



## Inclusive Growth



Cultivating Well-Rounded Talents



Promoting Common Prosperity

In the 14th FYP period, China will continue to uphold the primacy of the people and remain committed to the goal of common prosperity, and strive to achieve greater social equality and leave no one behind in its development. China Mobile aligns its efforts with major national strategies regarding people's livelihood and makes it a goal to become "a great pillar" in the telecommunications industry that fulfills its social responsibilities and serves the people. We take the initiative to promote major national strategies, and infuse our corporate development into wider social development so we could advance both concurrently. We leverage our strengths and fulfill our responsibilities in innovative ways to continuously improve people's wellbeing and facilitate the all-round development of individuals and the society as a whole, achieve inclusive growth, and promote progress towards a better life.



## Cultivating Well-Rounded Talents

China Mobile continued to implement the “Talent Pipeline” strategic initiative. Regarding talent as its paramount resources in driving its innovative development, the Company strove to build a responsible and high-performing leadership and a strong pipeline of talents trained in digital-intelligence, and constantly refined its incentive mechanisms to provide talent support for building a world-class enterprise.

### Building Career Paths for Employees

We stepped up our efforts in bringing in talents with a background in digitalization and intelligence through a variety of programs, including the “Outstanding Talent Plan” and “Get Ahead with China Mobile” campus recruitment programs, the “New Talent and Momentum” social recruitment and high-level talent recruitment programs, and the “Dream+” internship program. On top of our existing recruitment approaches, we have also rolled out an innovative “Golden Seed Plan” campus recruitment program targeting outstanding graduates to further attract and support young, high-quality and professional talents with great potential.

For instance, we conducted “Internet+” campus recruitment at the “Get Ahead with China Mobile” campus recruitment program through immersive live broadcast and flexible, high-quality and efficient offline campus teach-in sessions and recruitment fairs. Our Beijing-based units also partnered with Beijing University of Posts and Telecommunications in organizing the “China Mobile 2021 University-Enterprise Open Day”, further advancing our close partnership with universities.

#### Innovating in talent recruitment and cultivation mechanisms to foster digital-intelligent transformation



To support the Company's strategic transformation, we launched the “Golden Seed Plan” and the “Diamond Plan” in 2021 to attract more talents who were professionally trained in digitalization and intelligence.

##### Golden Seed Plan



This was our innovative attempt at attracting high-quality and professional graduates with great potential from key target universities in key areas such as 5G, CFN, big data, cloud computing and AI. The plan was aligned with the Company's major tasks in its strategic transformation. We brought in outstanding, high-potential graduates in relevant field such as computer science, communications, electronic and information technology, information security, mathematics and AI by offering competitive remuneration packages that matched top Internet companies, training and empowerment packages, and opportunities to join key teams specialized in technological breakthroughs, among other perks, to build a “fresh troop” of high-level scientific and technological talents, a “reserve” of core experts, and “new drivers” of our workforce transformation.

##### Diamond Plan



We formulated the *Guiding Opinions on Optimizing Workforce Structure* and the *Special Incentive Program for Optimizing Workforce Structure*, specifying the management objectives and implementation measures for different units to build a digital-intelligent workforce of an appropriate size, reasonable structure, efficient setup and competent employees, and continually increased the proportion of professionals trained in digitalization and intelligence within the Company.

# Creating a Friendly and Happy Workplace

We attach great importance to our employees' physical and mental well-being and endeavor to create a happy workplace that embraces work-life balance. We constantly seek to improve our employees' happiness through people-centric wellness programs and cultural and sports activities that enrich their spare time.

## Medical security

We have built a "three-pillar" medical security system framework consisting of basic medical insurance, supplemental corporate medical insurance, and commercial medical insurance; set up an employee health management room at the headquarters to provide employees with health-related consultation, guidance, monitoring and other services, and ensure timely treatment of common and acute conditions.

## "Happiness 1+1"

We encourage employees to engage in "1" sport to train up their physique and cultivate "1" hobby for mental well-being; launched the "Happiness 1+1" MIGU Fun series activity for the sixth year in a row in 2021, encouraging employees to use little scraps of time to stay in workout, reading, listening to music or other habits; 420,000 employees were included in 2021.

## "Five Small Spaces"

We invested RMB547 million in 2021 to upgrade our small canteens, small bathrooms, small lounges, small activity rooms and small reading rooms under our "Five Small Spaces" program, helping grassroots grids solve 63,000 needs ranging from food, drinking water, oxygen supply to winter shelter.

## Assistance in emergencies

In the event of a natural disaster or an emergency, we promptly reached out to affected units and employees, and offered them financial assistance to show our love and care. In 2021, we allocated a total of RMB3.9 million to 13 units.

