# Inclusive Growth

development ideology, and is devoted to quality and effectiveness in serving national strategies and fulfilling social responsibilities. It earnestly integrates its corporate development with the wider pictures of in safeguarding and improving people's livelihood in the course of its development. It enhances the equitability and accessibility of information services, and applies next-generation information technology to bridge the digital divide, promote rural revitalization, and serve national strategies. It builds a solid team of high-quality talents, and constantly satisfies the



**Striving for Common Prosperity** 



**Cultivating Well-Rounded Talents** 























# **Striving for Common Prosperity**

China Mobile actively leverages its strengths to bridge the digital divide, continues to strive for rural revitalization, supports coordinated regional development, persistently engages in philanthropy and charity, and endeavors to contribute "Mobile Power" towards achieving common prosperity.

# **Bridging the Digital Divide**

China Mobile has been proactive in making network services accessible in remote areas, launching "speed upgrade and tariff reduction" initiatives, and providing specialized services to meet the needs of special communities, so that the benefits of developments in information technology can reach everyone.

### Popularizing Network Coverage

China Mobile continues to popularize telecommunications services, especially focusing on expanding network coverage in rural villages and remote areas, and promotes equal access to basic public services.

#### **Digital Inclusion Efforts**

The Company has built 3,647 4G base stations and 381 5G base stations in remote areas and rural villages, and 911 4G base stations at borders and on islands; its 4G network has covered 99.6% of Chinese administrative villages, and its 5G network has generally been able to provide continuous coverage in all townships nationwide, as well as effective coverage in large administrative villages and developed rural villages.

The Company has steadily expanded broadband support for town and rural households, with 95.4% of Optical Line Terminal (OLT) equipment having gigabit capability, household broadband transmission line coverage reaching 260 million households, 13.74 million more since the beginning of 2023, and household broadband users reaching 100 million households, 15.40 million more since the beginning of 2023. Its wired broadband services has covered 507,100 administrative villages. A total of 68,500, including 4,000 in 2023, remote rural villages have been connected to broadband under our "Universal Telecommunications Services Project".



# Launching 700 MHz 5G Ultra-Long-Range Base Station on Desert Highway in Xinjiang

In May 2023, the Company overcame the challenges from heat and sandstorms in the desert to launch the first 700MHz 5G ultra-long-range base station on a desert highway in the Taklamakan Desert, Luntai County, Bayingolin Mongol Autonomous Prefecture, Xinjiang. This base station is capable of providing network coverage beyond eyesight within a range of 30 kilometers, and makes smart navigation, live broadcasts and high-definition calls possible, even from a distance. This has brought a 45% increase in network coverage area. After the base station was completed, average daily number of users increased by 70% and mobile traffic grew by 38%. By the end of 2023, 20 5G base statements were built along the Luntai County to Qiemo County section of the Taklamakan Desert Highway.



China Mobile launched the first 700MHz 5G ultra-long-range base station on a desert highway.



## Building a Communications "Skyway" to the Snowy Plateau in Yunnan

On 26 November 2023, the Lijiang to Shangri–La Railway (the "Lixiang Railway") was officially inaugurated, marking the end of the "no–railway" era for Diqing, Xizang Autonomous Prefecture. In sync with the completion of the Lixiang Railway, the Company overcame the construction challenges posed by high altitudes at highlands, and achieved 100% 4/5G coverage at various types of stations and surroundings along the Lixiang Railway. Field tests confirmed a 100% success rate for voice calls along the entire railway with an average download speed of over 300Mbps, enabling uninterrupted voice calls, live broadcasting and mobile gaming on high–speed trains, and revolutionizing the way we connect and communicate.



Base station near the Jinsha River railway bridge at the Tiger Leaping Gorge.



#### 5G at Sea

China Mobile responds to the national strategy to become a maritime power by launching 5G network expansion projects across coastal and open sea areas. These initiatives extend 5G connectivity to the sea, support better maritime supervision, boost the marine economy, and facilitate sea travel for fishermen and tourists.

#### In Shandong

The Company set up the "Yellow River to Sea" 700M network, leveraged a "Dual AAU + Dual 700M" structure to enhance base station transmission capabilities, and applied technologies such high/low frequency coordination and time/frequency domain aggregation, to deliver a comprehensive maritime network coverage solution. By the end of 2023, we built 416 coastal 5G base stations, pioneering the continuous coverage of 3,345 kilometers of coastline and offshore areas with 5G networks, effectively meeting the needs of marine ecological protection and economic development.

