

# **Report on China Unicom's Corporate Social Responsibility**

**(2009)**

**March 2010**

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# Chairman's Statement

Sticking to the ideal and faith of “being an excellent corporate citizen in the world family”, China Unicom has joined the United Nations Global Compact (UNGC), pledging to play its part in building a more stable, fair, inclusive and harmonious world under the umbrella of the UNGC!

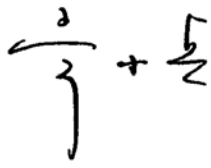
As a corporate member of the UNGC, China Unicom is dedicated to combining its own development with the broad corporate social responsibilities (CSRs), so as to align business interests with social objectives in a harmonious manner. Hand in hand with all the stakeholders and players on the industrial value chain, the Company aims at creating a harmonious ecosystem that is conducive to the growth and development of the enterprise per se and other players. Having a profound understanding of the ten principles of the UNGC in human rights, labor, environment and anti-corruption, China Unicom is taking those principles as key and paramount guidelines in fulfilling its CSRs and has integrated them into its corporate production, operation, reform and development processes. Under the UNGC framework, China Unicom is deeply concerned with establishing social legitimacy for enterprises and markets, and is committed to turning itself into an

environmentally-friendly enterprise so as to fulfill its CSRs in a proactive fashion.

2009 is the first year for the newly incorporated China Unicom to be fully operational. Thanks to the concerted efforts and diligent work of each of its staff, China Unicom managed to overcome the unprecedented challenges brought about by the international financial crisis and the domestic economic slowdown by “Create new advantages by convergence and realize new development in 3G”. Riding a truly unusual course of development, the Company has by and large maintained a momentum of steady development, whilst scoring new progresses in all spaces of its businesses. With the largest ever WCDMA network in the world put in place that covers nearly all the Chinese cities above the prefecture level, the Company’s network capacity has been significantly enhanced. Beyond that, marked progress is seen in the speed upgrading project of the Company’s broadband network, with all the services now undergoing steady growth. In so doing, China Unicom has played a due part in promoting the informatization of the national economy and the society, as well as in implementing the strategy of industrialization driven by informatization. In the coming year, the Company will endeavor to be more responsive to the development trend of the telecommunications industry, accelerate its pace of innovation, transform its approach of development, strive to realize structural adjustment, improve the quality

of development and achieve good and efficient business expansion. In the mean time, the Company pledges to take the initiative to maintain the market order, fight against all kinds of illegal acts, guard the cyber-security, keep improving the quality of services and solidly protect the interests of consumers. Guided by the vision of being an “Innovation & Service Leader for Information Life”, the Company will earnestly explore a path for long-term development that embodies the CSR in all its senses, follows the bearing of social development, and promotes healthy corporate development, so as to play an increasingly important role in the process of social development.

Looking ahead, a more complex world is calling for the establishment of a new social order that is characterized by harmonious co-existence, mutual benefit and common prosperity. In that context, the public will pin higher expectations on corporate governance and CSRs. For that purpose, China Unicom will place its sights on the general public by engaging itself in more public welfare activities in a bid to facilitate the long-term development of the human society. Also, the Company will pin higher expectations on the UNGC in its quest of forging a sound brand image on the world stage, and to that end will come even closer to the UNGC to seek a more critical role in the Covenant.

A handwritten signature in black ink, consisting of a stylized character followed by a plus sign and another stylized character.

Chang Xiaobing

Chairman

China United Network Communications Group Company Limited (China  
Unicom)

# About Us

## Corporate Profile



China United Network Communications Group Company Limited (“China Unicom”) was established on January 6<sup>th</sup>, 2009 based on the former China Unicom and the former China Netcom. The overall size and strength of the reorganized China Unicom has been dramatically reinforced. With business branches spread in 31 domestic provinces (autonomous regions and municipalities) as well as in a number of countries and regions overseas, the Company is built upon a modern communications network that is well-structured, technologically advanced and functionally powerful with nationwide coverage and global access. Currently services run by the Company chiefly include the following: mobile communications, domestic and international fixed telephone network and facilities (including wireless local loops), voice, data, image and multimedia communications and information services, value-added telecommunications services, IP telephony service, system



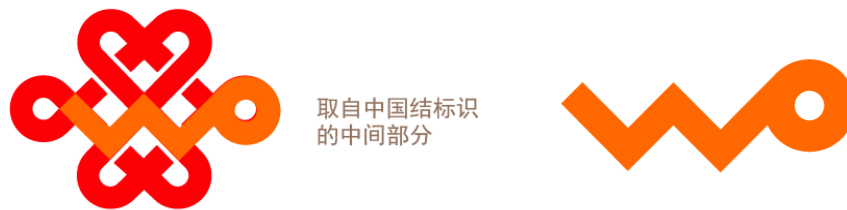
integration services relating to communications and information services, as well as other services approved by the Chinese government.

Looking ahead, China Unicom will take hold of new opportunities out of the innovation and transformation processes in the global telecommunications industry and out of the drive to promote the convergence of informatization and industrialization as is called for by the Chinese government. With fully-integrated service operation and 3G as the engine for future growth, the Company will stick to the concept of putting customers first, step up innovations in technologies, services, applications and products, enable fixed communications to go mobile and mobile communications to go broadband, and further improve the overall strength and core competitiveness of the Company, so as to provide the public with premium, integrated information and communications services.

## **Carrying forward Tradition & Dedicated to Innovation**

China Unicom's corporate logo is derived from the ancient Chinese Buddhism graphics "Pan Zhang" or "Lucky Buddha Knot". The lines twisted in loops are symbolic of China Unicom as a modern telecommunications entity that is in orderly, neat and agile operation as well as its eternal, never-ending business. The Chinese red and the black

ink are used to evoke a warm, lively, noble and poised quality.



*(Taken from the middle part of the Chinese Knot logo)*

Though deeply rooted in rich traditions, China Unicom is born with an innovative spirit. In order to provide fully integrated services, the Company has launched a full-service brand called “Wo”. As the Chinese pronunciation of “Wo” sounds similar to the English word “Wow”, the brand is intended to express a kind of admiration for the idea of changing the world with innovations, or to express the enormous surprise at marvels that free imagination may have to offer. The overall graphic design of the brand logo is taken from a part of China Unicom’s corporate logo, i.e., the “Chinese knot”, implying a combination of tradition and breakthrough. The bright, vibrant orange color is chic, dynamic and intimate. The unconventional symmetrical design further reflects the Company’s pursuit of bold innovation with unremitting efforts. Meanwhile, the Chinese character “Wo” implies China Unicom at a new historical starting point, alongside with multiple partners on the industry chain and determined to double its efforts for better development, better services and better user experiences. A more innovative brand,

more premium networks, more attentive services and more extensive applications will bring customers with brand-new, user-friendly experiences in their communications, and let the huge glamour of “Best in Wo” set free in all dimensions.

## **Management Team**

Mr. Chang Xiaobing: 52 years old, Chairman of China Unicom. A senior engineer of professor level, Mr. Chang holds a PhD degree in Business Administration, and has extensive management experiences in the telecommunications industry.

Mr. Lu Yimin: 46 years old, Vice Chairman and General Manager of China Unicom. A senior engineer of professor level, Mr. Lu holds a master degree in Public Administration, and has rich experiences in government work and management.

Mr. Zuo Xunsheng: 59 years old, Vice Chairman and Deputy General Manager of China Unicom. A telecommunications veteran for years with an MBA degree, Mr. Zuo has a wealth of management experiences.

Mr. Tong Jilu: 51 years old, Board Director, Deputy General Manager and Chief Accountant of China Unicom. With a master degree in Business Administration, Mr. Tong has rich experiences in

telecommunications corporate management as well as financial management of listed companies.

Ms. Li Jianguo: 56 years old, a member of China Unicom's senior management team. With an MBA degree, Ms. Li has held a series of leading posts in enterprises, local government bodies and ministries and commissions of the government over the past years, which rendered her broad experiences in government work and corporate management.

Mr. Pei Aihua: 59 years old, Deputy General Manager of China Unicom. With a PhD degree in Management and also as a senior engineer of professor level, Mr. Pei has years of management experiences in the telecommunications industry and in government work.

Mr. Zhao Jidong: 59 years old, Deputy General Manager of China Unicom. With a master degree in ICT Management, Mr. Zhao has extensive management experiences in the telecommunications industry.

Mr. Li Fushen: 47 years old, Deputy General Manager of China Unicom. With a master degree in Management, Mr. Li has extensive management experiences in the telecommunications industry.

Mr. Li Gang: 52 years old, Deputy General Manager of China Unicom. With an MBA degree, Mr. Li has been long in the telecommunications industry and gained extensive management experiences.

Mr. Zhang Junan: 53 years old, Deputy General Manager of China Unicom. With a PhD degree in Management, Mr. Zhang has long served the telecommunications industry and gained rich management experiences.

Mr. Jiang Zhengxin: 52 years old, Deputy General Manager of China Unicom. With a PhD degree in Political Economics and also as a senior engineer of professor level, Mr. Jiang has been long in the telecommunications industry and gained rich management experiences.

# **Improving the Corporate Management Mechanism to Highlight Corporate Social Responsibility**

A sound internal management system is the precondition for a company to fulfill its social responsibility. In 2009, China Unicom further strengthened its basic management, enhanced its precision operation and improved its financial, legal and supervision systems as well as its protection of employees' rights, which laid a solid foundation for the Company to fulfill its social responsibilities.

## **Improving Financial Management and Promoting the In-depth Integration of Operation**

With the guidance of the state's financial disciplines and regulations and in strict compliance with domestic and international accounting principles, China Unicom consolidated its accounting policies and financial and statistics systems and basically realized the alignment of related management systems, which promoted the in-depth integration of its internal operation and management.

With unified accounting titles, statistics indicator system and related policies and rules as the foundation and in combination with the demands

for full-service operation and management, China Unicom simplified its business operation process, improved its financial management system, actively pushed forward its ERP system and constantly increased the application of information technologies. The company strictly implemented the accrual accounting, stuck to the income/expense matching principle, conducted the account reconciliation of financial and business data and ensured the accuracy and integrity of its financial information, which laid a sound foundation for the operation and management of the Company.