## Flexible work arrangements

We operated on flexible working hours during COVID-19 outbreaks, allowing employees to work from home, online or remotely, combined with arrangements like rotating shifts and shortened working hours.

## EAP (Employee Assistance Program)

We opened up a 24/7 consultation appointment telephone line to headquarters employees and their immediate family members; trained EAP specialists to help them stay mentally well and improve their job skills; in 2021, our EAP covered over 400,000 employees, trained a total of over 3,000 EAP specialists and built a total of more than 100 stress-relief rooms and care rooms.

## Caring for employees during COVID-19



As COVID-19 prevention and control became a regular part of life, our Shanghai subsidiary evolved its employee care initiatives surrounding health services, cultural and sports activities, and Employee Homes to continuously increase employees' sense of satisfaction, happiness and belonging. By the end of 2021, the satisfaction rate of the labor union members of our Shanghai subsidiary was 99.87%.

**Multi-dimensional employee service platform:** Provided employees with biweekly consultations with visiting doctors, counseling sessions and legal aid during the epidemic, and actively cared for our frontline employees.

**Multi-dimensional happiness activity matrix:** Encouraged employee participation in online and offline cultural and sports activities, like photography, painting, seal carving, DIY and jogging.

**Employee Homes:** Made Employee Homes places of warmth, democracy and harmony, where employees could voice their demands and suggestions and participate in governance, giving full play to their sense of initiative and ownership.





China Mobile Internet's fun sports meeting



Jiangsu subsidiary's dragon boat competition



Anhui subsidiary's Dragon Boat Festival activities



Shanghai subsidiary's fun sports meeting



Tianjin subsidiary's badminton competition



Scan the QR code to learn more about employee activities on our "Happiness 1+1" WeChat platform



## Promoting Common Prosperity

Through innovation in technology, products and services, China Mobile brought the benefits of information technology to underserved groups. From launching the new “Network+” rural revitalization model and undertaking public welfare and volunteering activities to supporting important domestic and international regional development strategies and initiatives, the Company made every effort to improve people’s wellbeing and help to achieve common prosperity.

### Bridging the Digital Divide

China Mobile continued to improve the information infrastructure, and expand 4G, 5G and broadband coverage in remote areas, and strove to make information services a basic right that could be enjoyed by everyone under our “Universal Telecommunications Service Project”. The Company also made use of innovative techniques to remove barriers in terms of information-related fees and use of key equipment and services for populations including elderly people, people with disabilities, people with different cultural backgrounds, etc. By doing so, the Company strove to speed up bridging the digital divide and allow everyone to enjoy the benefits and convenience brought by information, digitalization and intelligence.

#### Universal services

- Through the “Universal Telecommunications Service Project”, we delivered 4G network coverage in 7,603 remote rural villages and 99.9% 4G network coverage in administrative villages; the number of remote rural villages covered by broadband service newly launched was 7.6 thousand in 2021, bringing the cumulative total to 59,600.
- We have basically achieved continuous 5G network coverage in towns and villages nationwide and solid coverage in some developed rural villages.

4G network coverage  
in administrative  
villages

99.9%

Number of remote  
rural villages with 4G  
network coverage

7,603

#### Considerate products

- Smart applications:** The “Senior Edition” of China Mobile App provided 2 million elderly users with an ad-free experience and features like enlarged font and screen reading; MIGU Video introduced the innovative smart subtitle feature during the Beijing 2022 Winter Olympics live streaming, and this feature made use of technologies such as speech recognition, smart translation and subtitle generation, and allowed hearing-impaired users to “listen to” the wonderful commentaries on the games without any barriers; MIGU Music launched the professional music apps Meshrep and Bayge for ethnic minority users, offering free access to over 5,000 downloadable songs in Uyghur and Kazakh; our smart home application for elderly people provided nearly 100 million elderly people with a rich selection of content like live TV streaming, Chinese opera and square dances.
- Special rates:** We provided elderly people, people with disabilities and other special groups with special discounted rates. By the end of 2021, we had offered special rates to over 7.4 million elderly people and over 4.6 million people with disabilities.
- Customized terminals:** We worked with industry partners to launch 80 smartphones with large font, amplified sound, remote assistant and other features to meet the needs of elderly people, and introduce 50+ pan-terminal products in areas such as health and medical testing.