#### In Zheiiana

In collaboration with partners, the Company launched the industry's first integrated machinery room (CO+X) model switch for commercial use on the Zhoushan Islands. This switch, based on our partner's CO+X solution, extends several innovative outdoor mini Optical Line Terminal (OLT) to surrounding islands such as Lvhua Islands, resolving the usual challenges with deployment, operations and maintenance, and stability of network on offshore islands, achieving rapid network deployment and simplified network operations and maintenance on offshore islands. Being connected to our gigabit networks, residents on Lvhua Islands can now enjoy TV and other smart applications and services on gigabit broadband, greatly improving their quality of life and happiness.

#### In Guangdong

The Company strengthened innovation in maritime communication technologies, carried out special initiatives to enhance sea area coverage, and undertook research and innovation in coverage enhancement technologies, including the use of dual 700M RRUs, shore–based high–gain antennas, sea–based miniaturized antennas and other new technologies and products to enhance coverage. By the end of 2023, we built 802 700M sites and achieved continuous 5G network coverage in the coastal area (0–20 kilometers) and effective 5G network coverage in the near sea (20–40 kilometers) and offshore (40–50 kilometers) areas. The smooth 5G network supported the entry of marine ranches into an era of intelligent management, offered an integrated solution for offshore wind power, and increased the overall operational efficiency of smart ports by 30%, empowering the high–quality development of the maritime economy.



### Exclusive Tariff Concessions

The Company has carried out initiatives to increase speed and reduce fees, benefiting a total of 6.204 billion people. Special tariff discounts are provided for three key groups: the elderly, the disabled, and those lifted out of poverty. Through targeted fee reductions, we strive to achieve affordable digital services for everyone.

Tariff concessions have been offered to (cumulative)

**27.4759** million elderly individuals

**5.6908** million disabled individuals

**17.8673** million individuals overcoming poverty

### Warm and Personalized Services

China Mobile provides heartfelt, personalized services to the elderly, the disabled, and ethnic minorities, ensuring these groups could enjoy seamless access to digital-intelligent services.



#### **Elderly Group**

- Upgraded the EasyOwn Happy Filial Card, focusing on the core needs of the elderly group, and launched three types of precise and differentiated warm-hearted services: Carefree Love, Carefree Health, and Carefree Safety.
- \* MIGU Video has featured a one-button Elderly Mode, enhancing the viewing experience with larger text and icons, catering specifically for the older audience. MIGU Music has introduced a featured phone version that offers content favored by the older audience, such as nostalgic hits, square dancing tunes and traditional operas, with senior-friendly features like voice song search, alarm tones and favorite lists, to enrich the leisure life of our elderly customers.



In Chongqing, the Company has initiated the Caring for the Elderly, Warming the Hearts of the Silver-Haired service.



#### **Disabled Group**

\* The Company has introduced a special video service desk for those with hearing loss, offering barrier-free access and direct communications in sign language with our 10086 customer service team



#### **Ethnic Minority Groups**

- \* The Company has established service desks for several languages, including Uyghur, Kazakh, Tibetan, and Mongolian, embedding these multilingual options across various service platforms.
- \* For minority ethnic customers, multillingual bills are issued, and multilingual video services are provided.



#### Enhancing Elderly-Friendly Services, Warming "Slow Population" in "Fast Era"

China Mobile has launched digital-intelligent elderly-friendly services on both the 10086 hotline and its internet service, providing elderly customers with more comprehensive, direct, convenient and personalized customer service.

#### Intelligent strategy for proactive identification, one-click access to the Elders Priority Service Desk

The Company introduced an Elders Priority Service Desk, whereby individuals aged 65 or above can get direct access to an agent when they dial the 10086 hotline, to address issues such as not being able to hear the voice instructions clearly or pressing the wrong keys. By the end of 2023, the 10086 hotline provided direct agent service to 70.9302 million elderly customers on a total of 320 million occasions.

#### Video customer service for an intuitive service offering "see, hear, speak and touch" - integrated interaction

The Company launched the 10086 video customer service, providing elderly customers with "see, hear, speak and touch" – integrated services through face—to—face video guidance and remote assistance.

#### Exclusive App page design, one screen display of important information

The Company upgraded China Mobile App's elderly–friendly services, setting up pages with larger font size and icons exclusively for the elderly, and adding support for voice navigation, effectively reducing the probability of mis–operations. By the end of 2023, the China Mobile App Care Edition had 10.3778 million monthly active users, providing elderly–friendly and accessible services on 42.9072 million counts per month.



China Mobile service agents dedicated to the elderly customers.