◆In 2009, a two-pronged capital management model was put in place, which featured automatic zero balance and served to reduce financial costs, improve capital utilization, and prevent capital management risks. The Company executed the EVA management philosophy, took stock of its resources and assets on an extensive basis, created a model to assess the effectiveness of resources and assets utilization and devised an accountability system in regard to the asset loss. The Company also clarified management responsibilities, promoted convergence and coordination, improved the effectiveness of resources and assets unitization, ensured the preservation and increase of the value of state-owned assets and therefore better fulfilled its corporate social responsibilities.

## **Strengthening Corporate Governance by Law and Improving Risk Control**

### **Cultivating an Enabling Environment**

The Company attached great importance to the cultivation of a cultural atmosphere of accomplishing corporate governance by law and organized related contests, exhibitions, public awareness campaigns and training programs in a bid to push the concept of “law” into decisions, businesses, departments and teams and cultivate a sound internal legal environment for the healthy and sustainable development of the Company.

### **Improving the Mechanism**

The group and its key subsidiaries endeavored to establish a legal consultation system and put in place a daily management fortification focusing on ex ante prevention and In Medias Res control in a bid to improve the legal risk control system with unique China Unicom characteristics. A long-term internal control and risk management mechanism was put in place in order to ensure that its operation and management be in compliance with the law, its assets be secure, its financial information be accurate and integral, its basic management be strengthened, its integration pace be accelerated, the synergy effect be given full play to, the long-term internal control and risk management mechanism be set up and its overall risk control capabilities be enhanced. A company-wide internal control and risk management system composed of the Board of Directors, the Internal Control and Risk Management



Committee and various professional departments was established, the internal control and risk management work mechanism was clarified and the management model of “Unified Leadership & Layered Responsibilities” was put in place. The norms governing the Company’s internal control was consolidated, optimized and widely implemented and an internal control system in conformity with the Company’s development status and the Company’s unique characteristics was initially set up, so as to provide a better enabling environment for the Company’s production and operation. The Company also passed internal and external tests as well as the SOX internal control audit.

## **Setting up a Long-term Internal Control Mechanism and Strengthening Holistic Control Capabilities**

With the objectives of ensuring operational efficiency and improving basic management, leveraging synergy after restructuring and solving prominent problems in that regard, the Company conducted continuous internal control reviews as a means, and practiced tracking and control of key business processes and links through regular reviews, special reviews and follow-up supervision, through which the operational behaviors were regulated, operational risks were prevented and controlled and the healthy and sustained development of the Company was promoted.

◆ The accuracy was ensured in the confirmation of the corporate revenue. Effective end-to-end control was applied on all business links. Automatic generation, seamless connection and accurate measurement were ensured when the business revenue data were fed from the billing system to the financial system. Cash flows were under strict control to avoid the deposition of cash flow on certain links and ensure smooth, secure and integral cash flows.

◆ Strict control of paying in cash business processes was implemented. The utilization efficiency of various expenditures was improved by applying accrual accounting and controlling such key links as the accurate confirmation of costs.

◆ The security and integrity of assets and capitals were ensured, so was the case with the effective consolidation of resources. The two separate lines of revenue and expenditure were strictly maintained, and potential risks were closely monitored to avoid the loss of assets as a result of poor management. The management was strengthened in respect of the utilization rate of network resources. Various resources and assets were consolidated, resources were effectively coordinated and an inventory of assets was established.

◆ The efficiency of capital investment was improved. Feasibility study of capital investment was conducted. Capital investment was translated into production capability quickly. The impact of project investment on the Company's operation and development was evaluated.

◆ A sound internal control mechanism and culture was established. With balancing risks and efficiency as the objective, the Company studied effective control measures to optimize and simplify processes and avoid sacrificing the management efficiency and development opportunities due to excessive control. The Company also conducted regular operational and financial analysis and addressed extraordinary changes in production and operation and budget execution in a timely manner. Confidential business information was strictly kept to serve the Company's interests.

In accordance with the Company's internal control norms and taking into account the prominent problems in the operational management as well as risks identified in the internal and external audits which might affect the Company's operational efficiency, financial information integrity and capital and asset security, the focuses of reviews included the effectiveness of the control over important businesses, the execution of accrual accounting, the implementation of the account reconciliation principle for financial and business data, the security and integrity of capital, the compliance of capital expenditure, the strict control of assets and the conformity of financial books, as well as the overall requirements regarding the internal control of the information system. In order to ensure the preservation and appreciation of the value of assets, the compliance of operation and management, the performance and efficiency of operation, the accuracy and integrity of assets, liabilities, interests and operational results, and the correctness of major investments

and operational decisions, the Company had the economic responsibilities of 52 departing officials audited in 26 provincial branches of the former China Unicom and the former China Netcom, objectively assessed the operational efficiency during their terms and clearly defined their economic responsibilities.

## **Intensifying Anti-corruption Campaigns and Building a Corruption Prevention & Punishment System**

### **System Improvement**

China Unicom attached great importance to anti-corruption campaigns and made the construction of a corruption prevention and punishment system a priority in deepening the corporate reform and speeding up the corporate development. Education, rules and supervision in that regard penetrated into the entire processes of production and operation in a bid to push forward the Company's anti-corruption campaigns and improve its internal supervision and discipline mechanism.

◆ *Provisional Rules on Combating Malpractices, Measures on Handling, Investigating and Dealing with Complaints on Malpractices, Provisional Rules on Separating Responsibilities for Incompatible Posts, Management Measures on Employees Violating Rules and Regulations* were developed and published. The supervision over the execution of rules and regulations was strengthened and the implementation of anti-corruption measures and requirements was enhanced.

## **Raising the Awareness**

The anti-corruption education was deepened and the awareness of employees was raised. The Company strengthened its study on *Several Rules Concerning the Integrity of Leaders in SOEs* to raise the awareness of integrity among managers at various levels, enhance their ability to tell right from wrong and standardize their behaviors. New models and tools for that purpose were employed to promote the Company's integrity culture campaign.

◆ The Company organized integrity briefings and legal knowledge contests, produced screen-savers carrying integrity publicity for its employees, sent integrity-related short messages to its employees on a regular basis and strived to nurture a sound atmosphere highlighting integrity and operation by law.

## **Strict Supervision**

The Company valued the role played by its supervision department, strengthened supervision and examination of the progress and capital

utilization of key projects and amended and improved rules and regulations on key links of the operation and management process in a bid to standardize its business process, plug management loopholes and promote the orderly development of the Company. Targeting at main risks in its production and operation, the Company deepened its performance supervision, reduced management risks, improved management efficiency and increased the overall economic benefits.

◆ The Company strengthened the supervision of key processes, including equipment procurement, construction project, recruitment, inter alia, and improved supervision procedures to avoid malpractices. The Company also set up smooth complaint and report channels, opened hot lines and on-line report mailboxes, and assigned special people to take charge of the registration and handling of those complaints and reports. For verified malpractices, punishment was imposed in accordance with national regulations and corporate rules; for false or inaccurate complaints or reports, clarifications were made within the necessary scope to protect the lawful rights and interests of employees.

## **Putting People First and Enabling Employees to Grow Together with the Company**

China Unicom has been upholding the principle of “Putting people first”, taking “the promotion of corporate development” as its primary objective, “identification with the corporate philosophy” as the basis and “caliber and qualification” as the criteria in recruiting talents, in a bid to facilitate fair competition for posts, respect and care for employees and

safeguard the lawful rights and interests of employees.

◆ In early 2009 when restructuring began, the Company published *Labor Contract Management Measures (Provisional)* which made clear the principle in handling labor relations after restructuring, aligned the labor contract management system and the contract version, provided for contents including, among others, contract subject, job description, work place, contract duration and restrictions on engaging in competitive businesses, and put forward the general assessment requirements. All has provided guarantee for sorting out labor relations, protecting the legal rights and interests of employees and constructing a harmonious labor relation in compliance with national laws and regulations.

◆ After the government published the Regulations on Paid Leave, the Company also developed its *Administrative Measures on the Leave of Employees* to encourage its employees to take paid leaves in a bid to guarantee employees' rights and mobilize their initiatives.

## **Improving the System to Safeguard Employees' Rights and Interests and Promoting the Harmony and Stability of Labor Relations**

### **Employees' Representatives Meeting**

China Unicom promoted the creation of a 3-layer (City-Province-Group) Employees' Representatives Meeting (ERM) system on an extensive basis. The group company, 31 provincial branches and 335 municipal branches set up their own ERM systems which served

as a good platform for employees to get involved in the Company's management and operation. Issues with significant bearings over the Company's development and employees' interests were submitted to the ERM for reviews, which guaranteed the respect for employees' right to know, to participate in and to supervise the corporate affairs, effectively mobilized the employees' initiatives for them to practice democratic management, gave play to the wisdom and strength of employees, cultivated a sound atmosphere featuring harmonious development and result-sharing, and promoted the reform, development and stability of the Company.

### **Constantly Improving the Labor Insurance System**

China Unicom has been constantly pushing for the improvement of its labor insurance system, participated in the development of related rules and regulations, provided guidance to its employees for them to sign labor contracts and made good on the employees' rights and interests bestowed by the *Labor Contract Law*. The Company effectively combined the collective contract with the labor contract, enhanced the collective contract system featuring equal consultation, increased the signing rate and fulfillment rate of collective contracts and thus promoted the shaping of a harmonious and stable labor relation.



# **Enhancing Quality of Employees Building a Talent Growth Environment**

Enhancement of the quality of employees is not only the cornerstone of healthy corporate development, but is also the purpose of human resource development. Only first-class employees could generate a first-class enterprise. China Unicom has always attached great importance to enhancement of staff quality, and deems it as a means to improve the overall strength of the Company, so as to provide professional services to the society. This basic idea has penetrated into every aspect of our staff training.



Against the backdrop of telecommunications industry restructuring, technological upgrading and service convergence in 2009, China Unicom has been promoting its staff quality in an all-round way. At the same time, with clear business bearings and customer service awareness, the training

that covers all employees serves as a practical tool to enhance customer service skills. The Company is now actively exploring a market-oriented training mechanism to build a harmonious, enterprising and innovative business environment.