Cumulative number of  
elderly customers covered by  
special rates

7.4 million+

Cumulative number of  
customers with disabilities  
covered by special rates

4.6 million+

#### Convenient services

- Online:** Our “one-touch access” feature allowed people over 65 years of age to skip the voice guide and be directly connected to 10086 service agents, with added features like “speak slower” and “say it again”, registering a cumulative service volume of over 101 million times; we provided “Care Edition” smart voice service assistant and special queues for elderly customers at our business outlets to enhance accessibility for them; we launched the 10086 smart voice service in Uyghur to serve our 7 million Uyghur-speaking customers; in Yunnan, our employees offered customer service to Burmese-speaking customers from home to ensure non-stop services during the COVID-19 outbreak; we piloted the 1008611 interactive voice and video service for elderly people in Shandong Province featuring large font and display of relevant content, which recorded a cumulative service volume of 11.30 million times.
- Offline:** Over 19,500 business outlets were equipped with “Love Seats”, over 18,800 were equipped with “Love Channel”, and some also provided electronic blood pressure monitors, reading glasses and other facilities; 15,600 business outlets provided home delivery for products ordered in the outlets and 19,000 grids offered door-to-door services for elderly customers; we held close to 16,600 lectures for elderly people on the use of smartphones.

“One-touch access”  
service volume

101 million+ times

Number of business outlets  
equipped with “Love Seats”

19,500+

## Bridging the digital divide with elderly-friendly information services



Our Jiangsu subsidiary assisted elderly customers to better understand and use smart technologies through “one plan + three initiatives”, helping them adapt to the digital age.

### Teaching One Million Elderly People to Use Smartphones for Free Plan

- Offline: Taught elderly people to use smart devices and applications through outlet-based small classes, one-on-one guidance, etc. By the end of 2021, a cumulative total of 3,575 smartphone training sessions for a total of more than 100,000 elderly people were conducted.
- Online: Provided guidance via short-video and live streaming platforms, accumulating over one million views in total.

### Elderly-Friendly Service Upgrade Initiative

- Launched “Care Mode” on China Mobile App with larger font and cleaner interface; the 5G Cloud Service Desk feature delivered video-based services to elderly customers at home.
- Provided seats and a series of “Happiness Card” packages for elderly customers, and rolled out services such as “authorized handling” and “fingerprinting”.

### Elderly-Friendly Service Publicity Initiative

- Was the first in China to make and distribute a *Smartphone User Manual*, offering convenient reference for elderly people.
- Conducted anti-fraud publicity with the Anti-Fraud Center to educate elders to identify and stay away from fraud through live streaming and other means.

### Door-to-Door Communications Services

- Distributed around 77,000 elderly citizen smartphones and around 10,000 GPS bracelets for free for elders in various areas in cooperation with local governments and nursing homes and introduced Happiness Card service packages, under which we have offered a total of RMB16.47 million in discounts to 710,000 subscribers.

## Operating a maritime business outlet and building a digital-intelligent fishing village



To fill the gaps in communications services in the waters of Sanduao in Fujian Province, our Fujian subsidiary built China's only maritime business outlet in 2004. Over the past 17 years, generations of China Mobile employees have overcome difficulties like scarcity of fresh water at sea, cold winters, hot summers and seasickness to stick to their posts. Collectively, they have gradually put up a new type of high-quality information infrastructure and built a maritime “information highway”, bringing the benefits of digital development to all the islanders through the provision of communications services.

**Network construction:** Constructed a maritime information “high-speed train” for local marine farmers, overcoming the complex and harsh conditions and a variety of technical hurdles. In 2021, we delivered basic 5G network coverage in key areas of Sandu Bay.

**Information services:** Worked with partners to set up maritime house numbers and build a population information management system and related service platforms for the marine farmers, enabling around-the-clock monitoring and alarm across the 159 square nautical miles of area under administration and improving local safety.

Our Fujian subsidiary also created a “Convenient Harbor” for local fishermen by offering a scientific breeding exchange platform, IT-based financial services, live-streaming e-commerce and other public welfare events, among other things.

*“The maritime business outlet has brought much convenience to marine farmers like us. We couldn’t even make calls in the past, so we couldn’t sell our fish without middlemen. It is a completely different story nowadays, as we are now connected to phones and internet. During the epidemic, (China Mobile) even helped us sell our fish online through live-streaming, and we are all very grateful.”*