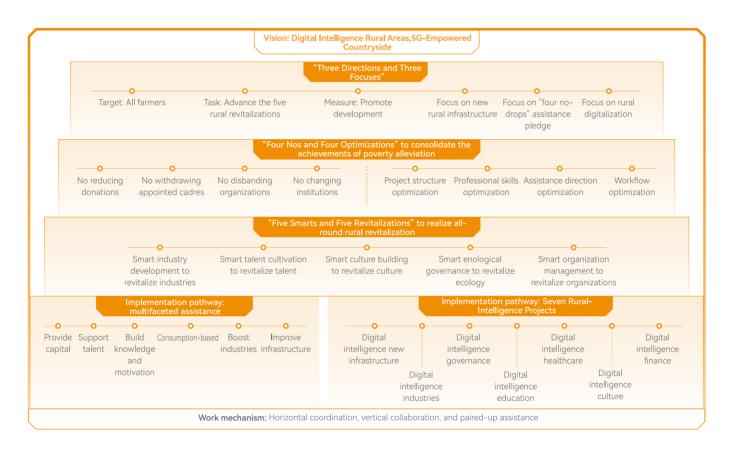
#### Enhancing Accessibility with Smart Subtitles for an Inclusive Viewing Experience

In 2023, during the 19th Asian Games and the Asian Para Games in Hangzhou, MIGU Video debuted advanced subtitle technology featuring low-delay, scrolling subtitles to make sports more accessible. A pioneering move in the industry, it introduced live intelligent subtitles in major Chinese dialects such as Minnan and Cantonese, significantly enriching the viewing experience for those with hearing impairments and promoting cultural exchange across different regions.

# **Actively Improving the Welfare of the Community**

### Thoroughly Promoting Rural Revitalization

The concept of digital villages plays a crucial role in the strategy of rural revitalization and is a key part of constructing a digital China. In advancing its "Digital-Intelligent Rural Revitalization Plan", China Mobile is committed to a "broad support" framework that involves coordinated efforts across different levels, targeted assistance, collaboration with internal and external parties, and a blend of focused and comprehensive approaches. It has established a streamlined workflow for planning, executing, monitoring and enforcing accountability, thereby powering rural revitalization with digital-intelligent solutions.



#### Diligently Organizing and Enhancing Support to Achieve Effective Rural Revitalization

Updated management guidelines for targeted support projects to achieve seamless process oversight. Announced the 2023 Conducted specialized meetings demonstration sites for rural Mandated that provincial and strategy sessions on rural revitalization support. companies conduct at least revitalization, to explore and quarterly inspections in supported launch targeted support and Introduced a recognition system counties, to uncover and assistance projects and overall for rural revitalization, awarding address any issues with policy rural revitalization initiatives. 30 outstanding individuals and execution and provide relevant 15 outstanding groups for their recommendations. contributions in each of 2021 and 2022. Organized quarterly meetings to coordinate project efforts, ensuring timely progress and adherence to planned timelines.

#### Assisting in Consolidating and Expanding the Achievements of Poverty Alleviation

In 2023, the Company steadfastly upheld a supportive ecosystem, deploying multifaceted initiatives such as talent development, financial aid, knowledge and training services, consumer support, industrial growth and livelihood improvements across 3,100 localities in 1,486 counties nationwide. The concerted effort aimed to reinforce the fruits of poverty alleviation, invigorate rural economies and enhance community prosperity.



By the end of 2023, more than 2,520 on–post seconded officials, first secretaries, and village–stationed work team members contributed their efforts on the frontline of targeted assistance.



Financial Enhancement

In 2023, assisted the parent company in donating RMB 287 million in gratuitous aid funds to eight headquarters—supported counties, accumulating to RMB 2.935 billion in gratuitous aid funds by the end of 2023.



Established a comprehensive, regular and professional training system, and provided training to 73,000 grassroots officials, 18,000 leaders in rural revitalization and 115,000 technical personnel in 2023, significantly boosting the local ability to support economic growth.



Consumption Support

Launched the "EasyOwn Special Product Campaign — Consumption Support Special Action", creating a full—chain consumption support system connecting consumers, distribution channels and supply side, boosting the sales of agricultural products, and directly purchasing and assisting in the sale of RMB 586 million in agricultural products in 2023.



Initiated the "Intelligence Empowers Wellbeing—Pillar Industry Revitalization Support Action", supporting counties in developing their signature industries. In 2023, the Company introduced or supported 680 projects or companies, with investments reaching RMB 1.225 billion. These efforts facilitated the employment transition for 9,312 individuals and benefited 4,014 individuals from poverty—alleviated families.



Supported the second phase of the Silk Road Jia Yuan kindergarten relocation project for poverty alleviation in Qarlung Town, Akto County, Xinjiang, which could accommodate 360 children; supported the construction of village health rooms and medical supplies in Lop County, Xinjiang.



#### "EasyOwn Special Product Campaign - Consumption Support Special Action"

By the end of 2023, RMB 288 million worth of agricultural products had been directly purchased from areas lifted out of poverty, and RMB 297 million had been spent on assisting in the sale and purchase of agricultural products from areas lifted out of poverty.