◆ 3G Training. 2009 is the Year of China Unicom's 3G development. 3G training is a top priority. The promotion of 3G services added a new vitality into China Unicom's customer services. With the development of 3G services and the deepening of full service operation, more and more consumers start to enjoy China Unicom's cost-effective, convenient and content-rich communications services. In order to better co-ordinate service promotion and better serve its customers, the Company has set up a 3G Leading Group in charge of the development of 3G services. Training is an important part of customer services and plays the role of knowledge management. In 2009, the Company has provided more than 3,800 training classes and received 360 thousand trainees.

◆ E-learning building. With full-service and 3G operations coming into full swing, new services, converged services and bundled services have turned more innovative. While the expansion of service channels provides conveniences to customer, it also poses more requirements on the staff quality. In order to expand the coverage of training and vigorously develop online training, over 1 million employees joined the online training program to enhance their skills in 2009.



China Unicom will engage in more rational planning of trainings as

it continues to improve the management of training and enhance the training of its employees' professional skills. The Company will strive to build a pool of core talents in a planned manner step by step in view of the actual needs. The Company will make unremitting efforts to enhance the overall workforce quality, improve productivity and enhance the awareness and capability of undertaking its corporate social responsibility.

# **China Unicom Obligatory in Creating a Clean Cyberspace**

"Anti-pornography on the mobile Internet is of great significance to purifying the social climate, ensuring the healthy growth of youngsters and the healthy development of information services. China Unicom will spare no effort in deepening the campaign!"

- Chang Xiaobing, Chairman, China Unicom

## **Hand in Hand with the Community to Crack Down on Vulgar Content on the Mobile Internet**

Pornography on the mobile Internet is the insidious "cancer" on the information network. Either from the perspective of political responsibility, the corporate social responsibility, the corporate compliance or the business risk control, it is China Unicom's duty and urgent task to remove pornographic information from the mobile Internet.

China Unicom and its partners are committed to providing green and healthy information services. To crack down on the use of mobile Internet to spread pornographic information, provide users with green and healthy information services, and to promote the healthy development of value-added telecom services, recently China Unicom has adopted a series of stringent measures.

**China Unicom and its partners have made a solemn commitment to:**

**Complying with the relevant national laws, administrative regulations and management regulations; strictly enforcing the provisions of information security management and never producing, reproducing, publishing or disseminating information that contains pornographic, illegal or other immoral and vulgar contents; accepting public supervision and advocating the creation of a civilized cyberspace.**

**China Unicom will work with its partners to take measures to honor the above commitments.**

Pornography on the mobile Internet is a complex issue and a protracted disease. China Unicom will continue to improve and implement the information security management system, take strong technical and managerial measures to curb pornography on the mobile Internet, crack down on the use of mobile Internet to disseminate pornographic information and vigorously create a healthy and green mobile cyberspace.

- ◆ Establishing a more rigorous workflow to crack down on distribution of pornographic contents, and double-checking weak links;
- ◆ closing porn sites and web pages as fast as possible according to clues from the public via the objectionable information report center;
- ◆ Arranging professional personnel for 7\*24 monitoring of key services; enhancing information monitoring on the mobile Internet and responding to pornographic information in a timely manner; establishing a long-term mechanism;
- ◆ Double-checking China Unicom's self-operated WAP sites to ensure healthy operation;
- ◆ Strictly implementing the principle of "Registration First, Access Later", and enhancing examination of SPs and Internet Data Centers to eliminate hidden pornographic information. Shutting down any site that runs without license or registration, or presents false information in business registration, or provides pornographic information.

- ◆ Checking cooperative businesses one by one and backing the campaign to shut down illegal WAP sites with pornographic and vulgar contents;
- ◆ Strengthening investigation into collection of illegal incomes by operators on behalf of pornographic web sites;
- ◆ Cooperating with government bodies to crack down on vulgar contents on the mobile Internet, and requiring subsidiary companies to report the results of investigation;
- ◆ Accelerating development of China Unicom's "Record Management System for Website Access", which is now in the final stages of joint testing and database importing

In 2009, China Unicom took a series of measures to effectively curb the use of mobile Internet as a means to spread pornographic and vulgar contents. 75,000 unregistered or illegal sites have been shut down. 1,019 WAP service providers (SP) who failed to make commitment to security were taken offline, with their services, billing and payment settlement terminated. The rate of website registration reached 99.69%. The combat against vulgar and pornographic contents on the mobile Internet is a

long-term, arduous and complicated task. China Unicom will continue to shoulder its share of responsibilities through various campaigns and make greater contributions to creating a clean cyberspace with a firm sense of corporate social responsibility and a strong force of enforcement.

## **Creating a Green and Healthy Cyberspace for Minors**

At present, the rapid development of China's Internet has not only promoted IT application in both economic and social dimensions, but also provided a handy tool to disseminate information to the public. To attract more visitors, some sites ventured to spread information about violence, randomly violate other peoples' privacy or even use the Internet to disseminate private information for vicious purposes. Such misconducts have a negative impact on the people, especially youngsters, who are physically and mentally vulnerable to such inappropriate information, leading to some minors feeling empty, dropping schools or even embarking on a criminal path.

According to the International Telecommunication Union (ITU), more than 60% of children and teenagers do online chats every day; three-quarters of children are willing to provide personal information online in exchange for gifts and services; one-fifth of minors may become targets of criminals. China Unicom will actively respond to the calls of the ITU, which has defined the theme of the "World Telecommunication

and Information Society Day” on May 17, 2009 as “Protecting Children in Cyberspace” in a bid to help minors use the Internet in a safe and healthy way. Also, the Company has joined the campaign of “Protecting Children in the Cyberspace: Safeguarding Children’s Rights and Interests and Creating a Green 🌿 Cyberspace on Campus”.



China Unicom has launched “Green 🌿 Broadband Accounts” to help parents protect their children in the cyberspace and prevent minors from indulging in the Web. Families that have applied for “Green 🌿 Broadband Accounts” will be awarded a sub-account with the suffix of “@green” on the original broadband access account. Parents may set up sub-accounts to control and manage their children’s online activities. Protecting minors in the cyberspace and building a harmonious and healthy cyberspace have been given more and more attention by all sectors of the society. Youngsters represent the hope of the future. It is essential to enable them to access the Internet and enjoy the fruits of ICTs. China Unicom thus calls upon all countries to pay attention to this issue,



and wishes to join hands with them to eliminate the elements that breed crime, so as to ensure that our minors can safely access the Web and properly use the online resources.

# **Ensuring Unblocked Communications in Major Events with a High Sense of Responsibility**

Being a telecom operator, it is not only its basic obligations, but also the important mission entrusted by the society to ensure unblocked communications. With a high sense of responsibility and endeavoring to perform the regular duties, China Unicom fully recognized its mission with which the company was entrusted.

## **Successfully Completing the Task of Providing Communications Services During the 60<sup>th</sup> Anniversary National Day Celebrations**

A great success has been achieved in celebrating China's 60<sup>th</sup> anniversary, on the National Day, which attracted the whole world's attention and was expected by the whole nation, meeting the



general requirements for a ceremonious, festive, frugal and auspicious occasion and reaching the objective of being high-quality and innovative. Being one of the entities responsible for safeguarding communications during the celebrations, China Unicom successfully completed its task by

ensuring unblocked communications, stable network operation, secure information management, efficient emergency response and in-time exchanges and report, and displayed infallible performances during the celebrations, receiving recognition and praise from the community.



To better accomplish the safeguarding task, the Company set up a leading group specially, improved its communications guarantee system, developed detailed safeguarding plans and carried out several emergency response exercises. The Company also pooled significant resources to construct interim communications infrastructures and fulfill communications guarantee task in the military parade village, Tian'anmen Square, Chang'an Avenue and other districts. Besides, the Company assisted the Command Centers of the military parade, the civilian parade, the National Day gala evening as well as security and information publicity services in developing communications guarantee schemes and activating all the required services, and enabled smooth broadcasting of high definition TV signals and other media information. During the celebrations, the Company successfully accomplished various mock drills and all of the communications guarantee tasks.

During the celebrations, a total of 1880 individuals and 192 vehicles from China Unicom directly participated in the communications guarantee work, among which 656 individuals and 53 vehicles



(including 2 mobile emergency vehicles deployed in the core celebration area) took part in the on-site communications guarantee work in mock drills. The Company provided reliable communications services and support for 22 organizations and institutions which included the



Municipal Dispatch Center for National Day celebrations, the Command Centers of the military parade, the civilian parade, the National Day gala evening, security and information publicity services, as

well as Xinhua Agency and CCTV. A total of 2400 communications services were activated, including 490 optical fiber cables, 1422 telephones, 357 analog private lines (including magnetic telephone lines), 6 Internet circuits, 16 digital circuits, 93 ADSL lines and 16 ISDN lines. Besides, 90 CCTV TV signal transmission paths and 17 reverse TV signal transmission paths were activated, each with a transmission period of 8 hours. 12 sets of main and backup teleconferencing systems were put into use for fireworks display, which boasted 851 participating parties

and totaled 47297 minutes, ensuring unblocked communications of the ignition systems during the whole gala evening.

During the celebration periods for the 60<sup>th</sup> National Day, both the fixed line and the mobile communications networks witnessed stable operations, the network information remained secure and sound, and the key parameters such as aggregate network voice traffic and network data throughput were all within regular ranges.

## **Undertaking the Task of Providing Communications Support for the 11<sup>th</sup> National Games**

The 11<sup>th</sup> National Games came to a successful close on October 28, 2009. Held in the year marking the 60<sup>th</sup> anniversary of China's National Day and the 50<sup>th</sup> anniversary of the National Games, the 11<sup>th</sup> National Games was the first nationwide sports event after the Beijing Olympics. In compliance with the overall framework defined by the organizing committee of the 11<sup>th</sup> National Games and related government departments, by embracing the service philosophy of providing communications guarantee for the National Games, and aiming at the general objectives, China Unicom endeavored to ensure the provision of high-quality communications guarantee services for the 11<sup>th</sup> National Games, ensure the stable operation of communications network, ensure the effective information security management, ensure the swift and

efficient emergency response, and ensure the provision of premium communications services for the public.

