented for six consecutive years, providing targeted assistance to regions including Raohe in Heilongjiang, Guyuan and Kangbao in Hebei, and Ceheng in Guizhou. The project has contributed a cumulative donation of RMB9.208 million, providing financial assistance to 8,652 rural students and supporting the construction of 25 libraries. Introduced over 700 products from assisted regions into the China Unicom APP Points Mall, combining public welfare with consumption-based assistance.



Case Study

Shanghai Unicom and The Paper jointly initiated the "Snowy Childhood" public welfare teaching support activity. As of 2025, more than 16,000 volunteers have cumulatively registered to participate, directly impacting over 9,000 children.



China Unicom "Snowy Childhood" Public Welfare Teaching Assistance Activity



Tech for Good to Bridge the Digital Divide

China Unicom has always integrated the mission of technology for the people and services for the benefit of the people into the lifeblood of corporate development, striving to ensure that every user can integrate into the digital era equally, conveniently, and with dignity.

Carry out actions to support the elderly and the disabled

Continuously carry out in-depth aging-friendly and accessibility optimization for self-owned applications, and strive to resolve operational difficulties for elderly users and the visually impaired group. Focusing on the needs of hearing-impaired individuals, the Group innovatively launched the Hearing King Card (Public Welfare Upgrade Version) equipped with the AI “Warm Translator”, achieving two-way real-time conversion between voice and text. In 2025, the project has provided barrier-free calling services for over 715,000 hearing-impaired individuals.

Accumulatively benefited

over **5** million users with disabilities and elderly users

Cumulative reductions and exemptions of communication fees

exceeding RMB **600** million



China Unicom APP Care Mode Upgraded Again

Provision of priority care and attentive services

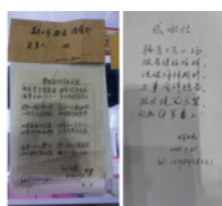
Adhering to the original intention of service, offline business outlets were developed into frontline caring stations for serving special groups. In 2025, self-operated business outlets nationwide have fully implemented priority services for the elderly and persons with disabilities, with care channels established in over 5,300 stores. More than 7,500 smart elderly assistance experience centres and over 8,600 smart care stations have been officially established nationwide, equipped with elderly assistance facilities such as reading glasses, and elderly assistance training has been completed for over 50,000 business personnel.

Case Study

Hubei Unicom carried out over 700 care station activities, covering anti-fraud publicity, mobile phone guidance, etc. Yunnan Unicom integrates anti-fraud publicity with AI product experience to deepen the connotation of technology-assisted elderly care. Guangdong Unicom has comprehensively upgraded its services for the disabled and the elderly to create warm rest points in the city. A Guangzhou Unicom business outlet successfully intercepted RMB300,000 in fraudulent funds for an elderly customer, protecting the property safety and happy life of the elderly with practical actions.



China Unicom Caring Service for the Elderly



Letter of appreciation from a customer in Jingmen, Hubei



Silk banner from a client in Guangzhou, Guangdong

Serving the digital life of communities

China Unicom has deeply cultivated the two major living scenarios of home and community, forging a professional service team on one hand, and expanding the smart service ecosystem on the other, to build safe, convenient, and warm modern communities with the power of digital technology.

Safeguarding the digital happiness of families

With a high-quality team of smart home engineers at its core, the Company comprehensively deepened four service commitments, including “compensation for delays” and “overnight repair”, and strove to build the “China Unicom Smart Home • Happiness to Home” service brand. Throughout the year, it has provided over 40,000 precise services to a cumulative total of 24.62 million households and conducted 7.82 million free on-site inspections, with the customer satisfaction rate for broadband services reaching as high as 99.8% for the year.

Illuminating Smart Community Life

Deeply integrate innovative technologies such as 5G, AI, and the Internet of Things into all scenarios of community governance and services, and build a digital community service system of “technology empowerment + ecological synergy”.

- With the smart community platform as the core, integrating functions such as event reporting, cultural and entertainment activities, and public opinion collection, and linking resources such as government affairs and medical care to create an online portal for the “15-minute life service circle”, it has provided over 40,000 precise services to a cumulative total of 24.62 million households.

