

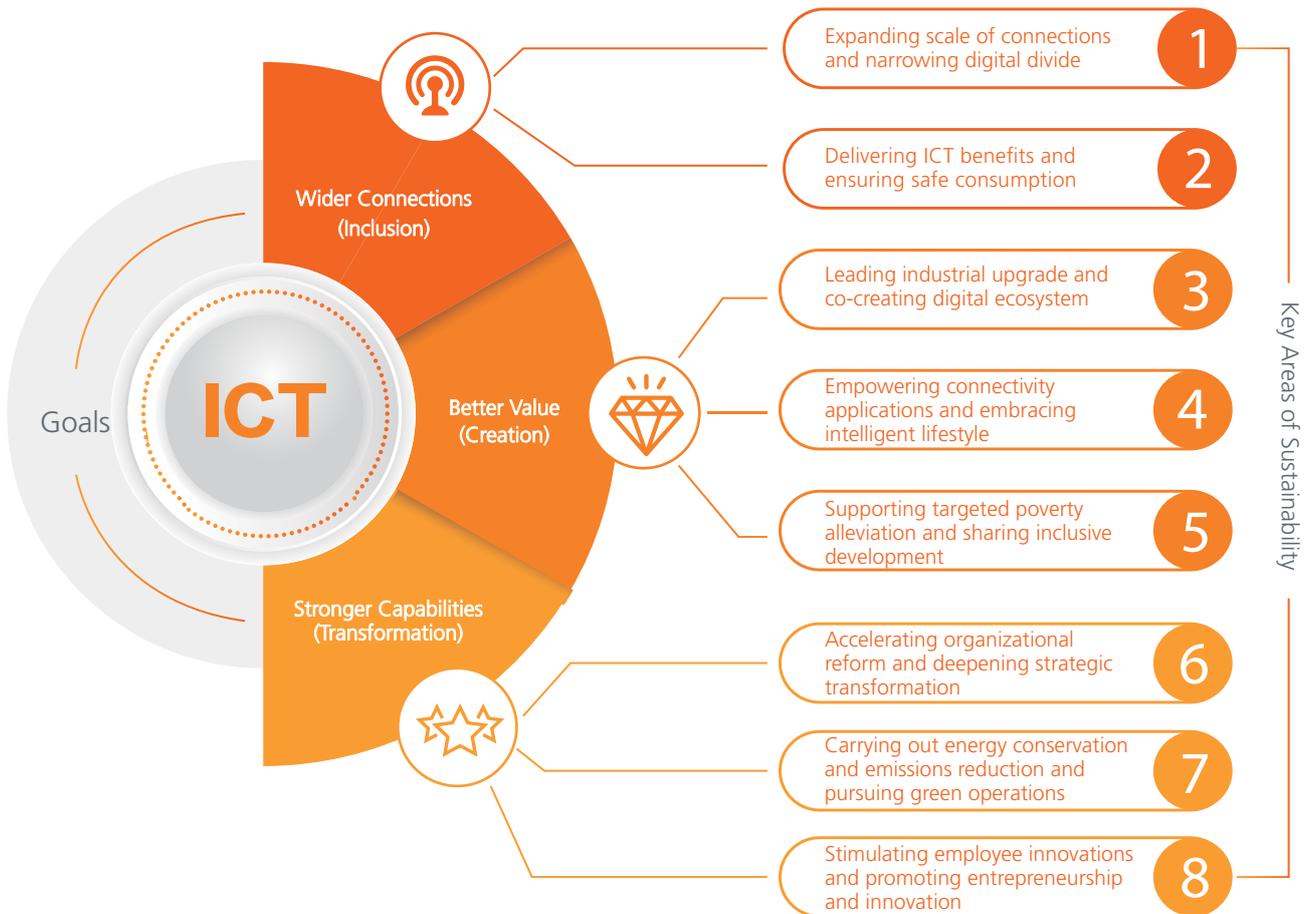
# Sustainability Strategy and Management

## Sustainability Strategy

Following the corporate core value of “Responsibility Makes Perfection”, China Mobile thoroughly and closely integrates its sustainability strategy and the national strategy. We firmly pursue the new development concept of “innovation, harmony, green, open and sharing”, with “to become a world-leading operator in digital innovation” as a middle and long-term vision to create shared value through “connectivity” and actively address and fulfill expectations of all stakeholders.

Standing at the threshold of the new era, we will continue to implement the “Big Connectivity” strategy, actively fulfill our corporate social responsibility, focus on addressing the unbalanced and inadequate development of telecommunication services, and help build China into a Cyberpower, a country of innovators and a digital society, thereby contributing to the satisfaction of people’s growing needs for a better life with wider connections, better value and stronger capabilities, and promoting the sustainable development of mankind.

### The ICT Model for China Mobile Sustainability



## Sustainability Management

China Mobile has implemented the strategic corporate social responsibility (CSR) management which is embedded in our corporate strategy and operations since 2006, and has gradually established the strategic CSR management system including four modules of strategy, implementation, performance and communication.



In 2017, we continued to carry out the Dow Jones Sustainability Indices (DJSI) benchmarking management. Through continual efforts to improve our compliance management system, we have made our work in CSR increasingly standardized and effective. Meanwhile, we continued to organize featured activities including the Best CSR Practice Selection, and actively engaged with our industry peers at experience-sharing events to promote better CSR management across the whole industry.



### Best CSR Practice Selection

Since 2008, China Mobile has organized the Best CSR Practice Selection for 10 consecutive years. Experts from administrative departments of governments, NGOs, academic organizations and the mainstream media as well as from inside the Company get together to work on the annual review. Over 10 years, more than 680 cases of CSR practice have been received, and more than 170 cases have been commended, effectively boosting participation of all subsidiaries in CSR related activities.

In 2017, the 10th Best CSR Practice Selection received 64 cases from 44 subsidiaries totally. After case collection, qualification examination, first-round voting, online voting and expert evaluation, finally 15 best practice cases were selected and received awards such as "2017 Top 10 CSR Practices", "Best CSR Originality", "Best Employee Engagement", "Best Organizers of Public Welfare Activities", and "Most Popular Practice among Netizens". Three employees were recognized as "Philanthropy Stars of China Mobile". In 2017, we set up a special column on the CSR webpage in our official website for online voting, as well as voting channels on WeChat and Weibo. The online voting lasted for 30 days, and received over 960,000 effective votes, attracting the public's attention to our CSR practices.



Please scan the QR code for more best CSR practices.