◆ During the 11<sup>th</sup> National Games, China Unicom successfully provided communications guarantee services for 2668 matches, with the shifts taken by the corporate leadership totaling 7185 person times, on-duty staff 61719 person times and on-site service personnel 13822 person times. The 11<sup>th</sup> National Games Village was deployed with 3374 fixed lines, 16888 broadband hotspots and 2 newly-built base stations. Specifically, small indoor antennas were equipped in 102 elevators and all basements. The communications guarantee team of China Unicom in the 11<sup>th</sup> National Games Village worked 24\*7. In case of any fault report, guarantee personnel would arrive at the locale within 5 minutes. During the Games, the guarantee team resolved 753 reported faults, winning a customer satisfaction rate of 100%.

## **Communications Guarantee in Relieving Snowstorm Disasters**

Disasters will never block smooth communications. Where there are communications demands, there are the Unicom people.

### **Hulun Buir Hit by Cold Snap**

In December, 2009, Hulun Buir city was hit by a cold snap, with the temperature dropping to minus 47 degrees centigrade. China Unicom Hulun Buir Branch immediately implemented the emergency communications plan. Workers were coordinated to cover the over 1000

mobile and PHS base stations with cold-proof cotton felts. 11 optical fiber maintenance vehicles were put into patrol for key segments of trunk cables. Before the New Year's Day, line maintenance personnel pooled their efforts to repair faulty lines for 621 households, and replace old local cables with new ones totaling a length of 91 kilometers. A 24\*7 on-duty service was provided for the private lines and hotlines of CCP party and government departments, transportation departments, hospitals, stations, weather institutions and other organizations.

### **In Severe Snowstorms**

A heavy snow hit Shijiazhuang, Hengshui, Xingtai, Handan and the neighboring area. It was the heaviest snowfall in Shijiazhuang since 1955 when the city began to log meteorological records, with a snow fall in urban areas reaching 85.9 millimeters and the accumulated snow 52 centimeters thick.

◆ Confronted with the snow disaster, China Unicom Hebei Branch spared no effort to ensure unblocked communications in the whole province. Thorough inspections were implemented towards aerial optic fiber cables, steel towers, base stations, antenna feeders, communications pole lines and other communications infrastructures. The communications guarantee services provided for the CCP party, government and military departments, public security, transportation, heat supply, power supply and other important disaster-relief departments were under 24-hour monitoring. An emergency rescue team was set up, providing immediate rescues in case of blocked communications. In Hengshui city, the total amount of daily queries accepted by the navigation platforms “114/116114” exceeded 30 thousand. Specifically, during the peak period (9:00–10:00), the number of incoming calls in just one hour hit 3800.

◆ Hit by a heavy snowfall in Taiyuan, all of the departments of China Unicom Taiyuan Branch intensified the 24-hour on-duty system and leadership shift system, and strengthened monitoring on network operation data, based on which in-time judgment of network development trend would be made and security alert messages would be sent to the maintenance departments. As for the trunk communications network and VIP customers’ network, a 24\*7 dual-post system was applied, successfully strengthening the real-time monitoring on network operation, intensifying the examination and repairing of lines and circuits and taking ice prevention measures in advance. In order to ensure unblocked communications, thorough check-ups were carried out on key trunk lines, VIP customers’ aerial optic fiber cables and telephone lines of CCP party, government and military departments at all level levels and other important branches. Moreover, icicles and thick snow accumulated on the cables were removed in time to avoid hidden hazards.



## **Increasing Network Bandwidth to Support Online More Bandwidth to Facilitate On-line Admission of College Students**

Committed to providing convenient, unblocked and efficient communications and information services to the public, China Unicom continued to expand the approaches for the public to obtain and exchange information via its integrated and innovative networks, services and terminals. Besides, in order to increase the operating profit of the overall communications industry and to better achieve the goal of facilitating national economy and social development, the Company has been promoting wide-ranging win-win cooperation in the strategic transformation whilst expanding the scope of cooperation.

◆ As China's informatization drive unfolds, Internet applications have ushered in reforms in administrative and corporate management. As a case in point, online admission of college students has served to improve the level of modern management of college entrance examination, facilitated the compliance of admission principles featuring fairness and equity, and marked an important progress in achieving the standardized, scientific and modernized college admission. To provide support for the online admission, China Unicom has provided free Internet access bandwidth for the education network for a long period of time, and continued to improve the customer experiences for the education network users accessing the Company's Internet resources and to provide high-quality and convenient information platforms for teachers and students, thus promoting the creation of an information culture on the campus, and making positive contributions to the development of China's higher education and scientific & research undertakings. In 2009, the Company upgraded the access bandwidth of the education network by 7.5G in two projects, which successfully ensured the smooth progress of online admission.

## **Continuously Improving the Quality of Inter-network Communications**

China Unicom always places emphasis on improving the quality of inter-network communications, and makes every effort to ensure the security of inter-network communications.

- ◆ Fully leveraging the existing network resources and gradually achieving the inter-network interconnection of dual gateway exchanges, dual routes and integrated services of all prefectures and prefecture-level cities.
- ◆ Taking inter-network outgoing call completion rate as a KPI for the daily management of the quality of inter-network communications, and urging the subsidiaries and branches to put in place a detailed monitoring system on the quality of inter-network communications, strengthen the trend analysis on the quality of inter-network communications and ensure its stability.
- ◆ Actively promoting the development of inter-network emergency communications plan, working with other operators to optimize the plan and organize emergency exercises on a regular basis, and ensuring the feasibility of alternate routing and third-party transit schemes.

In 2009, the inter-network outgoing call completion rate of China Unicom witnessed a steady increase, up to 97% from 95% a year ago. The inter-network relay load not only met the general requirements of the regulatory body, but also allowed dynamic adjustment to satisfy the peak demand in holidays and during major events.

In 2009, China Unicom took the initiative to expand the inter-network capacity with dominant Internet corporations by 80G, remarkably improving the quality of inter-network visits, reducing the rates of inter-network delay and packet loss by 40% and 25% respectively, thus satisfying the demands of the majority of Internet users.

In 2009, China Unicom witnessed no fatal inter-network communications fault or accident.

# **Serving the Construction of Socialist New Countryside**

It is our obligation to contribute to the construction of socialist new countryside, promote rural development to build prosperous and harmonious socialist new country sides with complete facilities and beautiful environment.

## **Actively Promoting the “Village Communications Project” and Taking on the Responsibility of Providing Rural Areas with Universal Services**

China Unicom is always committed to the construction and development of universal services for rural areas. It has overcome a lot of difficulties including small network scale, imbalanced network layouts, shortage of funds, harsh natural environment and short construction period, undertaken the “Village Communications Project” for over 20 provinces and prefectures, carried out rural communications construction in a step-by-step and planned manner, and injected huge funds to build high-speed optical transmission networks and mobile networks with large capacity, high efficiency, advanced technologies, security and reliability that cover both urban and rural areas. Various access modes including wired, wireless and satellite have been applied in communications network to cover the sprawling rural areas. More than 200 villages under

pilot poverty alleviation programs have been provided with services including comprehensive information services, rural telephone services, networks, video services and distance education, where poor villagers are casting off poverty by means of IT. The “Village Communications Project” and the “Project of Poverty Alleviation by means of IT” have provided rural information service stations with reliable infrastructures, which has won the popular support and achieved good economic and social benefits.

As a telecom enterprise, China Unicom has the responsibility and obligation to promote rural information services and bridge the digital divide between urban and rural areas. The Company will continue to explore a sustainable mode of developing rural informatization by means of technical support and services.

In 2009, China Unicom’s efforts on “Village Communications Project” have extended to more than 4000 natural villages in 16 provinces including Inner Mongolia, Henan, Anhui, Xinjiang and Hebei, offering telephone services to 4692 natural villages.

## **Vigorously Building Quality, Efficient and Convenient Rural Information Networks to Promote Rural Informatization**

In order to promote rural informatization, China Unicom has invented a comprehensive information service mode for rural areas that is based on “12316”, the hotline dedicated to the issue of agriculture, farmers and the rural area, with the “call center plus authoritative rural experts” sitting at the core. Such a service mode has effectively solved practical problems for the rural population. In advancing the construction of “safe villages”, China Unicom has introduced a new business mode named “Call for Help” based on “the rural fixed telephone network plus amplifiers at the village level”, which has effectively met farmers’ needs for security and emergence assistance. Based on the needs for broadband access and information consumption of the rural areas, the Company took advantage of the campaign of “Bringing Home Appliances to the Countryside” to carry out “Information Services for Rural Development”, and actively promoted “Bringing Information Services to the Countryside” through bundled sales of “PC plus broadband”, the construction of information stations for counties and townships as well as organizing training programs on rural informatization and so on.

## **Agricultural Sciences Online Opening the Road to Information**

## and Contributing to the Construction of the Socialist New Countryside



“Agricultural Sciences Online” is China Unicom’s business brand for rural market, which aims at satisfying farmers’ information needs and expanding the rural market. After years of development and improvement, the marketing model, centering around “Agricultural Sciences Online” with the theme of “promoting the construction of the Socialist New Countryside with IT technologies”, has achieved significant economic and social benefits.



“Agricultural Sciences Online” offers expert-level agricultural information services as its core content. Based on the former “12316”, the

hotline for the new countryside, and relying on 480 experts who take calls from that hotline, the Company leverages telecom and IT means including fixed phone, cell phone, broadband and Internet to provide services via voice, SMS, Internet, video and books, and integrates value-added service resources such as distance education for CCP party members as well as “Call for Help”, e-government and enterprise OA to build an innovative development model featuring “integrated services + 12316 + government OA + Call for Help”, which focuses on comprehensive IT applications to realize dialogue between farmers and agricultural experts, customized agricultural information via cell phones, online browsing of agricultural information, interaction in live TV programs, as well as security & alarming services in rural areas, so as to build an all-dimensional agricultural information service bridge for farmers. Five versions of services have been introduced, which include “Agricultural Sciences via Fixed Phone”, “Agricultural Sciences via Mobile Phone”, “Agricultural Sciences via PC”, “Agricultural Sciences via TV” and “Agricultural Sciences via Book”. Also, the “Call for Help” service served to create a harmonious and safe environment for farmers in their daily lives.