—— Chen Deji, a marine farmer in Sanduao

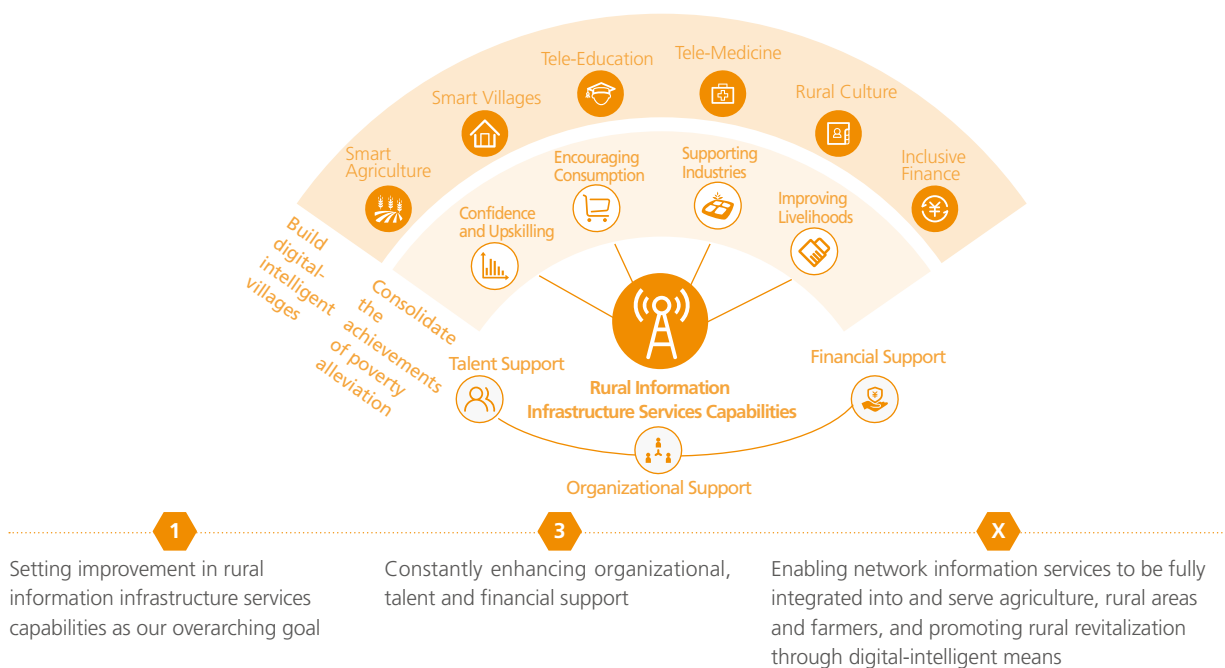


# Serving the Rural Revitalization Strategy

Advancing rural revitalization is a major strategic decision made by the Chinese government in view of the overall strategy of the great national rejuvenation. It reflects people's expectations, responds to the call of the times and is a natural result of development. Building digital-intelligent villages is a strategic direction of rural revitalization and a key part of building a digital China. Speeding up the construction of digital-intelligent villages and building an information "highway" and "high-speed train" for agriculture, rural areas and farmers will facilitate the transformation and upgrade and high-quality development of agriculture, improve governance and public services in rural areas, and allow farmers to live a better life with scientific and cultural qualities.

China Mobile firmly aligns its efforts with the national decisions and directions surrounding the implementation of the rural revitalization strategy. Capitalizing on our strengths in network, technology and data, we fully upgraded the "Network+" poverty alleviation model to a new "Network+" rural revitalization model. With the *14th FYP Digital-Intelligent Rural Revitalization Plan*, we consolidated the achievements of poverty alleviation through our "Seven Assistance Measures" and empowered rural revitalization in a digital-intelligent manner under our pioneering "Seven Rural Digital-Intelligence Projects".

## China Mobile "Network+" Rural Revitalization Model



## China Mobile "Seven Rural Digital-Intelligence Projects"

### Digital-intelligent rural new infrastructure project

Promoted the construction of a new generation of rural information infrastructure; accelerated the development of 5G, IoT, and gigabit broadband networks in rural areas; and laid solid groundwork for the digital-intelligent transformation of rural areas through continuous improvement in the quality of network in rural areas, agriculture-related information services and terminals.

### Digital-intelligent rural industry project

Accelerated the close integration of next-generation information technologies, such as 5G, cloud computing, big data, IoT and AI, into agricultural operations and management; optimized agricultural science and technology information services to further digital transformation of agriculture; explored new business models of rural economy; revitalized industry resources and enriched industry systems in rural areas to continuously promote local employment and economic gains and revitalize rural industries.

### Digital-intelligent rural governance project

Built a new digital rural governance system and provided livelihood support and IT-based convenience services; further modernized rural governance and digitalized grassroots Party building; advanced the construction of "Safe Villages", "Smart Villages" and "Beautiful Villages" that were suitable for living, with sound governance and supported by a revitalized organization.

### Digital-intelligent rural education project

Promoted access to high-quality remote learning resources by rural schools and families, and digitalized the management of rural primary and secondary schools, thereby boosting the quality of home learning and helping talents thrive in rural areas.

### Digital-intelligent rural healthcare project

Ramped up the construction of tele-medicine platforms and applications to accelerate digital-intelligent transformation of rural healthcare; promoted access to more high-quality medical resources in rural areas to improve rural healthcare and farmers' health.

### Digital-intelligent rural culture project

Enriched cultural resources in rural areas with music, reading, video, multimedia, television and other forms of content; strengthened guidance and publicity on internet culture in rural areas; improved the intellectual and cultural life in rural areas to promote social civility and cultural revitalization.

