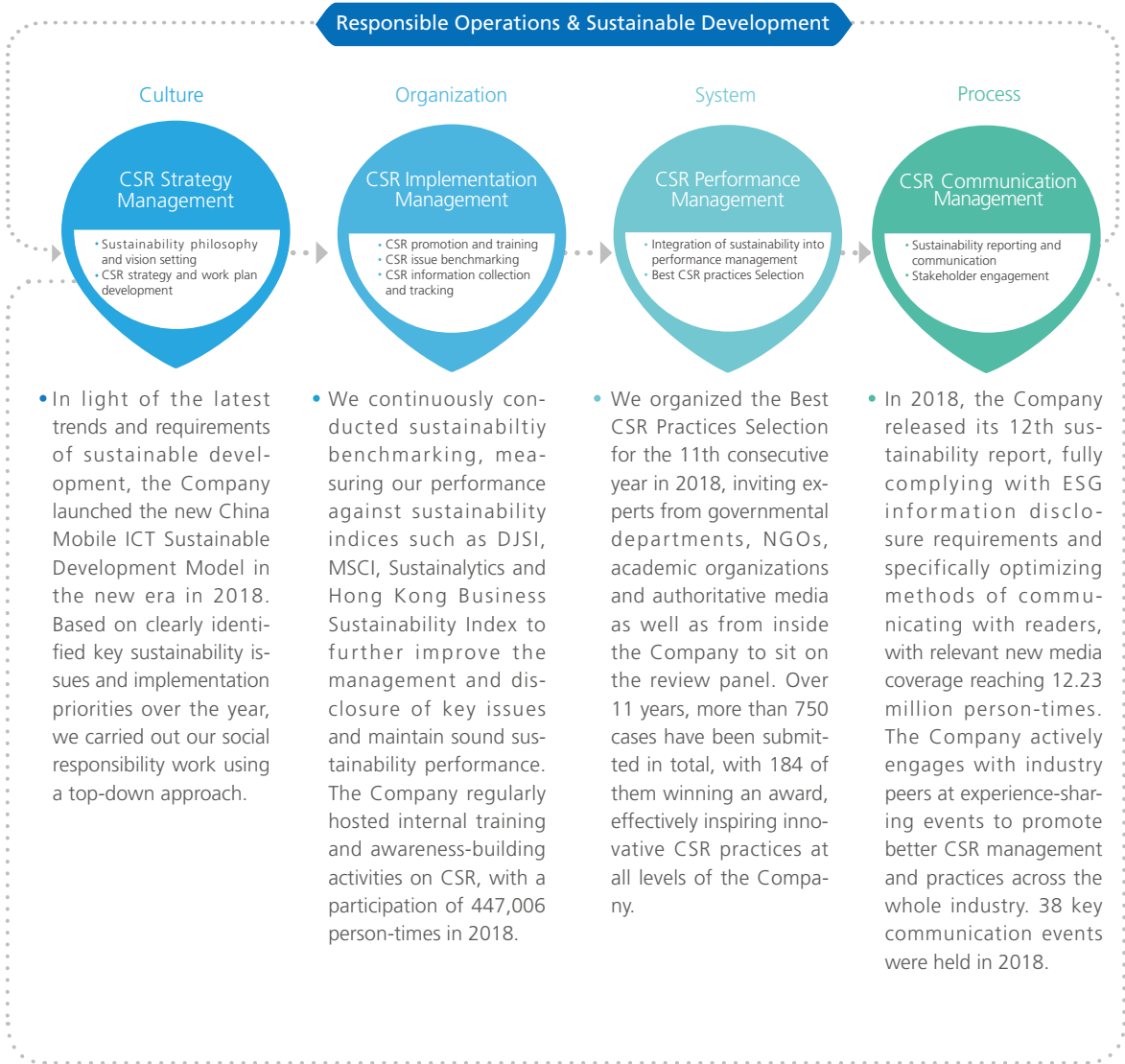# Sustainability Strategy and Management

Following the corporate core value of "Responsibility Makes Perfection", China Mobile strives to bring out the best in people and things, and make a continued effort to pursue coordinated development in the economy, society, and the environment. We adhere to the new development concept of "innovation, harmony, green, open and sharing" and incorporate the UN Sustainable Development Goals (SDGs) into our sustainability strategy, thereby responding to stakeholder expectations through responsible operations, and co-creating and sharing the value of sustainable development.

The ICT Model for China Mobile Sustainability

Building Quality Networks and Sharing Digital Benefits

Continuously expanding the scope of connections, implementing speed upgrade and tariff reduction measures, enhancing network quality and emergency response capabilities, and striving to build ubiquitous, high-speed and intelligent first-class infrastructure.