### **The “Call for Help” Network – Bringing Peace and Prosperity to Farmers**





In the rural areas of China, it is not rare that people in the prime of their life leave the elderly, women and children behind at home in the hope of eking out a living elsewhere. Such a left-behind rural population then becomes a vulnerable group due to their weakness in countering safety risks. In case of emergencies such as theft, disease or fire, the rural areas as a whole is short of a self-protection and emergency response mechanism. To eliminate hidden security risks and replace the backward defense mechanisms, a simple, easy-to-use safety system that can have swift responses and deliver timely aids when emergencies occur is in urgent need. With its strong sense of social responsibility, China Unicom has vigorously promoted the construction of the “Call for Help” network, and built a uniform information management platform covering townships, counties, municipalities, provinces and even the entire rural areas in China, which is capable of ensuring a smooth channel for flow of rural emergency information and effectively solving problems concerning joint defense for public security, information transmission and aids from

neighboring rural areas. Therefore, it is of great importance to establish a uniform and efficient emergency response mechanism and promote the construction of a new harmonious socialist countryside.

◆ “Call for Help” is an emergency communications network of joint defense and governance featuring joint defense, aids from neighboring areas, monitoring, alarming and other services. Based on the existing rural fixed-line network, it is an innovative product developed by telecommunications operators with modern IT technologies after analyzing the rural customers’ needs for public security. The network is a comprehensive governance and monitoring system for rural areas that consists of the “Call for Help” phone call system, the “Home Guardian” security & alarming system, the “Smart Eye” monitoring system for households and shops and the "Broad Vision" monitoring system at the village level, which can be used either independently or collectively. A certain number of rural areas have realized such functions as “emergency calls for help and alarming”, “agriculture-oriented information broadcasting”, “release of government information” and established rural information defense & governance systems with their own features. “Call for Help” embodies the innovation of products, marketing and profitability models, and thereby created good economic and social benefits and satisfied the rural customers’ needs for affordable security and emergency aid products. Currently in the application level, “Call for Help” has been successfully transformed from “mainly providing emergency alarming and aids” to “offering comprehensive information applications based on emergency alarming and aids”, thus becoming a modern rural governance and defense system comprising the “Call for Help” phone call system, the “Home Guardian” security & alarming system, the “Smart Eye” monitoring system for households and shops and the "Broad Vision" monitoring system at the village level.

Built on the widely rolled-out rural fixed network, “Call for Help”, or the joint defense and governance emergency communications network, has addressed major security concerns in rural public without imposing new burdens on farmers, and put in place a technology-enabled public security mechanism that is in need in rural areas. It has become an important part in promoting the construction of a harmonious and peaceful countryside. It is of great social values and economic significance in response to complex public security conditions, accelerating the informatization drive and establishing a rapid emergency response mechanism in rural areas.

### **Actively Promoting “Bringing Information Services to the Countryside” to Blaze the Trail of Information-Driven Prosperity in Rural Areas**

In an effort to promote rural informatization, blaze the trail of information-driven prosperity in rural areas, and make due contribution to the construction of a new countryside, China Unicom has devoted great efforts to building rural communications networks, while expanding network coverage in both prosperous cities and remote mountainous areas. Its rural service networks have been extended to thousands of households. With China Unicom’s rural information networks and platforms, the farmers and agriculture-related enterprises are able to obtain various

agricultural information including technologies, village affairs, weather reports, severe weather warnings, supply and demand of agricultural products through just one short message.

◆ China Unicom has taken steps to carry out “Bringing Information Services to the Countryside” in two pilot provinces – Henan and Jilin, and completed the task of ensuring “one information station in one township, one information point in one village, one information base in one township, and one information column on agricultural, sideline and special products in one village. By the end of 2009, the total number of pilot townships and towns involved in “Bringing Information Services to the Countryside” in these two provinces has reached 2257, with 2147 township-based information stations, 50608 village-based information points, 1954 township-based information bases and 17568 village-based information columns. Meanwhile, non-pilot provincial branches in Heilongjiang, Shanxi, Guizhou and Jiangxi have actively carried out “Bringing Information Services to the Countryside” in some townships and towns. Among them, the Jiangxi Branch has incorporated its WCDMA network construction into the project and made some valuable experiments.

# **Reducing Energy Consumption and Mitigating Carbon Emissions**

Further promoting energy-saving and emission reduction is not only the need of the enterprise to achieve sustainable development, but also the need to build a conservation-oriented society. China Unicom has constantly strengthened the energy-saving and emission reduction in the communications projects, and has made comprehensive plans to effectively implement its corporate social responsibilities, so as to gain both social and business benefits. In 2009, China Unicom has achieved good results in of improving its energy-saving and emission reduction mechanisms, promoting the statistics and analysis on energy consumption, and establishing energy consumption objectives and a performance appraisal system. The Company has implemented 14 tasks, including procurement of energy-saving equipment, adoption of energy-saving designs, application of energy-saving technologies, and strengthening of energy-saving publicity. As of 2009, the Company has invested about 140 million yuan on energy-saving, carried out over 700 technological transformation projects on energy-saving, and cut about 220 million yuan on its energy bill.

## **Establishing the Concept and Enhancing the Awareness of Energy-Saving and Emission Reduction**

The Company organized and carried out energy-saving campaigns, and fostered the awareness of the employees on energy-saving and emission reduction through activities including publicity, experiencing energy shortage, and energy-saving contest. Publicity of its kind took various forms, including the annual energy-saving and emission reduction activities, Awareness Month, banners, billboards, and newspapers, playing of videos on the subject of energy-saving in the Awareness Month on the electronic screen. In addition, the Company organized training programs on energy-saving in the Awareness Month, advocated the significance of energy-saving and emission reduction, established the concept, implemented the measures, and discussed the plans for energy-saving and emission reduction. Through training and discussion, the Company raised the awareness of the staff on energy-saving and emission reduction, and accelerated the related work. In so doing, the staff gained a deep understanding of the significance of promoting energy-saving and emission reduction, not only firmly establishing the “energy-saving” awareness in the work, but also applying the concept into their daily lives, such as driving less and walking more. Beyond that, the Company set reasonable parameters in the use of air-conditioners; chose electrical appliances with the tag of energy-efficiency in the

corporate procurement; and made efforts to save every KWH of electricity and every drop of water, etc. The Company also strived to spread the knowledge in regard to energy-saving and emission reduction to everyone around, especially to the next generation, in order to achieve a good social effect. Energy-saving and emission reduction is a long-term task. China Unicom will constantly explore new ways for energy-saving and emission reduction, keep enhancing technical implementation, and further strengthen the relevant management, so that the work on energy-saving and emission reduction would keep making new achievements in the days to come.

## **Strengthening the Management of Energy-Intensive Facilities and Enhancing Energy Conservation**

The Company strengthened the management of equipment room environment and air-conditioner operation, cleaned up the filters in a timely manner, and kept the air-conditioner in the shut-down as far as possible with the temperature and humidity of the room under control. The Company also strengthened the management of office lighting, office equipment, and water consumption. Energy-saving measures on the lighting, office equipment, office air-conditioning, electrical appliances, water-saving, heating and cooling are developed and implemented in all the corporate departments. The temperature setting in the offices and

business halls was put in compliance with energy-saving standards, and restrictions were placed on the use of air-conditioners in the offices.



Picture for Air Conditioning Flow Controller

In the procurement of network equipment, the Company started its work from the existing network equipment and the equipment intended for procurement, analyzed the key factors affecting energy consumption. Carefully, examined the qualification of relevant suppliers for the purpose of reducing energy consumption, and took energy-saving and emission reduction of the equipment and materials as the major benchmark. The Company also set energy consumption standards for the equipment in the technical specifications during procurement, and actively introduced energy consumption indicators for the equipment as the basis for procurement, and gave priority to low-power, highly-integrated, and highly-efficient equipment with high adaptability during the procurement process, in a bid to strictly enforce the energy-saving and emission reduction from the source on condition that secure business operation was guaranteed in the first place.





Energy-saving heat exchange device  
installed on the air-conditioner in the  
equipment room—indoors



Energy-saving heat exchange device  
installed on the air-conditioner in the  
equipment room—outdoors

The newly established equipment rooms should apply energy-saving designs in terms of the communications equipment, construction, the air-conditioning system, the electrical technology, the power supply system and so forth. To that end, the Company took proactive measures to adopt various energy-saving technologies and rationally optimized network resources to reduce the energy consumption. In the construction process, the Company strictly examined the construction qualification of construction companies, and strengthened oversight of energy-saving and emission reduction in terms of the network access by the equipment, engineering, construction and so on. Meanwhile, the Company examined the electricity consumption at nights by all departments, and put forward specific rectification demands for problems identified. The Company also strengthened the management of power usage at base stations to ensure

reasonable energy consumption in the production, and set temperatures on air conditioners as per different circumstances of exchanges and base stations. The temperature of air conditioners in the exchange room of the mobile operating company in the downtown area should be set at 24 degree due to the large number of equipment and the heavy demand placed on the exchanges. The temperature of air conditioners at base stations in mountainous area should be set at 26 degree due to the small amount of equipment and less heat, while the temperature of air conditioners at base stations with large number of equipment and thus large amount of heat being generated should be set at 25 degree. The Company strived to conserve energy as far as possible as long as the normal daily operation of the equipment is ensured at base stations.

While strengthening the management on energy-saving and emission reduction, the Company also urged communications equipment manufacturers to produce energy-saving equipment, promoted the use of information technology applications by ordinary users, and pushed upstream and downstream links on the industrial chain of the ICT sector to achieve energy-saving and emission reduction in joint efforts.

◆ China Unicom has started the project of "new technology test for solar energy and wind-solar complementary energy applications" in six regions, including Inner Mongolia, Hainan, Sichuan, Yunnan, Xinjiang and Tibet. The tests were conducted on various types of systems, including pure solar system, wind-solar system, solar-electricity system, and solar-petrol system, etc. At present, the equipment installation and adjustment have been basically completed, and some branches have begun to collect the test data. China Unicom will conduct careful, scientific and objective analysis and research towards the test results, and develop the construction specification and corresponding technical systems for the new-energy power supply system, so as to set up a basis for the further promotion of constructing new-energy power base stations across the country.

◆ China Unicom has conducted trials on power management systems in Shandong, Zhejiang, and Guangdong, and promoted benchmark power management at base stations in those provinces. The power management systems at base stations have been established in those provinces, thus strengthening the refined management of operational and maintenance costs.