### Digital-intelligent rural finance project

Introduced innovative inclusive financial services in rural areas; allowed farmers to buy smartphones on credit; provided convenient and economic financial services to agricultural business entities; activated rural factor resources to help rural industries and farmers prosper.

### Consolidating the achievements of poverty alleviation

Number of on-the job assistance officials dispatched

2,300

Amount of donations to the eight paired counties that we assisted the Parent Company to make

RMB276 million

Local officials, members of public and professional talents trained

48,000

Value of agricultural products in impoverished areas that we purchased/helped sell

RMB310 million

Number of rural households where we undertook toilet renovation

9,430

Number of villages where we undertook domestic waste and sewage treatment, overall makeover

306

### Building digital-intelligent villages

Number of 5G smart agriculture demonstration projects launched

115

Number of rural households and SMEs served by the "Safe Villages" service

2.13 million

Number of "Synchronous Classrooms" built in primary and secondary schools

8,000

Number of rural families served by the "Family Education" service

1.44 million

Number of sub-county level medical institutions we helped connect to national tele-medicine collaboration platform

817

Number of villagers that participated in our "100 Days: I Love Reading" online campaign

1.18 million

Total reading hours

35.03 million

Launched credit purchase service – the number of rural customers offered with our inclusive financial services

565,000

Launched Good People Loan and Heyue Loan in collaboration with our partners – the total amount of loans granted to rural customers in 2021

RMB100 million



Scan the QR code to read the *Digital-Intelligent Rural Revitalization Plan Whitepaper* published by the Parent Company



Scan the QR code to read the *China Mobile "Network+" Poverty Alleviation Documentary Report* published by the Parent Company



## Growing green pepper to prosperity in Jinyang — Sichuan subsidiary's 5G+smart agriculture propelled rural revitalization in Yi areas

Jinyang County of Liangshan Prefecture in Sichuan Province is uniquely favorable for growing green pepper. However, local people faced a number of hurdles like general lack of education and refined management capabilities and harsh natural conditions. Sichuan subsidiary, in response, set up a platform that offered a range of features powered by IoT facilities and 5G applications, and facilitated the development of the local green pepper-growing industry towards ecological harmony, intelligent management and efficient production.

Refined development enabled by 5G precise planting control platform

Centralized management enabled by monitoring systems

Precise, environment-friendly pest control enabled by pest detection and control facilities

Scientific automated irrigation enabled by water, soil and fertilizer integration

Efficient pesticide spraying enabled by 5G+ UAV-based plant protection

Time- and labor-saving and convenient operations enabled by 5G-powered carrying robots on rails

People-centric remote online services enabled by product expert knowledge base

Full-process regulation and tracing enabled by visualized traceability management

By the end of 2021, 5G+smart agriculture had directly led to a total increase in income of more than RMB4 million among 520 target households and a total of 2,280 people. This provided strong support for the industry, consolidated the achievements of poverty alleviation and promoted rural revitalization in Jinyang.



5G-enabled UAV undertook plant protection task in Jinyang County of Liangshan Prefecture in Sichuan Province

## Safeguarding rural areas with digital-intelligent technologies

To ensure high-quality development of beautiful villages in China, China Mobile advanced the "Safe Villages" project across the country and provided villagers, village committees and local governments with IT-based management solutions.

In Shaanxi Province, we worked with 2,299 villages under the "Safe Villages" project, building close to 100 "Safe Villages" model villages. The "Clairvoyant" video system deployed in the model villages allowed village committees to view the main roads and important locations, while villagers may connect to the system on their smartphones, computers or other devices, and make use of features such as monitoring their homes and properties and speaking to visitors remotely.

We set up Hunan Province's first "Safe Villages 2.0" demonstration village in Qilipu Village. Building on the China Mobile Home Guard cloud platform, we integrated our 5G digital village management platform with large screen displays as well as a variety of newly added security terminals such as AI-based perimeter surveillance cameras, smart speaker cameras and smart smoke detectors offering around-the-clock recording, smoke detection, AI-enabled alert identification and other features, and created a safe environment for villagers.



The 5G digital village service platform adopted in Qilipu Village, Hunan Province

## Facilitating inclusive education through the internet

MIGU's ongoing "Tongyue Classroom" program was organized on ten occasions in places like Heilongjiang, Hainan, Xinjiang, Sichuan and Yunnan through a mixture of online and offline classes using 5G live streaming. It boosted the students' confidence and equipped them with knowledge and skills, thereby fueling their hopes and dreams and empowering them to be self-driven and hardworking.

Our Hunan subsidiary created the "5G Online Classroom" based on our "ViLin" products bringing high-quality curriculum resources to village-level schools via interactive live streaming that broke temporal and spatial constraints. By the end of 2021, the "5G Online Classroom" had offered 33 large lectures and over 500 small classes, benefiting nearly 10 million primary and secondary school students in Hunan Province and beyond.



