

# CORPORATE CULTURE

## ■ OUR STRATEGY

Aim for the vision of becoming a world-class technology service enterprise with global competitiveness, fully implement the integrated innovation strategy

## ■ OUR VISION

Accelerate to become a world-class technology service enterprise with global competitiveness

## ■ OUR MISSION

The leading contributor of digital information operation and services  
The pioneer of digital technology integration and innovation

## ■ OUR CORE VALUES

Customer-oriented  
Inherently innovative  
Employee-friendly  
Proud of endeavours  
Attentive to quality service  
Adhering to integrity

## ■ CORPORATE STYLE

Rigorous, Pragmatic, Skillful, Meticulous, Efficient

## ■ OPERATION AND MANAGEMENT PHILOSOPHIES

Create value for customers  
Driven by both market and innovation  
One China Unicom with integrated capabilities and operating services

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