

正德厚生 臻于至善 

Responsibility makes perfection



**About the cover**

Over the years, China Mobile has never rested on its laurels and has never ceased its efforts in innovation and development. The continuing growth of the Chinese economy presents the telecommunications industry opportunities as vast as the wide, blue ocean. With "Responsibility makes perfection" as its guideline, China Mobile will fulfil its responsibilities, strive for pre-eminence and bring itself to ever new heights.

To be a World-Class Enterprise and the Mobile Information Expert.