

# Sustainability Strategy and Management

## Sustainability Strategy

In response to new internal and external changes, demands and trends, we further defined our sustainability model drawing on years of CSR management and practical experience. The model comprises CSR Philosophy, Main Actions and CSR Issues and will put us on track to achieve high-quality, sustainable development during the 14th FYP period.

China Mobile Sustainability Model



**CSR Philosophy**

**Fullest Sincerity and Win-Win Development**

“Fullest sincerity and win-win development” means that China Mobile strives to fulfil the triple-sided responsibilities (economic, social and environmental responsibility) with fullest sincerity and that while pursuing sustainable growth of ourselves (self-actualization), we leverage our strengths to contribute to the sustainable development of our economy, society and environment (win-win development).

“Fullest Sincerity” has been part of our CSR philosophy since 2006 and the core of our CSR efforts over the years. “Win-Win Development” captures the essence of our CSR philosophy from both internal and external perspectives: we leverage our own development to drive and empower the coordinated development of the wider economy, society and environment.

**Main Actions**

**“Digital-Intelligent Innovation”, “Inclusive Growth” and “Green and Low-Carbon Operations”**

The main actions are streamlined to align with the three dimensions of our CSR philosophy, namely economy, society and environment, taking sustainability trends into account.

**CSR Issues**

**“Leading in integrated and innovative development”, “Empowering a digital-intelligent future”,  
“Cultivating well-rounded talents”, “Promoting common prosperity”,  
“Practicing green and low-carbon operations” and “Supporting social initiatives in energy saving and environmental protection”**

With reference to our CSR keywords over the years, we have restructured our six CSR Issues surrounding our CSR Philosophy of “Win-Win Development”.

## Sustainability Management

The Company has continued to evolve the sustainability management structure and system based on the sustainability model to facilitate its implementation.

The Board of Directors of China Mobile assumes full responsibility for the Company’s environmental, social and governance (ESG) strategy and reporting. It reviews the Company’s ESG risk management and assesses the progress and goals of ESG-related practices through reviewing the annual sustainability report and other ESG-specific topics to ensure that appropriate and effective ESG management and internal monitoring systems are in place. The Company’s management confirms to the Board whether such systems are effective. For more information on the oversight over ESG issues by the Board and its committees in 2021, please refer to the “Corporate Governance” section under “Issue Management and Performance Report” in this report.

We have established a sound three-level CSR management system comprising decision-making, organization and implementation. We have formed a four-module, closed-loop workflow consisting of strategy, implementation, performance and communication management. Moreover, we also prepare and release sustainability reports on a regular basis. We have therefore formed a long-standing, all-inclusive and effective mechanism for advancing our CSR agenda across the organization.