- Build a solid all-time and all-domain digital security defense line, and promote solutions such as smart access control and AI monitoring in 80,000 residential communities to achieve precise early warning and rapid response of risks such as objects falling from heights and fire hazards.

Hundredfold dedication to serving customers

Restructure the service operation mechanism and experience management system to strengthen the service foundation from the source. Establish an end-to-end closed loop from complaint handling to product verification, making high-quality services perceptible, transparent, and trustworthy.

Building a convenient and efficient service system

Systematically reconstruct service operation mechanisms and full-process standards, innovatively launch warm brand activities, proactively listen and respond to customer demands, and effectively enhance service quality and customer reputation.

Optimise service operation mechanisms

Deeply carry out special activities such as “General Manager’s Practical Work” to ensure that comprehensive customer satisfaction remains superior to the industry. Construct an agile governance system with “Super Work Order” as the carrier to achieve closed-loop management from problem classification and root cause analysis to rectification and verification. Meanwhile, the Group has comprehensively upgraded the whole-process service standard and specification system covering public, government and enterprise customers, and continuously promoted the improvement of key indicators.

Deepening service experience management

Upgrade and carry out special activities such as “China Unicom Customer Day” and “I Do Practical Work for the People” to enhance customer service experience and build a high-quality service reputation.

- **Revitalise and upgrade “China Unicom Customer Day”.** The Company refreshed and upgraded the “China Unicom Customer Day” to build emotional connections through diversified privileges and interactive activities. In 2025, a total of over 3,200 online and offline activities were held, reaching 6.374 million person-times.



China Unicom Customer Day

Case Study

Shandong Unicom utilises the monthly “China Unicom Customer Day” event as an important carrier to formulate different themes and conduct customer engagement activities simultaneously through online and offline channels. In 2025, 382 Customer Day activities were organised in collaboration with enterprises and community organisations, serving approximately 21,000 person-times.



China Unicom Customer Day: Creating a New Experience in Communication Services

- **Organising the practical activities for people.** Deeply implement the national strategy of “actively responding to ageing population”, innovatively launch the “Silver Age Exclusive” service plan, and jointly initiate special science education actions with multiple parties, conducting 68,000 elderly assistance activities throughout the year, covering 890,000 person-times.

- **Proactively promote to enhance customer perception.** Integrating festive seasons, and social trends, focus on smart services and network assurance to promote China Unicom’s premium network, premium products, and premium services. In 2025, 8,689 press releases, videos, posters, infographics, etc. were created, featured in 1,319 core media reports; original works were honoured with 5 ministerial-level awards and 10 departmental-level awards.



China Unicom “Silver Age Exclusive” Service Plan

Providing a warm and satisfactory service experience

Establish an integrated customer service system ranging from intelligent services to closed-loop guarantees, ensuring that customer demands are responded to and resolved efficiently and transparently, and continuously enhancing service reliability and customer trust.

Upgrading convenient and intelligent service experience

Relying on the UniAI Large Model, the application of AI in customer service scenarios was deepened, promoting the transformation of the service model from passive response to proactive care.

- Launch of customer service AI agents. Multimedia fusion interaction, covering 178 service scenarios, accurately responding to 98% of high-frequency user demands.
- Innovatively launched IVR audio-visual integrated intelligent services. Presenting information to customers in an intuitive and integrated format of “graphics, text, and audio”, transforming business processing from “audible” to “visible”.

Improve closed-loop management of complaints

The Company continues to standardize the entire process of complaint operations by implementing measures such as classified and hierarchical services, early warning and escalated handling, proactive perception remediation, cross-domain collaborative protection, and full-process control, refining execution standards, and relying on digital means to achieve transparent management and control; in 2025, the comprehensive satisfaction rate for customer problem resolution reached 95.9%.

Fortify the product experience defence line

Focusing on the three major dimensions of “product functions, service processes, and experience perception”, and systematically constructing an experience verification and optimisation system covering the entire product life cycle.

- Officially upgraded and released the product verification and customer experience management specifications, which clarified 41 execution standards across 8 key areas and 22 specific scenarios from requirements to post-market evaluation, and strictly implemented the dual control mechanism of “100% verification for product launch, and one-vote veto upon discovery of issues”.
- Innovatively piloted a deep experience mechanism for core products, and establish a dual closed-loop process combining “internal improvement self-assessment” with “external customer verification” to ensure that product optimization directly addresses pain points.