◆ In Hebei and other 11 provinces, China Unicom promoted energy-saving and emission reduction technologies, including the intelligent shutdown of time slots and power amplifiers on the wireless equipment, intelligent ventilation, intelligent heat exchange, adaptive air-conditioning, air-conditioning additives, nanometer coating technology for air-conditioning heat exchangers and insulation coating technology for the equipment room.

## **Promoting Joint Construction and Sharing of Infrastructures to Save Public Resources**

To conserve resources, protect the environment and reduce duplicated construction in the telecommunications sector, China Unicom has actively promoted the policy of joint construction and sharing of

telecommunications infrastructures, and cooperated with other telecom companies to promote the joint construction and sharing of cell towers, transmission poles and other facilities. In 2009, along with other telecom companies, China Unicom built 15033 cell towers, and 9605 line km of poles. Furthermore, it shared its 13227 towers and 27693 line km of its poles with other telecom companies, and shared 11932 towers and 24581 line km poles of other telecom companies. Through joint construction and sharing of telecommunications infrastructures, China Unicom has reduced its consumption of raw materials, land and other resources, and improved the economic efficiency and social benefits of the enterprise.

# Gratitude & Devotion

Service is an eternal topic of the telecom industry. 10010 Hotline is China Unicom's service window, serving as its name card for communicating with customers. "Satisfactory staff making customers satisfied" is the basic principle of the 10010 customer service hotline. Only by understanding this principle can our staff think from the customers' perspective, understand their perception, satisfy their needs, win their trust and therefore provide them with satisfactory services.



“Thanks to the staff for their devotion;

Thanks to our customers for using our products and services;

Thanks to the Company for providing us with a platform to realize our values.”

Only the satisfactory staff can make customers satisfied. Both the vigorous development of the enterprise and its customer stickiness depend on the performance of each employee. 10010 Hotline is a

labor-intensive department. The greatest efforts made by customer service representatives in their daily work are emotion-related, neither labor nor intelligence-related. For a team with such characteristics, the management of customer service call centers has always adhered to the principle of “combining emotion and intelligence management as well as putting people first”, and required that the grass-root management treat the employees with guidance, care and respect, and encourage them to take every phone call with happy, positive attitudes.

◆ The 10010 Customer Service Hotline has a tradition of “Team of Mothers”. 70% of the customer service representatives are young females of pregnant age. Therefore, a “Team of Mothers” has been set up to make caring arrangements such as special duty shifts and noon breaks for those would-be mothers.

◆ The “Home Visits for Excellent Customer Service Representatives of the 10010 Hotline” further reflects the management’s care and gratitude for the employees and their families. The representatives with outstanding performance have been encouraged through communication in home visits. Family support and care from the Company have made them more passionate in the work, setting examples for their team members.

◆ During the cutover process of the 10010 Hotline BSS system, the customers were sort of annoyed, putting huge pressure on the customer service representatives. However, the management worked overtime with the employees, brought breads and throat lozenges for those on night duties with a note reading “On this special night, we can feel your pressure. However, we are here to support you. Wish you a relaxed mood and smiles in working”. This greatly soothed our dear employees.

Care can promote the warmhearted interaction among people. Team construction is bound to be fruitful. In the latest satisfaction survey of customer service representatives, “Affinity of cultural atmosphere” won high recognition, with satisfaction rate of up to 85.64%.



Customer is the source of strength for the enterprise to thrive. Caring for the users is caring for China Unicom’s source of energy. The relation between users and the Company is compared to “sun (the users) and sunflower (10010 Hotline)”, meaning that the sunflower is in full blossom only when the sun shows its passion. This metaphor reflects our

principle of “thinking from the users’ perspective”.

◆ When a subscriber from Harbin was trying to receive a lucky mobile number he booked in late March in one of our Shanghai outlets, it could not be handled or retained due to system updating. The subscriber thought of calling 10010 for help in that situation. Customer needs are always important. The subscriber finally received his number and caught his plane back to Harbin in time with the help of our customer service representatives. To express thanks, that subscriber paid a calling bill of 9600 yuan in advance immediately. And our 10010 representatives felt proud to win customer’s satisfaction and trust.

◆ Providing our subscribers with more considerate and careful services, and highlighting differentiation, personalization and humanity becomes the principle in improving the level of 10010 Hotline services. To facilitate subscribers to travel aboard, it has launched a special hotline for activating international roaming services, which are favored by the business people. 10013 SMS Hotline for the deaf people reflects the perfect combination of communication technology and human care, connecting the world of silence with cell phones.

◆ To utilize front-desk employees’ practical experience, “I’ve got good ideas” activity has been held among the 10010 Hotline staff, encouraging the employees to offer ideas on improving the Company’s services. Thousands of “good ideas” that contain collective wisdom and enthusiasm have been proposed in recent years, many of which have been adopted by relevant departments and put into practices.



◆ In 2009, to implement the strategic transformation from a “center of inquiries and acceptance” to a “center handling comprehensive businesses”, all-round improvement was made to the 10010 Hotline to realize online handling of 90% mobile services step by step, so as to provide the subscribers with convenient and efficient service channels. With the commercial launch of 3G businesses, the 10010 Hotline has introduced a 3G video customer hotline, realizing “face-to-face” interaction between 3G users and customer service representatives. With its gratitude for customers and high-quality services, 10010 Hotline has increasingly won the recognition and praise from our users, who have commented that “China Unicom’s services are getting better and better”.

Such a value proposition followed by the 10010 Customer Service Hotline is gradually penetrating into the entire service team, and has been further integrated into the daily customer service. The Company has built the corporate culture with the whole heart, promoted its harmonious development, and realized the coordination between internal and external environments as well as the perfect combination of technologies and human culture, thus creating greater values for the Company.

# **Giving Back to Society and Showing a Loving Heart**

## **Sponsoring the “for the Children in the Snow Zone” Volunteer Teaching Program**

On the occasion of the first anniversary of May 12<sup>th</sup> Earthquake in Wenchuan, China Unicom Shanghai Branch organized volunteers to participate in the “For the Children in the Snow Zone” volunteer teaching program sponsored by China Unicom for the Primary and Secondary Schools in Diexi Town, Mao County, Sichuan. The program was launched amongst the deep care of China Unicom for the people in the disaster-hit region. The volunteers also expressed their commitments to fulfill their responsibilities and accomplish their missions. They hoped that they could bring the deep care and profound sympathies of China Unicom to the children in the west, who long for love and care.



The “For the Children in the Snow Zone” charity program has sowed the seeds of love in the disaster-stricken region and borne the fruits

of love. It awakened the society to look at the educational cause and the growth of children's souls in the west and inspired more and more people to be committed to public charity undertakings.

## **Assisting the Building of Spring Buds Primary School**

The Second Primary School of Youxian Town, Mianyang City, Sichuan was destroyed during the May 12<sup>th</sup> Earthquake. Over 500 students of the school had to study in the makeshift prefab classrooms. China Unicom was deeply concerned with rebuilding of the school and called on its branches and employees to make donations for students affected by the disaster. The 7.34-million-yuan donation from the employees was donated to the Spring Buds Program of China Children's Foundation for the rebuilding of the Second Primary School of Youxian Town, which was also renamed "China Unicom Spring Buds Primary School". The project is expected to complete in the autumn of 2010 and a new environment will be provided for the students to start their school days in the new semester.

China Unicom Yunnan Branch donated 200,000 yuan for construction of a Spring Buds Primary School in Yongshan County, Zhaotong City, Yunnan Province, and supported related agencies in Yongshan in completing the acceptance and follow-up procedures for the school early this year. The school was delivered in August 2009. All the

117 primary school students moved to new classrooms in January 2010. New sports and educational facilities were also added such as basketball stands and table tennis tables to create a good learning environment for the students. 130 students were also presented with schoolbags and stationeries.

### **“China Unicom Bridges People’s Hearts”**

The access to drinking water for residents and livestock has always been a headache bothering the residents in Wanhe Village, Lianfeng Town, Yongshan County, Shaotong City, Yunnan Province. China Unicom Yunnan Branch undertook to coordinate funds and labors for the drinking water project, which aimed at providing access to drinking water for local residents. Heizhai Village, Yongshan County suffered from an unprecedented heavy snow and ice last year and it was also the quake-stricken area. China Unicom coordinated the funding for the construction of China Unicom Bridge, which enabled local residents to bid farewell to the old days of wading across the flood.

## Promoting the Harmonious and Sustainable Development of Poor Regions



With the poverty alleviation efforts over the past years, China Unicom Liaoning Branch has helped Nanshuangmiao Town enhance its self-sustaining ability, accelerate industrialized operation of agriculture in poor regions, improve the living conditions of poor local residents and promote the sustainable development of local communities and economy.

Liaoning Branch established Small-Tailed Han Sheep breeding bases, built up irrigation support facilities (able to supply drinking water for 60 households and their livestock) and



redesigned poultry coops for Madegou and Shanhou villages, Nanshuangmiao Town so that they can expand their breeding capabilities. Liaoning Branch has helped farmers there plant 125,000 Chinese jujube saplings and grafted 250,000 Chinese jujube saplings onto spine date

trees. In Caojia, Yubei, Shanhou, Xiyingsi, Dazhangzi and other villages, Liaoning Branch helped farmers graft 69,100 date and large-flat apricot saplings and plant 55,000 Baishan peach saplings on the land spanning 1000-mu (one mu equals 666.67 m<sup>2</sup>). Liaoning Branch also helped Xiazhangzi expand the demo base for Nanguo pear to 800 mu, plant over 1.2 million Chinese date saplings and expand the cultivation land to 2000 mu. Over the past years, Liaoning Branch has helped the town develop long-term, disaster-resilient agriculture, tap into their production potentials, improve the growth points of agricultural economy and ensure stable incomes for farmers through a wide array of poverty alleviation efforts.

## **U-Power Charity Foundation Supporting Poor College Students**



In order to help more poor college students cope with their difficulties in study and work, China Unicom Guangdong Branch Meizhou Sub-branch and Jiaying College jointly created the U-Power

Charity Foundation, which is a self-managed charity program consisting of the students of the U-Power training class of Meizhou Sub-branch. The foundation has set up its Board and drafted its Articles of Association, and has provided grants for selected outstanding students living in poverty on a regular basis. Four students were selected in the first phase following the scrutiny of Jiaying College and each student was granted 1,000 yuan. The program has served to convey the care and social responsibilities of China Unicom to the teachers and students of Jiaying College.

