







# Stakeholder Engagement and Materiality Analysis

China Mobile has various communication channels in place to help us maintain regular and close communication with six stakeholder groups, including customers, employees, shareholders and investors, governments and regulators, value chain partners, and community and environmental representatives. When preparing this report, we used questionnaires to identify sustainability issues that concerned different stakeholder groups and determined areas to be disclosed in the report based on a materiality analysis.

Stakeholders	Key Issues of Concern (Top 5) *	Engagement Approaches
 <b>Customers</b>	1. Service Quality and Customer Rights Protection 2. Information Security and Privacy Protection 3. Network Quality 4. R&D and Innovation 5. Offshore Compliance of Corporate Social Responsibilities	1. Customer Reception Day 2. 10086 Hotline 3. Weibo and WeChat Interactions 4. Online and Mobile Customer Service Platforms 5. Customer Satisfaction Surveys 6. Mobile App 7. CEO Mailbox
 <b>Employees</b>	1. Service Quality and Customer Rights Protection 2. Information Security and Privacy Protection 3. Network Quality 4. Workplace Health and Safety 5. Human Resources Development	1. Employee Representative Conferences 2. Regular Trainings 3. Performance Communication Mechanism 4. MMS Magazine Mobile Weekly 5. Employee Recognition Mechanism 6. Employee Complaint Mechanism 7. CEO Mailbox
 <b>Shareholders and Investors</b>	1. Service Quality and Customer Rights Protection 2. Information Security and Privacy Protection 3. Financial Performance and Tax Payment 4. Corporate Governance and Risk Management 5. Network Quality	1. Annual Reports, Interim Reports and Announcements 2. General Meetings 3. Investor Briefings and Conferences
 <b>Governments and Regulators</b>	1. Information Security and Privacy Protection 2. Network Quality 3. Anti-corruption and Compliance 4. Service Quality and Customer Rights Protection 5. Corporate Governance and Risk Management	1. Regular Reports and Communications 2. Specific Investigations and Meetings 3. Relevant Forums 4. CEO Mailbox
 <b>Value Chain Partners</b>	1. Information Security and Privacy Protection 2. Service Quality and Customer Rights Protection 3. Corporate Governance and Risk Management 4. Network Quality 5. Offshore Compliance of Corporate Social Responsibilities	1. Procurement 2. Supplier Web Portal, Service Station and Supplier Hotline 3. Training and Assessment 4. Forums and Meetings 5. CEO Mailbox
 <b>Community and Environmental Representatives</b>	1. Information Security and Privacy Protection 2. Service Quality and Customer Rights Protection 3. Network Quality 4. Reducing Carbon Emissions 5. Reducing Environmental Resource Use	1. Community Activities 2. Mass Media 3. New Media (Weibo, WeChat) 4. Charity Platform 5. CEO Mailbox

\*Note: The top 5 key issues of concern of each stakeholder group come from the results of the stakeholder survey. Please refer to the materiality analysis on P55.

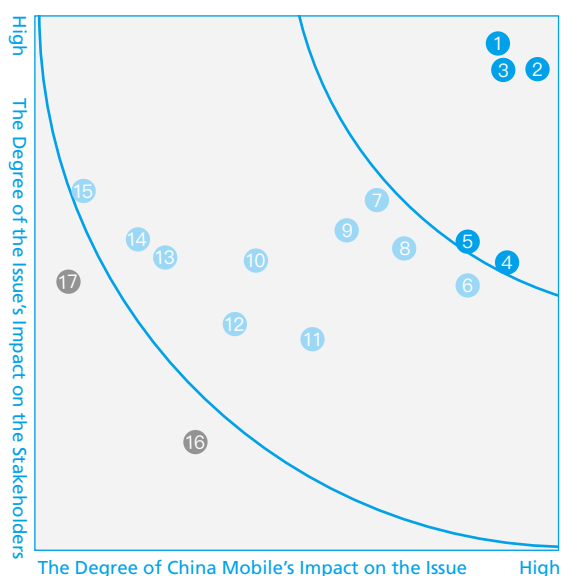
## CSR Communication Day

On July 19, 2018, we held the CSR Communication Day event in our sales channels which, together with our General Manager Customer Reception Day, aimed to collect opinions and suggestions from our stakeholders regarding our corporate social responsibility practices. 4,763 self-owned sales channels participated in these events and organized a variety of activities with local characteristics. 1,921 China Mobile representatives, including general managers of branch companies and department directors of provincial subsidiaries, were present to communicate with 78,000 customers (person-times).