○ MIGU "Tongyue Classroom"



○ We built a digital farm platform in the Nanjing National Agricultural High-Tech Industry Demonstration Zone



○ 5G tea garden livestreamed during the autumn tea harvest season in Fujian



○ 5G+Photovoltaic Smart Agriculture Platform of Xintai, Shandong



○ Smart rural connected insecticidal lamp in Shaanxi

# Supporting Coordinated Regional Development

China Mobile actively served major national strategies on regional development such as the Beijing-Tianjin-Hebei Region, the Yangtze River Economic Belt, the Guangdong-Hong Kong-Macau Greater Bay Area, the Yangtze River Delta, the Yellow River Basin, the Chengdu-Chongqing Economic Circle, the Xiong'an New Area and the Hainan Free Trade Port. Meanwhile, the Company fully responded to the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road" initiatives (collectively, the "Belt and Road Initiative"), promoting the development of information infrastructure in countries along the Belt and Road and building a "Digital Silk Road".

## Serving Major Regional Strategies

We formed the Leadership Group for Implementing National Strategies on Regional Development in 2021 to plan, coordinate and advance our overall work in supporting regional development strategies. Based on a "1+4+N" system, we have established a sound regional collaboration mechanism in key regions and made progress on new regional information infrastructure, integrated information services offerings, and new R&D institutions and science and technology innovation setting.

<b>Xiong'an New Area</b>	<ul style="list-style-type: none"> <li>Co-organized the "Smart Community" Maker Hackathon with the Xiong'an New Area Smart City Association</li> <li>Participated in the development of 14 standards for smart city construction in Xiong'an New Area</li> <li>Undertook 10 IT projects in urban management, public security, e-government services, etc.</li> <li>Built the "Xiong'an Lejia Property Service Platform" with Digital City Company under China Xiong'an Group to ensure smooth implementation of relocation work in Rongdong</li> </ul>
<b>Yangtze River Delta Integration</b>	<ul style="list-style-type: none"> <li>Started the construction of inter-provincial backbone fiber optic cable line from Shanghai to Hangzhou</li> <li>Set up three new pairs of CMNet (China Mobile Network) backbone nodes and built three IDCs</li> </ul>
<b>Guangdong-Hong Kong-Macau Greater Bay Area</b>	<ul style="list-style-type: none"> <li>Organized the 2nd Greater Bay Area 5G Application Innovation Challenge to cultivate scientific and technological talents</li> <li>Strengthened cooperation among the 5G Industry Alliance and enhanced the display cases at the 5G Joint Innovation Center</li> </ul>
<b>Hainan Free Trade Port</b>	<ul style="list-style-type: none"> <li>The Hainan-Hong Kong submarine fiber optic cable line became fully operational, facilitating interconnected communications between Hainan and Hong Kong</li> <li>Launched the second international submarine cable connecting Hainan to Singapore, integrating Hainan into the international submarine backbone cable network</li> </ul>
<b>Chengdu-Chongqing Economic Circle</b>	<ul style="list-style-type: none"> <li>Accelerated the construction of "Gigabit City Clusters" and achieved full gigabit platform coverage in urban areas and key towns and villages in Chengdu and Chongqing</li> <li>Participated in the construction of the only national top-level node for industrial internet identifier resolution in Southwest China</li> </ul>

## Supporting "Belt and Road"

In 2021, we leveraged our leading networks to speed up upgrades of our capabilities and optimization of our product experience. With our international roaming, CMLink and JogoTrip products, we offered high-value international information services that integrated "platform + ecosystem".

With an ongoing emphasis on networks, we continued to optimize the infrastructure setting of "highways, stations and islands" and prioritized construction of infrastructure along the "Belt and Road", thereby building a "Digital Silk Road". Our annual international transmission bandwidth reached 106T. Drawing on our strengths in connectivity resources along the "Belt and Road", we promoted CMNet construction in places like Southeast Asia, Africa and Russia to improve the quality of internet services.

<b>Highways</b>	Information Highways (connectivity resources)	In terms of submarine cables, we advanced various Asia Pacific, Asia-Europe and African submarine cable projects and accelerated the preparation for construction of new Asia Pacific and Asia-Europe submarine cables in collaboration with our partners; in terms of land cables, we continued to expand the connectivity capacity among China and its neighboring countries and regions, expanded the capacity of China-Kazakhstan, China-Mongolia, China-Vietnam, China-Laos-Thailand and China-Vietnam-Cambodia-Thailand channels, and opened the Singapore-Malaysia section of the Singapore-Malaysia-Thailand channel and Thailand's ocean-going channel.
<b>Stations</b>	Information Stations (Point of Presence, POP)	We deployed over 90 POPs along the "Belt and Road", covering over 50 countries/regions.
<b>Islands</b>	Information Distribution Islands (Internet Data Center, IDC)	We leveraged Hong Kong's position as the bridgehead of the "Belt and Road" to overseas countries and regions, and accelerated the construction of our second data center in Hong Kong; expanded cooperative data center resources with our overseas data center partners.