Constructing harmonious labour relations

Comprehensive protection of employees' rights and interests

China Unicom insists on placing talent development at the core of its strategy, continuously focuses on the professional growth of employees, respects and protects the legitimate rights and interests of every employee, values and earnestly listens to the opinions and suggestions of employees, creates a safe, inclusive, and positive working environment, assists employees in realising professional value and personal growth, shares the fruits of corporate development, and jointly creates an efficient and happy work experience.

Creating a Favourable Employment Environment

Adhere to the principles of fairness, openness, and impartiality, strictly regulate the entire recruitment process, and ensure that recruitment information is open and transparent; strictly prohibit the publication of employment information containing discriminatory clauses related to ethnicity, gender, household registration, age, etc., that violate national regulations; eliminate the publication of illegal employment information such as false and fraudulent information; resolutely prohibit the use of child labour and forced labour; ensure the fair recruitment of candidates; and actively create a favourable employment environment.

- Strictly implement the laws and regulations such as the “Labour Law of the People’s Republic of China” and the “Labour Contract Law of the People’s Republic of China”, comprehensively strengthen labour employment management, and standardise various forms of employment.
- The Company consistently adheres to the principles of equality, voluntariness, and consensus through consultation, ensuring a 100% signing rate of employment contracts with its employees.
- In the process of terminating labour contracts, relevant national policy requirements shall be strictly implemented to protect employees’ basic rights.
- Strictly implement the relevant requirements of the “Provisions on the Prohibition of Using Child Labour”, prohibit the use of child labour, prohibit forced labour, and clarify the age requirements for job applicants in accordance with the recruitment management measures. During the reporting period, there were no incidents of child labour, forced labour, or employee abuse. If any such cases are identified, they will be handled in accordance with laws and regulations, and corresponding remedial measures will be taken.
- Formulate an employee diversity policy and adopt strict inspection and control procedures during the recruitment and promotion processes to prohibit discriminatory policies regarding ethnicity, gender, age, etc., ensuring that the recruitment and selection of all personnel are conducted in accordance with standardised procedures to attract more talents with diverse backgrounds and create a diverse, inclusive, and mutually respectful working environment.

Rate of employment contracts signed

100%

Providing Comprehensive Employee Protection

Continuously improve the remuneration and benefits management mechanism, and formulate the “Opinions of China Unicom on Further Strengthening Remuneration Incentives for Scientific and Technological Talents” and the “Certain Supporting Policies of China Unicom on Remuneration Incentives for Skilled Talents”, etc., to encourage talent growth and innovative development.

• Improve the mechanism for the allocation of total wage resources, whereby the growth of total wages is closely linked to the company’s operating performance.

• Deepen the reform of internal remuneration distribution, optimise internal distribution relationships, improve protection mechanisms for various groups, and continue to implement the policy of increasing the basic salary for employees at lower grades, covering 134,000 personnel of various types.

• Flexibly implement medium-to-long-term incentives and continuously operate the second phase of the restricted share incentive scheme to achieve the sharing of interests and risks between employees and the enterprise.

• No material employee information leakage incidents occurred throughout the year.

The Company has established a comprehensive welfare and protection system for its employees, providing various benefits such as social insurance (pension, medical insurance, work-related injury insurance, unemployment insurance, and maternity insurance), housing provident fund, enterprise annuity, and supplementary medical insurance. The social insurance coverage rate has reached 100%, fully protecting the daily life and work needs of employees. Formulated the “Guiding Opinions on Strengthening the Construction of the Employee Medical Security System” to establish a “three-pillar” medical security system framework; reasonably arranged employee working hours and rest periods to safeguard employees’ rights to rest and leave; established a corporate annuity system and made corporate annuity contributions for employees to effectively protect the benefits of retirees and enhance employees’ sense of gain, happiness, and security.

