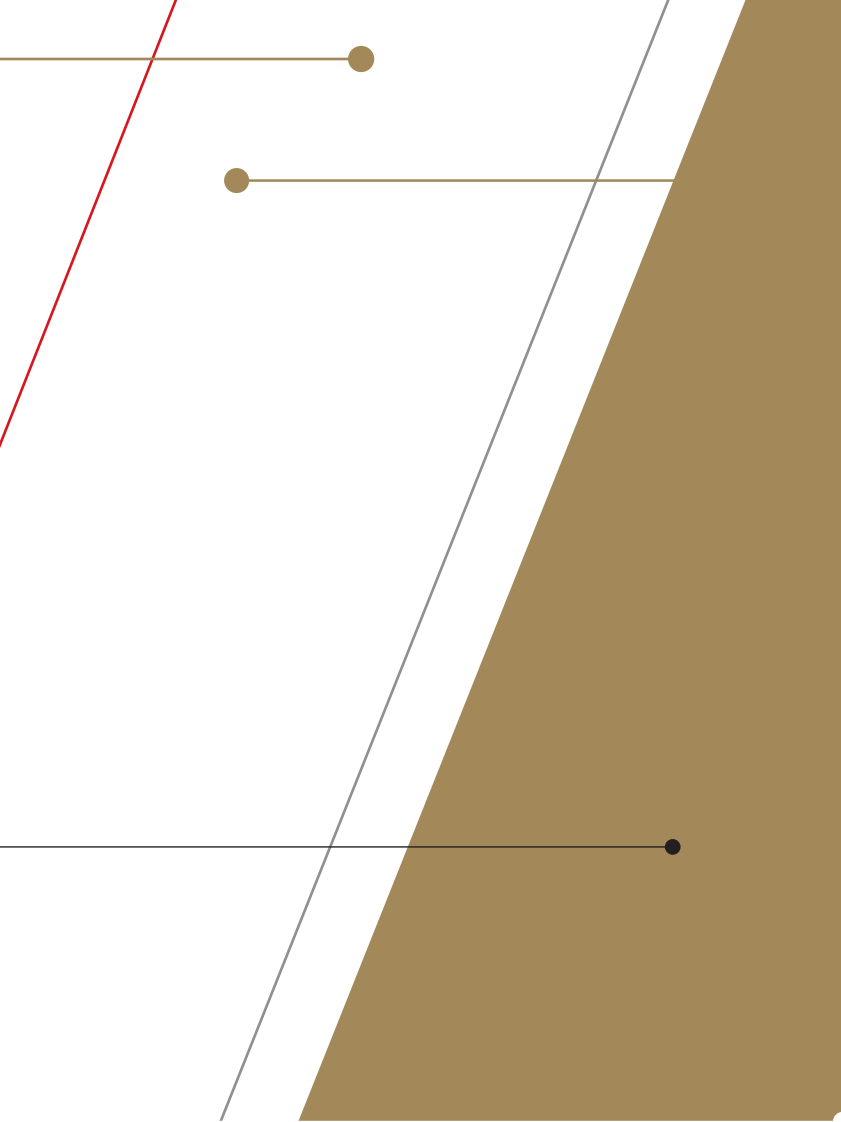




# SOCIAL RESPONSIBILITY



In active fulfilment of its social responsibility, the Company firmly believes that social responsibilities should be rooted in corporate strategies, incorporated in management, and implemented through operations. Insisting on new development philosophy, the Company seeks to better meet the ever-increasing demand of the public for a pleasant information and communication life. It continued to improve its corporate governance, and ensured that its operations were compliant and its duties were duly performed. It built smart premium networks with craftsmanship, actively contributing to the development of China into a cyber superpower. The Company insisted on eco-friendly low-carbon construction, and continued to promote co-building and co-sharing of telecommunication infrastructure, while safeguarding network security to create a secure and clean cyberspace. In accordance with the principle of "All for Customers", the Company provided customers with a rich variety of smart products and smart applications, bringing them a convenient and cosy life. It actively laid the groundwork for developing cutting-edge smart technologies to propel the in-depth integration between information technology and the real economy, with a view to facilitating the transformation and upgrade of traditional industries, the economy and the society. The Company has been contributing to the creation of a smart Winter Olympics and giving new energy to its successful organisation. The Company conducted targeted poverty alleviation in an effort to share benefits with people in the society. It cared for the well-being of its staff, and protected their basic rights. It also placed a strong emphasis on staff training to facilitate their growth and development.