## Remaining Committed to Public Welfare and Charity

Public welfare and charity, as primary means of “tertiary distribution”, play a positive role in more evenly dividing the “pie” grown collectively by the people and advancing common prosperity. Increasing democratization and involvement of the internet has created new models and new platforms for the development of public welfare activities, and brought about new drivers for advancing common prosperity in a high-quality manner.

China Mobile actively explores and implements effective ways to contribute to common prosperity through public welfare activities. As internet-based public welfare activities became more popular, the Company drew on its strengths in resources, platform, talent and technology, and joined hands with industry partners to promote the healthy development of internet-based charity.

### Facilitating public welfare and charitable undertakings via network

We made public welfare and charitable undertakings more accessible to a greater number of members of the public, and facilitated the contact and interaction among donors, volunteers and beneficiaries, forming a “public welfare and charity network” and making it a common means of communication.

### Integrating the entire process of charity

From project initiation to fundraising and distribution, we integrated big data, AI and other innovative technologies throughout the entire process of public welfare or charitable undertakings. Our technologies offered accurate identification of beneficiaries and continuous tracing of effectiveness of donations, thereby promoting more effective allocation and greater diversity of charitable resources.

### Improving charity management system

We helped improve the operational review, information disclosure and credit management of charitable programs using blockchain and other technologies to create a highly transparent and trustworthy charity management system and further stimulate social goodwill and contribution.

## “Heart Caring” Campaign Helping Children Restore Health

Our “Heart Caring” campaign is dedicated to providing free screening and treatment for impoverished children suffering from congenital heart disease (CHD). Under the campaign, we provided free screening for 3,291 children and free surgeries for 495 children in 2021. Apart from the ongoing campaign, we also explored a new model in Shaanxi Province: we combined local medical insurance with charitable donations and a fee waiver by partner local hospitals to assist more children with CHD. Since the launch of the campaign in 2011, we have offered screening to 61,898 impoverished children across the country and free surgeries to 7,069 children diagnosed with CHD, making over RMB200 million in donations.



“Heart Caring” campaign charitable event at TEDA International Cardiovascular Hospital



China Mobile conducted the “Heart Caring” campaign in Guizhou, offering free CHD screening for local children

## Blue Dream: Shaping a Better Future with Education

Under our “Blue Dream — China Mobile Education Aid Plan”, we have been operating the “China Mobile Central and Western China Rural Primary and Secondary School Principal Training” program and the “China Mobile Multimedia Classroom” program to improve the quality of education and facilities in places across China where education has traditionally been a challenge. The plan helps reduce the regional disparities and inadequacies in education, and improve the quality of basic education in rural areas. Since the plan was launched in 2006, we have built 4,029 multimedia classrooms, trained over 129,000 principals and donated a total of RMB219.8 million.

### Principal Training Program

Invited China Mobile experts to provide three-stage online and offline training to 1,000 principals from rural primary and secondary school in 10 provinces and districts/cities in central and western China.

### Multimedia Classroom Program

Built 649 urban-standard multimedia classrooms in rural areas; procured standard or customized digital supplies, such as high-definition recording and broadcasting equipment; conducted digital capabilities training in target schools to help the principals and teachers master the use of such digital supplies.

### "GoTone Blue Dream Public Welfare Program"



Together with different sectors of society, we rolled out the "GoTone Blue Dream Public Welfare Program" in 2021 to support the development of basic education in remote rural areas. By the end of 2021, over RMB28.7 million worth of digital materials were donated under this program to 116 schools in 11 provinces and RMB3.11 million in total were raised as donations to provide schools with needed supplies.

- **Creating a new form of public welfare:** Developed new ways of charitable donations such as "user donation+corporate matching", points-based donation with China Mobile characteristics, and cash donation in collaboration with Tencent Charity.
- **Drawing on our leading technologies:** Set up a variety of platforms for schools, such as Smart Campus, Live Lectures by Famous Teachers, ViLin Synchronous Classroom and campus security monitoring platform and based on our "network+education" model; the ViLin Synchronous Classroom, for instance, allowed well-trained teachers from cities to give live lectures to students in remote areas, further addressing the uneven distribution of educational resources.
- **Advancing internet-based public welfare:** Set up a special section on live streaming platform dedicated to public welfare to better connect donors with beneficiaries and facilitate more charitable actions by individuals; increased public engagement in public welfare via interaction on our platforms to spread goodwill in society in the most efficient manner.

