

# SOCIAL *Responsibility*

Guided by new development philosophies of “innovation, coordination, eco-friendliness, openness and sharing”, China Unicom practically implemented national strategic measures such as network superpower, the “Belt and Road” initiative and supply-side structural reform. The Company fulfils its responsibilities in a proactive manner by ensuring responsible business operations while strengthening the ability to generate integrated economic, social and environmental value, so as to facilitate sustainable development and make due contributions to the informatisation process of the national economy and society.

## **INNOVATION DRIVES GOOD SMART LIVING**

Innovation is an indispensable driving force for maintaining corporate vibrancy. It is the primary power for development and provides strategic support for building a modernised economy. China Unicom persists in bringing good smart living to its customers through innovation. In 2017, the Company actively pushed forward the construction of intelligent networks, stepped up deployment in areas such as cloud computing, Big Data and Internet of Things, and proactively explored artificial

intelligence. The Company rolled out a diverse range of “Smart+” applications, strived to foster a smart brand, and facilitated smart living and smart industry development, comprehensively improving customer services via multiple channels. It deeply propelled system and mechanism reform to achieve innovation-driven development.

## **CONTRIBUTE TO BALANCE AND COORDINATION THROUGH UNIVERSAL AND PRECISE SERVICES**

Balanced and robust social development represents the key theme of a new era. China Unicom is committed to meeting the public’s ever-changing demand for information life and facilitating the development of the society as a whole. In 2017, the Company continued to improve its 4G network, accelerated all-fibre network construction and actively advanced “Speed Upgrade and Tariff Reduction”. It coordinated network construction and endeavoured to narrow the digital divide. It actively assumed obligations in universal service by offering concessionary tariffs and promoting universal availability of information. It served the “Belt and Road” initiative and drove robust development in both local and overseas markets.

# 智慧冬奥 联通未来

## 北京2022年冬奥会和冬残奥会官方通信服务合作伙伴签约仪式

Signing Ceremony of the Official Telecommunication Services Partner of the Olympic and Paralympic Winter Games Beijing 2022

中国·北京 2017年12月26日 | December 26, 2017 Beijing, China



### BUILD A WIN-WIN INDUSTRY ECOLOGY THROUGH OPEN COOPERATION

Open cooperation is an important driving force that stimulates corporate creativity and propels industry development. In line with the principles of "cooperation, openness and win-win", China Unicom engages in concerted development with its business partners. In 2017, China Unicom facilitated healthy industry development by deepening cooperation with fellow operators and sharing resources. It cooperated with various partners in the supply chain to innovate and build a prosperous and mutually beneficial industry ecology. It will also work with the next Winter Olympics to jointly deliver a smart future.

### SHARE BENEFITS WITH THE PUBLIC TO ENHANCE SENSE OF REWARD FOR THE WHOLE SOCIETY

As a responsible corporate citizen, China Unicom adheres to people-oriented development and regards public well-being and comprehensive social development as the basis of its business. In 2017, the Company deeply cultivated team spirit, continued to grow with its staff and pragmatically safeguarded the lawful interests of its employees, fostering friendly and harmonious labour relations. It adhered to the belief that business development is for the society and the outcomes of development should be shared with the society. It proactively gave back to the society, emphasised obligation performance in overseas markets, and continued to enhance the sense of reward for the whole society, heading towards a future of sustainable development.

# Social Responsibility

## ECO-FRIENDLY OPERATION HELPS PRESERVE GREEN ENVIRONMENT

China Unicom actively advocates and practises the philosophy of “Green environment is as valuable as gold and silver”. In strict compliance with national resource conservation and environmental protection policies, the Company continued to strengthen initiatives such as green networks, green operations, green supply and green actions. It actively implemented the national supply-side reform and earnestly practised energy conservation and emission reduction, contributing to the harmonious co-existence between people and the nature and helping to build a “beautiful China”.

## SECURE AND CONTROLLABLE NETWORK CREATES A CLEAN CYBERSPACE

It is essential that information network is secure and controllable, which serves as the solid foundation for healthy and sustainable growth of the information and communications industry. In 2017, the Company upheld proper cybersecurity ethics and continued to enhance communication security and support measures. It acted proactively in safeguarding communication during emergencies, protecting customers’ information security and privacy, and curbing malicious contents, thereby fostering a secure and clean cyberspace and providing strong support for national security and social stability.

### CHINA UNICOM'S SOCIAL RESPONSIBILITY STRATEGY

# Create and

Accountability to stakeholders, society and environment in the course of operation

Innovate on application services to support the digital economy

Build premium network to support network superpower development

Support industry development through open and win-win cooperation

GOVERNMENT

SHAREHOLDERS

CUSTOMERS

EMPLOYEES

# enhance value

Share with the society to promote social harmony

Practise green development and promote energy conservation in society

Care about staff growth and enhance sense of reward

PARTNERS

PEERS

COMMUNITY

## SOCIAL RESPONSIBILITY MANAGEMENT

- Improving the organisation of social responsibility
- Establishing a system for social responsibility
- Providing training in social responsibility
- Assessing the performance of social responsibility
- Evaluating social responsibility practices
- Institutionalising communication of social responsibility

## SOCIAL RESPONSIBILITY AGENDA

- Enhance institutionalisation and efficiency of internal management
- Forge quality network with ubiquitous connectivity
- Quest for innovation-driven smart living
- Refine customer-oriented and meticulous services
- Create prosperous industry ecology through win-win cooperation
- Build secure and clean cyberspace
- Foster growth ambience with team collaboration
- Procure harmonious development of green and low-carbon
- Promote charity undertaking to share benefits with public

The Company will publish our detailed Corporate Social Responsibility Report 2017 in June 2018.

For more details, please visit our website at [www.chinaunicom.com.hk](http://www.chinaunicom.com.hk).

*Internet*

**MINND**

# ASSET

INTERNET-ORIENTED OPERATION TO DRIVE HIGH-QUALITY DEVELOPMENT