Indicators	2016	2017	2018
CSR training participation (person-times)	353,958	471,669	447,006
Number of emails received in CEO Mailbox	1,033	1,279	1,315
Number of customer visits on Customer Day (person-times)	105,076	102,060	138,301
Number of complaints and inquiries handled on Customer Day	106,020	91,960	118,304

In 2018, based on the materiality analysis of the various sustainability issues, we evaluated the degree of impact being brought on stakeholders by economic, environmental and social issues, and China Mobile's impact on these issues, and identified issues of high materiality to be highlighted in this report.

Identification	Evaluation	Report Preparation
International Standard Benchmarking <ul style="list-style-type: none"> <li>• HKEx ESG Reporting Guide</li> <li>• GRI Standards</li> <li>• UN SDGs</li> <li>• UNGC Ten Principles</li> </ul> Analysis of key sustainability issues and key industry issues Corporate strategy analysis	Using online questionnaires, we carried out the key stakeholder survey with respect to the degree of impact of sustainability issues on stakeholders, collecting 3,302 valid questionnaires in total. With reference to industry practices, we teamed up internal and external experts to evaluate the impact of China Mobile's operations on different sustainability issues.	A materiality matrix was formed (see the figure below) to highlight issues to be prioritized in the report.



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| ① Information security and privacy protection    | ⑪ Public welfare   |
| ② Network quality                                | ⑫ Supply chain management                                  |
| ③ Service quality and customer rights protection | ⑬ Reducing carbon emissions                                |
| ④ R&D and innovations                            | ⑭ Reducing environmental resource use                      |
| ⑤ Corporate governance and risk management       | ⑮ Offshore compliance of corporate social responsibilities |
| ⑥ Human resources development                    | ⑯ Stakeholder engagement                                   |
| ⑦ Anti-corruption and compliance                 | ⑰ Waste management   |
| ⑧ Financial performance and tax payment          |  |
| ⑨ Workplace health and safety                    |  |
| ⑩ Fair employment and non-discrimination         |  |

	Issues	Pages	Reporting scope
High Materiality Issues	Information security and privacy protection	13-17	Customers, government and regulators, community and environmental representatives
	Network quality	8-12	Customers, government and regulators, community and environmental representatives
	Service quality and customer rights protection	13-24	Customers, value chain partners, community and environmental representatives
	R&D and innovation	18-24, 36-42	Customers, government and regulators, value chain partners
	Corporate governance and risk management	36-42	Employees, shareholders and investors, government and regulators
Moderate Materiality Issues	Human resources development	48-53	Employees, shareholders and investors
	Anti-corruption and compliance	39-42	Employees, government and regulators, shareholders and investors
	Financial performance and tax payment	39,42	Shareholders and investors, government and regulators
	Workplace health and safety	50-53	Employees, value chain partners
	Fair employment and non-discrimination	50-53	Employees, value chain partners
	Public welfare	25-34	Customers, community and environmental representatives
	Supply chain management	41-42	Value chain partners, community and environmental representatives
	Reducing carbon emissions	43-47	Customers, employees, government and regulators, value chain partners
Low Materiality Issues	Reducing environmental resource use	43-47	Customers, employees, government and regulators, value chain partners
	Offshore compliance of corporate social responsibilities	9,39	Customers, value chain partners
	Stakeholder engagement	54-55	Customers, employees, shareholders and investors, government and regulators, value chain partners, community and environmental representatives
	Waste management	45-47	Customers, employees, value chain partners