*"Music, pictures and animations in the multimedia class are both eye-opening and interesting. We are also able to learn and communicate with children in other cities through video, and it has brought us more closely together."*

— Ezimeti Turghun, a student from Bayi Aimin Primary School

*"The digital products for teaching and learning donated by the GoTone Blue Dream Public Welfare Program have given the school access to the excellent educational resources used by key middle schools in big cities through smart teaching facilities. This has helped bridge the existing educational gap."*

— Principal Li, Panli Primary School, Guizhou

## Spreading Warmth Through Public Welfare Activities

We continued to standardize and normalize management of employee volunteering. Besides the "And You" donation program to support education, the "And Seeding" volunteer teaching program and the "Learning from Lei Feng" volunteering program, we also fully integrated volunteering with our main business to make more and better inclusive services accessible by impoverished people, left-behind children, elderly people, people with disabilities, outdoor workers and other underserved groups.

### Helping riders save time, reduce cost and stay safe by providing better internet, services and applications



Riders on food delivery Apps face many challenges including a heavy workload, tight delivery time limits, low pay and poor job security. Our Beijing subsidiary worked to secure and empower riders on all fronts, and connected them with happiness from the three dimensions of services, network and technology.

- **Faster network connection:** Handled network quality issues reported by riders through our VIP customer service and improved network quality based on a big data analysis of the hot spots and peak hours of data traffic for riders.
- **Reduced service charges:** Provided tens of thousands of riders with a special service package tailored to their heavy use of data, calls and messages to relieve their financial burden, plus an insurance offering to protect their safety; set up a 24/7 exclusive WeChat service group for riders and provided additional services like emergency booting, green channel, antifraud lectures and riders' stations.
- **Greater safety enabled by applications:** Introduced 5U safe and smart charging cabinets and over 400 "And Easy Charging" smart charging piles for businesses and individuals in urban Beijing, offering convenient and safe charging to riders based on IoT, big data, cloud computing and other advanced technologies.

## Connecting and bringing employment opportunities to those in poverty and with disabilities



Our Chongqing subsidiary offered care products to over 500,000 people with disabilities, and launched an SMS service platform covering around 900,000 people with disabilities. It also introduced “Zhiyouai”, a 5G-based smart employment service platform to match people with disabilities with jobs. By the end of 2021, the platform had recommended thousands of jobs, achieving a 98% user satisfaction rate.

Our Online Marketing Service Center increased the recruitment of impoverished members and members with disabilities through crowd-sourcing. It worked with local associations of people with disabilities in places where we operated to offer employment opportunities to people with disabilities. The center also provided skills training for newly recruited impoverished members and members with disabilities. By the end of 2021, the center had put a total of 302 impoverished members and members with disabilities in inbound and outbound hotline service positions, of which 120 employees with disabilities working at our New Life Senior Care and Disability Service Center earned as much as more than RMB6,000 per month.

## China Mobile's Philanthropy Stars of the Year



**Xi Jiajia**  
(employee of Jiangsu subsidiary)

She set up the “Jiajia Volunteer Service Team” in 2008, which, by the end of 2021, had collectively provided assistance to elderly people on more than 50,000 occasions and recorded over 7,800 hours of volunteer services; they had also aided over 400 impoverished students in mountainous areas, which was featured in news report by the CCTV (China Central Television).



**Lv Haiyan**  
(employee of Fujian subsidiary)

She raised RMB187,000 in seed money for the “GoTone Hope Primary School” fund project and set up a volunteer teaching team of more than 70 people. She had personally donated more than RMB8,000 to 23 families in need and 16 patients. She had also helped 27 poor families in Qishan Village of Quanzhou City to set up online stores and put up products for sale, generating a total income of RMB165,000.



**Meng Hua**  
(employee of Shandong subsidiary)

She actively participated in volunteer activities such as helping poor people and students, collecting and donating winter clothes, aiding in city traffic management and other community services. She had also made 120 donations totaling more than RMB46,000 to 96 charitable programs.



○ A Guangxi subsidiary volunteer provided first-aid for an outdoor worker



○ Liaoning subsidiary offered assistance to left-behind children as part of the “Learning from Lei Feng” volunteering program

## Spreading Love and Care with Public Welfare at Fingertips

On November 4, 2021, China Mobile's philanthropy platform was approved by the Ministry of Civil Affairs as one of the third batch of online fundraising information platforms, making us the first and only domestic telecommunications operator to be granted this qualification.

As an online fundraising information platform run by China Mobile, China Mobile Philanthropy seeks to provide quality online fundraising services to over 3,600 charitable organizations with public fundraising qualifications and the general public through our 300,000 physical outlets in towns and villages across China as well as various online service channels such as the China Mobile App, 10086 WeChat subscription account and MIGU Run.