## **The Poverty Alleviation Program on the World's Highest Peak**



China Unicom also keeps a close eye on the economic and social development of Tibet while accelerating the growth of the company. The Company vigorously fulfilled its social responsibilities and closely linked corporate development with local social and economic development. It is also committed to making contributions to a peaceful, harmonious and

better-off Tibet.

### **Poverty Alleviation in Chexiu Town, Rikaze**

China Unicom Tibet Branch donated 304,000 yuan for poverty alleviation in Rikaze. The fund was used to rebuild the ramshackle houses of poor residents, help them engage in family-based farming and breeding and empower them to work at home and accumulate production expertise in the preliminary stage. It is the most practical and direct way for farmers to increase income. Moreover, Tibet Branch also helped Chexiu Town set up glass greenhouses and pig- and chicken-raising demo stations. When these demo stations start production, farmer's income can be further increased. The pace of getting farmers and herdsmen out of poverty will be accelerated. Regional economy and economic restructuring will be promoted. Job opportunities will be created for poor residents. Therefore, the farmers and herdsmen can realize their hope of working at home and increasing income, so as to accomplish remarkable economic and social benefits. In the poverty alleviation work, Tibet Branch paid attention to communicating with local farmers and herdsmen. The research team went to Rikaze regularly to have an in-depth and thorough understanding of local poverty alleviation work through on-site research and communication, from which Tibet Branch benefited tremendously. China Unicom actively expanded poverty alleviation



channels and tried every means to increase income for the poor. The Company helped and assisted poor residents in their farming production, and tapped into their potentials to improve productivity and income and get rid of poverty, thus injecting new vitality to the poverty alleviation work in Tibet.

### **Thousands of Employees Visiting Hundreds of Villages to Carry Out the “Dual Aids” Initiative**

In order to better carry out the “Dual Aids” initiative, China Unicom Tibet Branch established a “Dual Aids” joint work team. The members in the team shall visit the farmers and herdsmen in every village and talk with them to understand local conditions. They reached out to the people and listened to their voices. They elaborated on the guidelines and favorable policies of the CCP party to local residents, conveyed the spirit of the CCP party to every party member and resident and passed on the warmth of the CCP party onto the hands of the people.



Amid the “Dual Aids” initiative, the team members and local Tibetans jointly carried out patriotism and national unity cultivation programs to help poor villages sort out a clear plan for development, stimulate the spirit of CCP party members and beef up their lofty ideals. They also introduced hands-on experiences from other poverty alleviation projects to local farmers and herdsmen in order to steer them onto the right track to affluence. The team required CCP party members in the village to play an exemplary role and be loyal implementers and leaders in carrying out the Enriching-the-People policy of the party. The team required CCP party members to do well in breeding Tibet chickens and pigs and leading local residents out of poverty and onto the road of wealth.



China Unicom assisting 6 projects totaling 8.8 million yuan in Geji County, Ali, Tibet.

In 2009, China Unicom funded 14 projects totaling 2.2 million yuan in Guyuan County and Kangbao County, Zhangjiakou City, Hebei Province, and 5 projects totaling 7.0 million yuan in Shache County, Kashi, Xinjiang Uyghur Autonomous Region. China Unicom donated 10 million yuan to the “National Unity Mutual Fund” of Xinjiang Uyghur Autonomous Region in support of the national unity cause there. The Company also donated 8 million yuan to the region in Taiwan plagued by Typhoon Morakot and provided humanitarian assistances to Taiwan compatriots in their disaster relief and post-disaster reconstruction operations.

# Future Outlook

Along with the development of information technology, the opening of the market as well as the integration of the industry, there exists both opportunities and challenges in the telecom sector. As a world class telecom giant from China, China Unicom will set “Create new advantages by convergence and realize new development in 3G” as its target, taking “Seize opportunities, maintain growth, adjust structure and improve capability” as the mainstream of its work. By sizing up the situation, grasping the development trend of the informationization in the telecom sector, taking full advantage of the convergence by company reorganization, establishing a solid grass-root management, perfecting the system, strengthening the detailed operation, reinforcing the implementation, promoting reform and innovation, improving network guarantee level, enhancing support capabilities, China Unicom could make modification in the structure adjustment and gain more vigor in its innovation.

China Unicom is taking pains to improve its core competitiveness with strong determination, ambitious spirit, innovative ideas and down-to-earth implementation. China Unicom has etched into its mind that the enterprise is closely linked to the society, that is, “The enterprise is a cell of the society and hence depends on it”. It is only by rolling out

measures that could facilitate the social growth and development, can the enterprise be accepted by the society, and consequently have enough development opportunities and spaces for growth. In the coming year, China Unicom will further intensify its work in the social responsibility domain, creating healthy internal and external environment for the enterprise, making its contribution to promote the sustainable development of the society as a whole and realize a coordinated development with all interest parties!

# Social Assessment

- The Comprehensive Administration Department of China Unicom is awarded the honor of “Advanced Group among State-Owned Enterprises for Handling Letters and Calls” by SASAC, two staffs are awarded the honor of “Excellent Section Chief among State-Owned Enterprises for Handling Letters and Calls”, and four other staffs are awarded the honor of “Excellent Workers among State-Owned Enterprises for Handling Letters and Calls”
- China Unicom is ranked top 10 among “Top 500 of Chinese Enterprises in Informationization” approved by CECA. It is also awarded the “Prize for Best Management Innovation” and the “Prize for Best Human Resources Management Application”.
- China Unicom ranks number one in the Customer Satisfaction Survey on Fixed Line Users jointly conducted by MIIT and China Consumer Association in 2009.
- The Chengde and Taian branch of China Unicom are awarded the “National May-First Prize”. Nine staffs are awarded the “National May-First Medal” and twenty grass-root groups are awarded the honor of “National Pioneer Workers”.
- Three Youth Group including the Service Support Department of the

Tibet Autonomous Region Branch of China Unicom are awarded the honorary title of “Outstanding Youth in State-Owned Enterprises of 2008” bestowed upon by the Youth League Committee of State-Owned Enterprises, and two customer service managers working in Beijing Zaojunmiao section wins the honorary title of “Skillful Young Workers in State-Owned Enterprises in 2008”.

- The Liaoning Branch of China Unicom is awarded the “Enterprise with Customer Satisfaction” approved by China Association of Communications Enterprises.

- Some of the provincial level Unicom branches wins awards in the national informationization application and telecom innovation domains. The Tianjin branch wins gold medal in “Covering the campus with broadband by employing Femto technology” and the silver medal in “Promoting the Tianjin fiber cable implementation by providing general cable distribution frames”; the Heilongjiang branch wins gold medal in “Print My World” (online digital printing) project and in the building of the “Billing Information Management System for Herbin Water Supply and Drainage Group”. It wins silver medal in “The application of wide view in Heilongjiang safe city project”; the Shandong branch wins gold medal in the making of the “Information Network Platform for the 11<sup>th</sup> National Sports Games” and winds the silver medal in information

platform building for medium and small-sized enterprises, i.e. a project named “New Drive for Business”; the Beijing branch wins silver medal with the “Broadcasting Mobile TV Service Management System”; the “Mobile Newspaper Service” of Guangdong branch wins the gold medal in “Excellent Achievements in Enterprise Informationization Applications” and its “Intelligent WAP Portal Based on Value Chain” wins silver medal of the “Achievement Award for Wireless Communications Technology and Case Innovation”.

- “The Innovative E-Channel Production Management System Composed of the First Level Framework and 3 Operational Hierarchies” of China Unicom wins the second prize during the 16<sup>th</sup> competition for “National Innovative Achievements of Enterprise Management Modernization” organized by China Association of Communications Enterprises, and also the first prize during the 6<sup>th</sup> competition (2009) for “National Innovative Achievements of Communication Enterprise Management”.

- Jilin branch’s “Agriculture Online---Promoting the Construction of New Socialist Villages by Offering New Informationized Marketing Model” wins the second prize during the 16<sup>th</sup> competition for “National Innovative Achievements of Enterprise Management Modernization” organized by China Association of Communications Enterprises and is



given the Honorary of “Excellent Social Responsibility Practice of State-Owned Enterprises” approved by SASAC.

- The “Safe Mutual Assistance Network for Building a Harmonious Rural Area” offered by the Shandong branch wins the second prize during the 16th competition for “National Innovative Achievements of Enterprise Management Modernization” organized by China Association of Communications Enterprises.

- “The E-Sales Channel Based on Internet and First Level Framework” wins the honorary title of Exemplary Project for Informationized E-commerce of State-Owned Enterprises in 2009, a title which is given by SASAC of the state council.

- “E-sales Channel of China Unicom’s First Level Framework” wins the third prize of the Science and Technology Award of China Institute of Communications in 2009.

- The Shandong branch of China Unicom wins the honorary title of “Advanced Group in State-Owned Enterprises” bestowed upon by SASAC of the state council.

# Appendix

## Description of the Report

This report is the social responsibility report issued by China Unicom to the general public. The report is drafted according to the G3 specification made by Global Reporting Initiative (GRI) and the supplementary standard for writing report in the telecom sector. Bearing the principle of authenticity, objectiveness and transparency in mind, this report offers important information on China Unicom's implementation of its economical, social and environmental responsibilities. The reporting period is from Jan. 1st of 2009 to Dec. 31st of 2009, and all the data come from China United Network Communications Group Company Limited

Thank you for your time in reading this report. We are looking forward to your feedback so that we could improve.

