

# China Mobile: Establishing a World-class Enterprise

Incorporated on September 3, 1997 in Hong Kong, China Mobile Limited (“China Mobile”, “the Company” or “we”) is the largest telecommunications service provider in Mainland China. The Company serves the world’s largest number of mobile customers and operates the world’s largest mobile network, maintaining a leading position in the telecommunications market in Mainland China.

The Company provides full communications services in all 31 provinces, autonomous regions and directly-administered municipalities throughout Mainland China and in the Hong Kong Special Administrative Region. Its businesses primarily consist of mobile voice and data business, wireline broadband and other information and communications services. The Company’s ultimate controlling shareholder is China Mobile Communications Group Co., Ltd. (“our parent company”), which, as of December 31, 2019, indirectly held 72.72% of the total number of issued shares of the Company, while the remaining approximately 27.28% was held by public investors. For more information about the Company’s governance structure and the organizational structure, please refer to China Mobile Limited’s 2019 Annual Report.



Operating revenue  
RMB **745.9** billion



Taxation  
RMB **35.3** billion



Number of employees  
**456,239**



Number of mobile customers  
**950** million



Number of household broadband customers  
**172** million



Number of corporate customers  
**10.28** million

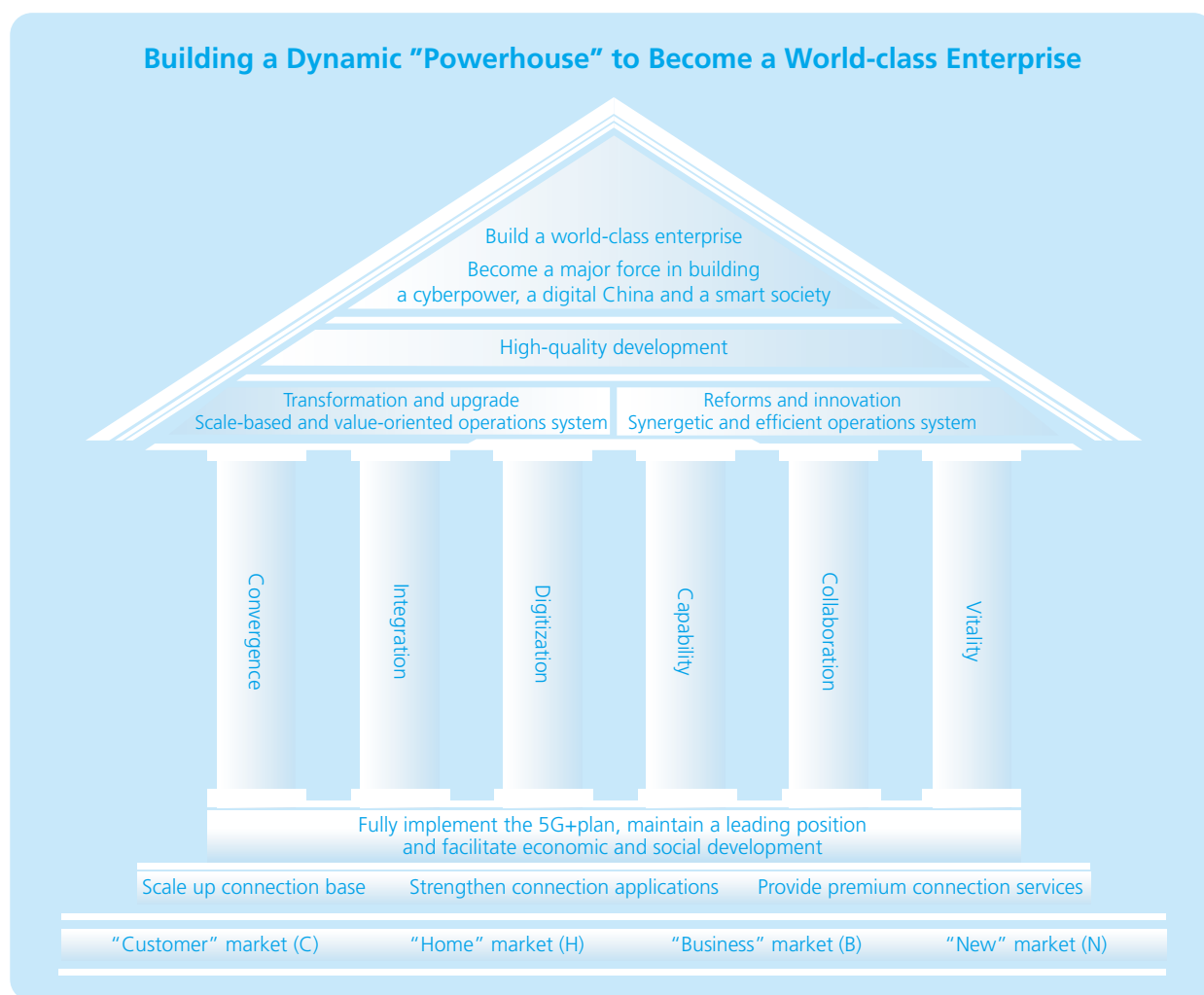


Number of IoT customers  
**884** million

- Ranked 27th in the 2019 Forbes “Global 2000 – The World’s Largest Public Companies” list
- The “China Mobile” brand was included in the “BrandZ™ Top 100 Most Valuable Global Brands” list published by Millward Brown and *Financial Times* for the 14th consecutive year, ranking 27th globally
- Listed in the “Top Ten Model Brands of 2019” at China Media Group’s 2019 China Brand Power Grand Ceremony
- Won the Gold Award in “The Asset ESG Corporate Awards 2019” held by financial magazine *The Asset*
- Awarded the accolades of “Sustainability and Social Responsibility Reporting Awards” in the H-share Companies and Other Mainland Enterprises Category in the Hong Kong Institute of Certified Public Accountants’ 20th annual “Best Corporate Governance Awards”
- Awarded the accolades of “Asia’s Most Honored Companies” in the “2019 All Asia Executive Team Poll” held by *Institutional Investor*