Providing Satisfactory Services and Seeking Trusted Communication

Adopting a customer-centric approach to comprehensively optimizing customer services, reinforcing network and user information security protection, responding promptly to customer concerns, and ensuring delivery of more convenient, intelligent and considerate customer services.

Facilitating Employee Growth and Fostering Innovative Talents

Boosting employees' innovativeness through continuous improvements to our innovation incentive mechanism, respecting and protecting employees' legitimate rights, and implementing more comprehensive healthcare and safety measures to help our employees achieve work-life balance.

Enabling a Digital Society and Unlocking Innovative Possibilities

Accelerating capability opening-up and cooperative innovations, leading the construction of a new digital service industry ecosystem, innovating individual and industry intelligent applications, facilitating supply-side reform and digital transformation and upgrading of the industry, and building a digital society together with stakeholders.

Committing to Green Development and Environmental Protection

Continuing to implement the Green Action Plan and improve our environmental management system, rallying all employees, industry chain partners and the general public around energy reservation and emission reduction efforts, and contributing to the development of ecological civilization.

Promoting Poverty Alleviation and Boosting Rural Revitalization

Fully deepening poverty alleviation efforts, utilizing technological and platform advantages to encourage and empower people to lift themselves out of poverty, contributing to targeted poverty elimination, and providing information-based and intelligent solutions for rural revitalization.

Cementing Leadership in Innovation and Accelerating Transformation and Development

Improving R&D deployment, comprehensively enhancing independent innovation capabilities, joining hands with industry peers to drive 5G technological and application innovations, accelerating digital transformation, and strengthening sustainable development capabilities.

Supporting Public Welfare and Helping Community Thrive

Continuing to develop branded public welfare programs consistent with our business expertise and society's needs, enhancing the scope and effectiveness of these programs, and striving to offer genuine assistance to underprivileged groups through more professional volunteer service philosophy and capabilities and including them in community development.

Focal areas of sustainable development

Wider Connections
Inclusion

Stronger Capabilities
Transformation

Better Value
Creation

Core targets of sustainable development

ICT

The strategic corporate social responsibility (CSR) management at China Mobile began in 2006 and is closely related to our corporate strategies and operations. Building on this, we have constructed a strategic CSR management system over the years comprising four modules, namely strategy, implementation, performance and communication.

Responsible Operations & Sustainable Development

Culture	Organization	System	Process
CSR Strategy Management	**CSR Implementation Management**	**CSR Performance Management**	**CSR Communication Management**
• Sustainability philosophy and vision setting • CSR strategy and work plan development	• CSR promotion and training • CSR issue benchmarking • CSR information collection and tracking	• Integration of sustainability into performance management • Best CSR practices Selection	• Sustainability reporting and communication • Stakeholder engagement

- In light of the latest trends and requirements of sustainable development, the Company launched the new China Mobile ICT Sustainable Development Model in the new era in 2018. Based on clearly identified key sustainability issues and implementation priorities over the year, we carried out our social responsibility work using a top-down approach.

- We continuously conducted sustainabiltiy benchmarking, measuring our performance against sustainability indices such as DJSI, MSCI, Sustainalytics and Hong Kong Business Sustainability Index to further improve the management and disclosure of key issues and maintain sound sustainability performance. The Company regularly hosted internal training and awareness-building activities on CSR, with a participation of 447,006 person-times in 2018.

- We organized the Best CSR Practices Selection for the 11th consecutive year in 2018, inviting experts from governmental departments, NGOs, academic organizations and authoritative media as well as from inside the Company to sit on the review panel. Over 11 years, more than 750 cases have been submitted in total, with 184 of them winning an award, effectively inspiring innovative CSR practices at all levels of the Company.

- In 2018, the Company released its 12th sustainability report, fully complying with ESG information disclosure requirements and specifically optimizing methods of communicating with readers, with relevant new media coverage reaching 12.23 million person-times. The Company actively engages with industry peers at experience-sharing events to promote better CSR management and practices across the whole industry. 38 key communication events were held in 2018.

Best CSR Practices Selection

We received 72 applications from 41 units at the 11th Best CSR Practices Selection in 2018. Through case collection, qualification examination, preliminary assessment, online voting and expert review, we presented 14 outstanding CSR practices with the following awards: Top 10 CSR Practices of the Year, CSR Originality Award, Outstanding Employee Engagement Award, Best Public Welfare Organization Award, and Netizens' Choice Award, and recognized three employees as the "Philanthropy Stars of China Mobile". In 2018, we launched an online voting in the CSR section of our website, while also enabling voting via WeChat and Weibo. The online voting lasted for two weeks with over 640,000 valid votes cast, receiving considerable public attention.

Scan the QR code for more information on the sustainable development of China Mobile.