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## GRI index

No.	Contents	Whether or not it is relevant in the report	Location in the this report
<b>Strategy and Analysis</b>			
1.1	Statement from the most senior decision- maker of the organization about the relevance of sustainability to the organization and its strategy	●	P1-3
1.2	Description of key impacts, risks, and opportunities	●	P2-3
<b>Organizational Profile</b>			
2.1	Name of the organization	●	P1,P3
2.2	Primary brands, products, and/or services	●	P5-7
2.3	Operational structure of the organization	●	P5
2.4	Location of organization's headquarters	●	P79
2.5	Names of countries where the organization operates, and names and number of countries that are relevant to the report	●	P5
2.6	Nature of ownership and legal form	●	P5
2.7	Markets served	●	P5
2.8	Scale of the reporting organization	●	P5
2.9	Significant changes during the reporting period regarding size, structure, or ownership	●	P5
2.10	Awards received in the reporting period	●	P32, P75-78
<b>Report Parameters</b>			
3.1	Reporting period (e.g., fiscal/calendar year) for information provided	●	P79
3.2	Date of most recent previous report (if any)	●	P79
3.3	Reporting cycle (annual, biennial, etc.)	●	P79
3.4	Contact point for questions regarding the report or its contents	●	P79
3.5	Process for defining report content	●	P79
3.6	Boundary of the report	●	P79
3.7	State any specific limitations on the scope or boundary of the report	●	P79
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations	○	
3.9	Data measurement techniques and the bases of	●	P79

No.	Contents	Whether or not it is relevant in the report	Location in the this report
	calculations		
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement	○	
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report	●	P79
3.12	Table identifying the location of the Standard Disclosures in the report, identify the page numbers or web links	●	P79
3.13	Policy and current practice with regard to seeking external assurance for the report	●	P75-78
<b>Governance</b>			
4.1	Governance structure of the organization	○	
4.2	Indicate whether the Chair of the highest governance body is also an executive officer	●	P8
4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members	●	P8-9
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body	○	
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives, and the organization's performance	○	
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided	●	P11-13
4.7	Process for determining the qualifications and expertise of the members of the highest governance body	●	P8-10
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation	●	P1,P3, P19,P73
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with	●	P74

No.	Contents	Whether or not it is relevant in the report	Location in the this report
	internationally agreed standards, codes of conduct, and principles		
4.10	Processes for evaluating the highest governance body's own performance	○	
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization	●	P14-17
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses	●	P79
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organizations	●	P75-78
4.14	List of stakeholder groups engaged by the organization	●	P5,P19, P25-26,P32, P34,P41, P58,P63, P73
4.15	Basis for identification and selection of stakeholders with whom to engage	●	P5,P19, P25-26,P32, P34,P41, P58,P63, P73
4.16	Approaches to stakeholder engagement	●	P5,P19, P25-26,P32, P34,P41, P58,P63, P73
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns	●	P5,P19, P25-26,P32, P34,P41, P58,P63, P73
<b>Economic benefits specifications</b>			
EC1	Direct economic value generated and distributed	○	
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change	●	P3,P11
EC3	Coverage of the organization's defined benefit plan obligations	●	P20-21

No.	Contents	Whether or not it is relevant in the report	Location in the this report
EC4	Significant financial assistance received from government	○	
EC5	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation	○	
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation	●	P51-54
EC7	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation	○	
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement	●	P31-49, P64-70
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts	●	P2-3, P47,P49
<b>Social benefits specifications</b>			
LA1	Total workforce by employment type, employment contract, and region	○	
LA2	Total number and rate of employee turnover by age group, gender, and region	○	
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations	○	
LA4	Percentage of employees covered by collective bargaining agreements	○	
LA5	Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements	○	
LA6	Percentage of total workforce represented in formal joint management–worker health and safety committees that help monitor and advise on occupational health and safety programs	○	
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region	○	
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	○	

No.	Contents	Whether or not it is relevant in the report	Location in the this report
LA9	Health and safety topics covered in formal agreements with trade unions	○	
LA10	Average hours of training per year per employee by employee category	○	
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings	●	P19,P22-24
LA12	Percentage of employees receiving regular performance and career development reviews	○	
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity	●	P8-10
LA14	Ratio of basic salary of men to women by employee category	○	
<b>Human Rights</b>			
HR1	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening	○	
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken	○	
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained	○	
HR4	Total number of incidents of discrimination and actions taken	●	P20-21
HR5	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights	○	
HR6	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor	●	P20-21
HR7	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor	●	P20-21

No.	Contents	Whether or not it is relevant in the report	Location in the this report
HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations	○	
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken	○	
	<b>Anti-corruption issue</b>		
S01	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities	●	P11
S02	Percentage and total number of business units analyzed for risks related to corruption	○	
S03	Percentage of employees trained in organization's anti-corruption policies and procedures	●	P18
S04	Actions taken in response to incidents of corruption	●	P17-20
S05	Public policy positions and participation in public policy development and lobbying	●	P17
S06	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country	○	
S07	Total number of legal actions for anti- competitive behavior, anti-trust, and monopoly practices and their outcomes	○	
S08	Monetary value of significant fines and total number of non-monetary sanctions for non- compliance with laws and regulations	○	
	<b>Product Responsibility</b>		
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures	○	
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle	○	
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements	○	



No.	Contents	Whether or not it is relevant in the report	Location in the this report
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes	○	
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction	●	P58-61
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship	○	
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications	○	
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data	○	
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	○	
	<b>Environmental protection benefits</b>		
EN1	Materials used by weight or volume	○	
EN2	Percentage of materials used that are recycled input materials	○	
EN3	Direct energy consumption by primary energy source	○	
EN4	Indirect energy consumption by primary source	○	
EN5	Energy saved due to conservation and efficiency improvements	●	P50
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives	●	P50
EN7	Initiatives to reduce indirect energy consumption and reductions achieved	●	P50-57
EN8	Total water withdrawal by source	○	
EN9	Water sources significantly affected by withdrawal of water	○	
EN10	Percentage and total volume of water recycled and reused	○	
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	○	

No.	Contents	Whether or not it is relevant in the report	Location in the this report
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas	○	
EN13	Habitats protected or restored	○	
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity	○	
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk	○	
EN16	Total direct and indirect greenhouse gas emissions by weight	○	
EN17	Other relevant indirect greenhouse gas emissions by weight	○	
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved	○	
EN19	Emissions of ozone-depleting substances by weight	○	
EN20	NO, SO, and other significant air emissions by type and weight	○	
EN21	Total water discharge by quality and destination	○	
EN22	Total weight of waste by type and disposal method	○	
EN23	Total number and volume of significant spills	○	
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and IV, and percentage of transported waste shipped internationally	○	
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff	○	
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	○	
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	○	
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	○	
EN29	Significant environmental impacts of transporting products and other goods and materials used for the	○	

No.	Contents	Whether or not it is relevant in the report	Location in the this report
	organization's operations, and transporting members of the workforce		
EN30	Total environmental protection expenditures and investments by type	●	P50

Note: "●" indicates that it is relevant or sufficient in this report, "○" indicates that due to statistical and other reasons, some data are not able to be provided for the moment, or due to features of telecoms operating enterprises, the relevance is rather weak, therefore it will not be explained one by one in the text of this report.

## GRI Telecoms Index

No.	Contents	Whether or not it is relevant in the report	Location in the this report
	<b>Internal Operations</b>		
IO1	Capital investment in telecommunication network infrastructure	●	P2,P32-33, P35-36,P42
IO2	Net costs for service providers under the Universal Service Obligation when extending service to geographic locations and low-income groups, which are not profitable. Describe relevant legislative and regulatory mechanisms	●	P41-49
IO3	Practices to ensure health and safety of field personnel involved in the installation, operation and maintenance of masts, base stations, laying cables and other outside plant.	●	P19,P56
IO4	Compliance with ICNIRP (International Commission on Non- Ionising Radiation Protection) standards on exposure to RF emissions from handsets	○	
IO5	Compliance with ICNIRP guidelines on exposure to RF emissions from base stations	○	
IO6	Policies and practices with respect to Specific Absorption Rate (SAR) of handsets.	○	
IO7	Policies and practices on the siting of masts and transmission sites including stakeholder consultation, site sharing, and initiatives to reduce	●	P56-57

No.	Contents	Whether or not it is relevant in the report	Location in the this report
	visual impacts. Describe approach to evaluate consultations and quantify where possible		
IO8	Number and percentage of stand- alone sites, shared sites, and sites on existing structures	●	P57
<b>Approaches to Provide Communications</b>			
PA1	Policies and practices to enable the deployment of telecommunications infrastructure and access to telecommunications products and services in remote and low population density areas.	●	P41-49
PA2	Policies and practices to overcome barriers for access and use of telecommunication products and services, including: language, culture, illiteracy, and lack of education, income, disabilities, and age. Include an explanation of business models applied.	●	P26,P29, P41-49
PA3	Policies and practices to ensure availability and reliability of telecommunications products and services and quantify, where possible, for specified time periods and locations of down time.	●	P31-40
PA4	Quantify the level of availability of telecommunications products and services in areas where the organization operates, including the number of customers, market shares, population penetration and area penetration	○	
PA5	Number and types of telecommunication products and services provided to and used by low and no income sectors of the population, including how to set prices, such as call price per minute and charges collected per flow in backward areas and so on.	●	P42-44
PA6	Programmes to provide and maintain telecommunication products and services in emergency situations and for disaster relief.	●	P35-37
PA7	Products and services related to human rights	●	P28, P42-43
PA8	Move forward open discussions and propaganda in electro-magnetic radiation, including in relevant information provided in retails locations	○	
PA9	Capital investment in electro-magnetic study,	●	P56

No.	Contents	Whether or not it is relevant in the report	Location in the this report
	please describe currently relevant on-going projects in details		
PA10	Maintain transparency in the tariffs aspect	○	
PA11	Proactively notify customers of features and performance of products, allowing customers to effectively, cheaply and ecologically use such products	●	P46-49, P60-61
<b>Technical Applications</b>			
TA1	Provide examples of the resource efficiency of telecommunication products and services delivered	●	P52-53, P56-57
TA2	Provide examples of telecommunication products, services and applications that have the potential to replace physical objects	●	P29,P54, P56
TA3	Disclose any measures of transport and/or resource changes of customer use of the telecommunication products and services listed above. Provide some indication of scale, market size, or potential savings	●	P50-56
TA4	Disclose any estimates of the rebound effect (indirect consequences) of customer use of the products and services listed above, and lessons learned for future development. This may include social consequences as well as environmental	●	P29-30, P45,P48
TA5	Description of practices relating to intellectual property rights and open source technologies	○	

Note:"●" indicates that it is relevant or sufficient in this report. "○" indicates that due to statistical and other reasons, some data are not able to be provided for the moment.