Systematically carry out democratic management

China Unicom continues to improve the democratic management system with the employees’ representative congress as the basic form, and strengthens the long-term mechanism for normalised consultation and joint mechanism construction. By establishing multi-level communication platforms and broadening channels for employee participation, we continuously strengthen the sense of a community of shared interests and a community of shared destiny between the enterprise and its employees, effectively safeguarding employees’ rights to information, participation, expression, and supervision.

Promoting participation in management

Continuously deepen the democratic management system for the disclosure of corporate affairs with the employee representative congress as the basic form, and exercise the rights of deliberation and suggestion, deliberation and approval, election, as well as democratic appraisal and supervision in accordance with laws and regulations. More than 620 sessions of workers’ congresses at various levels were convened in a standardized manner throughout the year, with more than 1,750 items of various types deliberated, more than 3,000 proposals of various types collected, and 83 proposals from workers’ representatives at the Group level accepted.

Deepen the construction of the system for openness in corporate affairs and democratic management, carry out in-depth thematic class meetings under the theme of “Everyone has a clear account in their heart”, and convene over 520 corporate affairs openness briefings at all levels, with over 2,800 items disclosed. Grassroots responsibility units held over 55,000 theme-based class meetings on “transparent accounts”, further stimulating the vitality and creativity of grassroots units.

Case Study



Corporate Affairs Conference

Smoothen channels for needs

Through various channels such as “General Manager Online”, members of the leadership teams at all levels and the main persons in charge of relevant professional lines have extensively listened to the suggestions and advice from employees. More than 530 general manager online activities were conducted throughout the year, with over 190,000 participants, driving a problem resolution rate of over 90%, resolving the urgent needs and concerns of employees from the source, and assisting in the construction of harmonious labour relations.

Case Study



“Everyone has a clear account in their heart” theme class meeting activity



Zhejiang Unicom General Manager Online Activity

Shandong Unicom General Manager Online Activity

Mediation of labour disputes

We have continuously strengthened the construction of grassroots labour dispute mediation organisations and established mediation institutions covering prefecture-level branches. Employees may submit mediation applications to local labour dispute mediation committees. The mediation committees mediate conflicts between both parties to a labour dispute in accordance with relevant laws and regulations. A total of 42 labour disputes were handled through mediation by labour dispute mediation organisations and the direct participation of the Group’s labour union.

Building a talent pool through multiple initiatives

China Unicom attaches great importance to talent development, systematically constructing a multi-level and comprehensive talent cultivation system, continuously strengthening the construction of talent teams and capability enhancement, and creating a community of interests and values where the enterprise and talents grow and develop together by optimising growth paths and improving cultivation mechanisms, so as to cultivate a solid core force for the sustainable, healthy, and high-quality development of the enterprise.

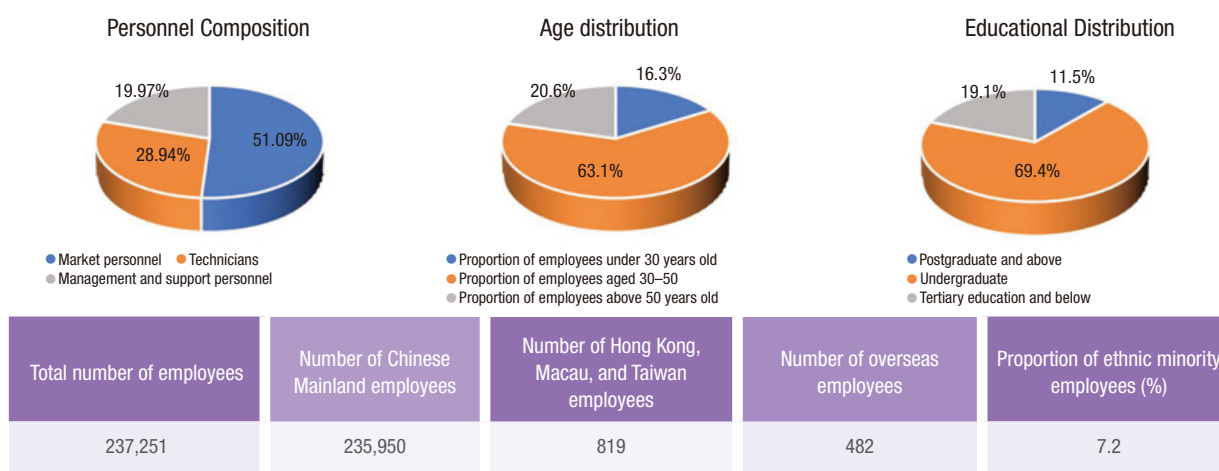
Facilitating Talent Development

Implement the “1+3” institutional system led by the “Implementation Opinions of China Unicom on Strengthening the Enterprise through Talents”, strengthen the three teams of management talents, professional and technical talents, and skilled talents, and continue to ensure the implementation of basic human resources institutional systems such as position management, promotion incentives, and performance management, so as to provide a favourable development atmosphere for employees.