# ILITY

## **NEW GOVERNANCE: STARTING A NEW CHAPTER OF REFORM**

China Unicom continuously explores how to enhance its new corporate governance following the mixed-ownership reform. Subject to legal compliance and performance of duties, the Company deeply pushed forward the modernisation of its corporate governance regime and ability, and explored sub-division reform for all production scenarios to help achieve the important objective of deepening reform on all fronts.

## **NEW DNA: STRENGTHENING THE NEW FOUNDATION FOR TRANSFORMATIVE DEVELOPMENT**

The Company vigorously cultivates and strengthens its new Internet DNA, embedding the superb culture and DNA of Internet companies into its development, so as to facilitate the Company's transition to an Internet-oriented mentality and its staff's capability enhancement, and to cement the foundation for its transformative development. It continuously enhances social responsibility awareness and capability. It practically safeguards the legal interests of employees, resulting in amiable and harmonious labour relations, enhancement in staff happiness and sense of rewards, as well as the mutual growth of employees and the Company.

## **NEW OPERATION: EMBARKING ON NEW INTERNET-ORIENTED TRANSFORMATION**

The acceleration of the Company's new Internet-oriented operation is an important path to the thorough implementation of its new development philosophies. It is closely associated with requirements such as customer-centric perception and experience, safeguarding of network security, low-carbon green operation and delivery of social benefits, etc. As a responsible large-scale state-owned telecommunications enterprise, China Unicom is not only concerned with economic benefits in the course of transformation into an Internet-oriented operation, but also social and environmental benefits, with a view to sharing harmonious development with the community. In 2018, the Company actively implemented the strategy of cyber superpower through network optimisation and evolution as well as speed upgrade. It holistically built quality networks, striving to offer better services for its customers. Determined to tackle challenges in "pollution prevention and rectification", the Company incorporated low-carbon green development philosophy into its strategies, production and operations. It proactively undertook green management, green networks, green operations and green applications, so as to help build a beautiful China with blue sky, green land and clear water, and satisfy people's growing demand for a pleasant ecological environment.

# SOCIAL RESPONSIBILITY

## NEW ENERGY: FOSTERING INNOVATIVE DEVELOPMENT AND NEW VALUE

The Company strives to boost its new energy for innovative development. Innovation is the primary driver in the transition from old to new energy. The Company has always focused on innovation in its development. It proactively advanced the construction of smart networks, sped up deployment in cloud computing, Big Data and IoT, etc. and actively participated in research relating to artificial intelligence and blockchain, focusing on the application of new technologies in daily life and industries. The Company has achieved leading development which is increasingly driven by innovation and first-mover advantage, as well as total enhancement in customer services.

## NEW ECOLOGY: FACILITATING NEW DEVELOPMENTS WITH INTERCONNECTIONS

The Company actively builds an internally and externally interconnected new ecology. It is committed to creating an open, shared, inclusive and win-win ecosphere with its partners, and working with them to address people's daily needs. In 2018, with an open mindset, the Company expanded the scope of cooperation with the value chain in areas such as technology, business, resources and capital, etc., in order to develop a positive industry ecology and facilitate high-quality development of the value chain in support of people's good living.

## CHINA UNICOM'S SOCIAL RESPONSIBILITY STRATEGY

# CREATE AND ENHANCE VALUE

Innovate on application services to support digital economy

Build premium network to support network superpower development

Support industry development through open and win-win cooperation

Share with society to promote social harmony

Practise green development and promote energy conservation in society

Care about staff growth and enhance sense of reward

GOVERNMENT

SHAREHOLDERS

EMPLOYEES

CUSTOMERS

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