- Awarded the accolades of the Best of Asia – “Icon on Corporate Governance” in the “15th Corporate Governance Asia Recognition Awards 2019” held by Corporate Governance Asia

In 2019, China Mobile's parent company was selected by the State-owned Assets Supervision and Administration Commission of the State Council ("SASAC") as one of the ten world-class demonstration enterprises. With this historic status, we have developed a strategy for China Mobile to become a world-class enterprise by building a dynamic "Powerhouse", which summarizes the overall roadmap for our transformation and upgrade in the next stage.

The "Powerhouse" strategy: Aiming at becoming a major force in building a "Cyberpower", digital nation and smart society, and focusing on achieving high-quality development with transformation and upgrade as well as reform and innovation, we strive to build a scale-based value creation system with convergence, integration and digitization as well as an efficient and coordinated system of organization and operation with capability, collaboration and vitality. To lay a solid foundation for becoming a world-class enterprise, we will further implement the "5G+" plan, drive our business beyond communication services towards the broader information services, shift our focus from the mobile market to the CHBN "four growth engines" of the customer, home, business and new markets, and transform and upgrade our development model from being resource-driven to being innovation-driven.



We are fully aware that a world-class enterprise requires world-class social responsibility. As a telecommunications operator, we are obliged to provide inclusive and high-quality information and communication services for the widest group of people; as a corporate citizen, we are obliged to become a major force in turning China into a smart society; and as a member of the community with a shared future for mankind, we are obliged to innovate on the "China Plan" and contribute to the realization of the United Nations Sustainable Development Goals. The three roles and their corresponding responsibilities are both the starting point and the foothold for China Mobile to fulfil its social responsibilities.

Adhering to the people-centered development philosophy, we strive to become a world-class enterprise and a model of sustainability by leveraging our business expertise and resource endowment, and promoting the integration of sustainability into our business strategy, contributing to creating a better life for mankind with our tireless efforts.