- Deeply implement the “China Unicom Position Management Measures” to promote the achievement of person-post matching for all employees.
- Deeply implement the “Guiding Opinions on the Implementation of China Unicom’s Employee Promotion and Incentive System”, and establish a multi-dimensional and comprehensive promotion and incentive system covering all employees.
- Deeply implement the “Guiding Opinions on the Implementation of China Unicom’s Unified Employee Performance Management System” to achieve performance appraisal coverage for all employees.
- Always regarding talent as the primary resource, the Group has cultivated and utilised various types of talent in an all-round manner, improved the development system for skilled talent, and opened up development channels for scientific and technological talent, establishing a team of nearly 100 senior technicians; the Group has deepened the integration of industry, academia, research, and application, with a cumulative total of 75 flexible talent introductions.

Strengthening talent recruitment

Continuously improve the talent introduction and cultivation mechanism, expand online and offline recruitment channels, and extensively attract various types of outstanding young talents with more flexible talent policies, a broader development platform, and more comprehensive talent services, with 6,000 outstanding university graduates recruited throughout the year. Simultaneously ensure the effective resettlement of veterans and promote the employment of broader groups such as migrant workers, and effectively demonstrate the responsibility and commitment of central state-owned enterprises.



Note: 9,179 temporary staff were hired from the market in Chinese Mainland.

Sound Talents Cultivation

Continuously improve the training and development system of the Group, formulate key training programmes, and implement capacity training for key personnel groups, so as to facilitate the high-quality development of the Company through talent cultivation.

Conduct targeted special training for management personnel.

- Organised and implemented a total of 7 sessions of training courses on the in-depth implementation of the spirit of the Central Eight-point Regulation to promote the high-quality development of the Company, with 593 participants.
- Organised and implemented 111 sessions of the joint study and training programme for Volume I of the “Selected Economic Works of Xi Jinping”, with a cumulative total of 6,173 participants.

Continuously carry out special training for outstanding young management talents.

- Organised and implemented 4 phases of training programmes for outstanding young management talents for the spring and autumn semesters, with 157 participants.

Targeting high-level talents, implement joint school-enterprise cultivation of engineering masters and doctors.

- Collaborated with 13 universities to complete the enrollment of 63 full-time engineering master's and doctoral students for the year 2026.

- 93 candidates for in-service Doctor of Engineering were recommended.

- The total number of jointly trained master's and doctoral engineering students reached 274 (including 94 in-service doctoral students).

- Organised 13 practise units to receive 30 full-time students to carry out in-enterprise practise training.

Targeting professional and technical personnel, carry out capacity building by specialty.

- Conducted over 360 sessions of independent training projects for key capabilities, and issued 12 capability certification schemes including artificial intelligence and internationalisation.

- Organised and completed a total of 16 batches of professional competency certification examinations for the government and enterprise department, digitalization department, etc., with approximately over 160,000 person-times passing.

Implement competency certification for key positions targeting front-line skilled personnel.

- By iterating competency certification standards, establishing a competency certification question bank, and organising certification examinations, the Company promotes learning through testing and continuously empowers grassroots front-line skilled talents.

Strengthening capacity building

Extensively carry out labour and skills competitions, and drive employees to enhance their skills and make contributions through on-the-job training and technical contests. A total of 52 Group-level labour and skills competitions were held throughout the year, covering 767,000 employee attendances and producing 334 China Unicom Technical Experts.

Investment in employee training

RMB **436.65** million

	2024	2025
Total number of employees participating in the training (million person-times)	58,120.11	59,532.69
Number of senior management personnel receiving training (person-times)	8,062	8,280
Number of middle management personnel receiving training (person-times)	301,520	314,986
Number of ordinary employees receiving training (million person-times)	4.361	5.032
Proportion of male employees participating in training (%)	100%	100%
Proportion of female employees participating in training (%)	100%	100%
Average training time of senior management (hours per person)	209	206
Average training time of middle management (hours per person)	152	147
Average training time for ordinary employees (hours per person)	106	114
Average training time of male employees (hours per person)	110	118
Average training time of female employees (hours per person)	105	110
Proportion of senior management attending training (%)	100%	100%
Proportion of middle management personnel attending training (%)	100%	100%
Proportion of ordinary employees attending training (%)	100%	100%

Case Study



Digital Intelligence Enterprise Scenario Innovation Competition



Customer Service Hotline Skills Competition

Case Study



Cyber and Information Security Skills Competition



Government and Enterprise Smart Operation Skills Competition

Providing considerate services with zero omissions

China Unicom adheres to a people-oriented approach and continuously improves its physical and mental health care system for employees. By enhancing health management, psychological care, and assistance mechanisms, and organising various cultural and sports activities, the Company creates a warm, harmonious, inclusive, and enterprising organisational atmosphere, effectively enhancing employees' sense of belonging and happiness.

Protecting Employee Health

Effectively safeguard the rights and interests of employees, ensure the physical health and life safety of employees, and provide a solid guarantee for the high-quality development of the enterprise.

- Protecting the health, safety, and rights of employees, the Group has solidly promoted the development of healthy enterprises in multiple fields such as optimisation of healthy environments, cultivation of health culture, mental health of employees, and health of female employees, and was awarded 20 awards including healthy enterprise construction cases.
- Carry out critical illness insurance and caring mutual aid protection work for employees, and establish a "three-in-one" relief system comprising critical illness insurance, mutual aid funds, and supplementary medical insurance. Supervise the implementation of working hours, employee rest and vacation, and recuperation and rehabilitation systems in accordance with the law.
- Promote the construction of health cabins to provide employees with free health testing and consultation to understand their own health status, while carrying out health guidance to guide Unicom employees to improve their lifestyles and learn to "manage their own health".
- Promoted 28 branches and subsidiaries to initiate the construction of trade union service stations, with a cumulative investment of over RMB4.9 million in construction funds, the establishment of 2,700 trade union service stations, and the provision of services to 1.5 million outdoor workers, effectively demonstrating care for the vast number of outdoor workers.

Caring for Employees' Mental Health

Optimise and solidify psychological care services for employees, establish psychological counselling platforms and psychological crisis intervention hotlines, create psychological health month brands, conduct psychological health lectures, train psychological health specialists, and continuously enhance the psychological resilience of employees.

- Optimised the psychological counselling hotlines and crisis intervention hotlines, providing support for psychological risk counselling for a cumulative total of 225 times, and resolving psychological risks of employees in a timely manner.
- The sixth Mental Health Month campaign was launched, attracting a total of 1.14 million participants this year. A record 37,000 people took part in psychological assessments and 70,000 participated in the knowledge competition.
- The tenth EAP specialist training course was launched, with a cumulative total of nearly 700 EAP specialists trained. Conducted 324 mental health lecture tours, covering over 30,000 people.
- Promoted a new model of cross-industry labour union cooperation and co-construction, and collaborated with the SF Express Labour Union, with over 190,000 employees enjoying discounted courier services.

Fostering Humanistic Care

Continuously improve the employee care system and create a workplace environment that balances work efficiency and life balance by providing systematic and humanised support services, effectively enhancing employees' sense of belonging, gain, and happiness.

Carrying out assistance and condolences

To provide employees with humanised care services, promote the further improvement of the assistance and relief mechanism, and strive to create a balanced and happy working environment.

- Improve the inclusive and targeted assistance system, and deepen the integrated assistance system comprising activities such as “Delivering Warmth”, “Golden Autumn Student Grants”, assistance and condolences, medical aid, and psychological counselling, so as to provide comprehensive protection for the stability of the livelihood of employees in difficulty.
- Deepen the mutual medical aid system for employees, give full play to the protection role of various employee insurances, and make every effort to promote the critical illness insurance reimbursement work for employees who fall into poverty due to illness, with a cumulative total of 184 people across the Group lifted out of poverty and hardship in 2025.

Investment in assistance for employees in difficulties

RMB **118** million

Caring for employees' children

Continuously improve the employee care and service system, and strengthen and implement work brands such as childcare services for employees' children and the “Golden Autumn Student Grant” programme; in 2025, a cumulative total of over 10,000 employees' children were provided with childcare services, and 5,841 employees' children were provided with guidance on preference application for the National College Entrance Examination.

Subsidised

5,291 children of employees throughout the year

A total capital investment of over

RMB **3.90** million

Safeguarding women's groups

Taking the achievement of excellence and professional development of female employees as the entry point to stimulate their vitality in scientific and technological innovation, and focusing on rights protection services for female employees to promote the effectiveness of care for female workers, we build platforms for female employees to achieve excellence in their positions, and create a work atmosphere that respects and cares for female employees.

- Organise “International Women's Day” celebration and condolence activities, select and commend 100 Group-level “Women's Civilization Posts” and 100 “Women's Achievement Models”, host the “Growth Without Borders” Women's Achievements Exhibition, and extensively publicise and promote the spirit of women to showcase their achievements.
- Stimulate the vitality of female employees in scientific and technological innovation, and jointly organise the “Leading Science and Technology, Women's Power” series of activities with the Association for Science and Technology to promote the deeds and spirit of female scientific and technological workers. All units are encouraged to actively establish female innovation studios, with 8 Group-level and 205 provincial and municipal-level innovation studios having been established.
- Implement the Special Provisions on the Labour Protection of Female Employees, ensure the protection of female employees during the “five periods”, safeguard the rights of female employees to rest and leave, and carry out psychological counselling for female employees.
- Conducted “two cancers” screenings and health examinations for female employees, and promoted the construction of nearly 400 lactation rooms for female employees.

Continuous improvement of the working and living environment for grassroots employees

Increase support for improving the working and living environment of grassroots employees; on the basis of conventional “Five Small Constructions”, include the “Plateau Employee Oxygen Bar”, “Warm Border and Green Environment” special actions for caring for employees, and the implementation of the national “Weight Management Year” three-year action into the work project list.

- The “Warm Border, Green Environment” project invested special funds of RMB3.1425 million to optimise the working and living environments of 205 border-area county branches and grassroots units across 8 provincial branches, including Heilongjiang, Guangxi, and Xinjiang, covering nearly 5,000 employees.
- The “Plateau Employees’ Oxygen Bar” project invested special funds of RMB2.3872 million to equip 47 county-level branches in Yunnan, Tibet, Gansu, Xinjiang, Qinghai, and Sichuan with 169 portable and vehicle-mounted oxygen concentrators, concentrating efforts on solving the problem of oxygen deficiency in areas above 3,000 metres and achieving full coverage of oxygen supply facilities for employees by scenario and category.
- Special funds for “Five Small Constructions” of RMB22 million were invested in the renovation and upgrading of 524 grassroots projects across 25 provincial branches.

Diversified Cultural and Sports Activities

Continuously organise diverse and distinctive cultural and sports activities to strive for an organisational atmosphere with a sense of identity and cohesion, so as to effectively enhance employees’ sense of belonging, happiness, and security.

Case Study

Sichuan Unicom organised the “Struggle Carnival” themed sports games, diverse interest associations, and unique cultural activities, and deepened service brands such as “Summer Childcare Classes” and “Golden Autumn Education Assistance”, allowing employees to gain a sense of achievement, happiness, and dignity while growing together with the enterprise.



Sichuan Unicom organised the first “Struggle Carnival” team cycling competition



Nanchong Unicom organised a youth cultural performance to showcase employee demeanour

Case Study

Guizhou Unicom has meticulously created a “Festival Culture Calendar”, organically integrating traditional folk experiences and fun interactions with corporate cultural connotations, and planning themed birthday activities such as “Outdoor Gatherings + Special Experiences” to continuously enhance employees’ sense of happiness and emotional identification.



Guizhou Unicom Dragon Boat Festival Activity



Guizhou Unicom Staff Collective Birthday Party