#### "One Core, Two Channels, Three Aspects, Four Sides" Consumption Support Methodology Model





#### "Intelligence Empowers Wellbeing-Pillar Industry Revitalization Support Action"

In 2023, the
Company launched
the "Intelligence
Empowers
Wellbeing—
Pillar Industry
Revitalization
Support Action"
to empower the
revitalization of
rural industries and
support the high—
quality development
of pillar industries in

assisted regions.

Focusing on the natural endowments of county areas, the Company collaborates with local governments to compile development, assistance and support plans for 2024 to 2026.

Leveraging the Company's leadership in the field of information technology, it empowers pillar industry development through the integration of digital intelligence technologies with new infrastructure, platforms, applications and business models in agriculture.

The Company introduces mechanisms to collaborate with and help farmers, encouraging their active participation in industry development, improving employment, and achieving increased income and wealth.

Closely aligning with pillar industry plans, the Company invests in grant-based industry assistance funds to create high-quality industry projects, fostering and strengthening local pillar industries.

Information Energy
Axis

By actively attracting investments and introducing central corporate rural industry investment funds, the Company leverages capital to aid in industrial upgrades.

The Company plans and executes training at different levels, blending theoretical knowledge with practical experience, providing talent support for industry revitalization.

#### **Driving Agricultural Innovation with Comprehensive Digital Intelligence Strategies**

The Company is delicately advancing the "Digital-Intelligent Village Project", encompassing seven key digital intelligence projects related to new rural infrastructure, industries, governance, education, healthcare, culture and financial services. Our goal is to continuously advance new information infrastructure upgrades in rural areas, broaden application of online, intelligent and cloud-based products, and deliver high-quality and efficient information services to rural residents, rural families and agricultural enterprises. This initiative is designed to ensure that millions of farmers could better benefit from the collective achievements in internet development.

Digital-Intelligent Transformation of Rural Infrastructure In 2023, we invested over RMB 18 billion to improve network services in areas grappling with poverty, geographical isolation or border challenges, bringing total investments to more than RMB 220 billion.

Digital-Intelligent
Transformation of

We launched the "Digital Villages with China Mobile" campaign and developed a 5G digital platform for villages, providing a suite of 47 governance, healthcare and education services to governments, village committees and residents. This initiative enhanced public service and digital benefits for residents, and advanced modernization of rural governance. By the end of 2023, over 390,000 villages with over 64 million rural users were qualified as "digital villages".

Digital-Intelligent
Transformation of
Rural Industries

We are fast-tracking the integration of cutting-edge information technologies with agricultural practices. In 2023, it built 600 high-standard farmland and other 5G smart agriculture demonstration projects.

Digital-Intelligent Transformation of Rural Education By the end of 2023, our internet TV education service reached over 6.8 million rural households, significantly facilitating access to quality educational resources for rural schools and families.

Digital-Intelligent Transformation of Rural Culture **8.34 million** farmers participated in our "I Love Reading 100 Days" campaign by the end of 2023, with an average reading time of 28 hours. Our broadband TV on–demand service reached **over 63 million** rural households and enriched their cultural life.

The China Mobile MIGU case study Promoting Shared Reading and Common Prosperity, Enriching Harmonious and Beautiful Villages was recognized as an outstanding ESG initiative by the China Enterprise Reform and Development Research Association.

Digital-Intelligent Transformation of Rural Healthcare We have accelerated the adoption of smart and digital technologies in healthcare to improve access to quality medical resources in rural areas, making healthcare services more equal, inclusive and convenient. This initiative helps to ease the challenges and costs of seeking medical care in remote locations.

Digital-Intelligent Transformation of Rural Financial Services

We are pioneering inclusive financial services for the rural sector, offering accessible and affordable financial solutions to agricultural business entities. Over 2023, the Company provided credit purchase options to more than 1.34 million users in rural areas and facilitated loans totaling RMB243 million with our financial partners.



#### 5G New Infrastructure Reshaping Motuo County in Xizang

Motuo County in Xizang was the last county in China to be connected by road and was alleviated from poverty in 2019. By the end of 2023, Xizang Mobile built 23 5G base stations across Motuo and expanded fiber optic internet coverage to every administrative village in the county, overcoming difficulties such as construction challenges, short construction periods and high maintenance costs with an optimized construction and maintenance team. This boosted the number of broadband—enabled households from just over 1,500 to 3,774. Leveraging the launch of these base stations, Motuo's villagers have turned to short video clips and live broadcasts to showcase and sell their unique cultural products and agricultural products, effectively doubling their incomes without leaving their homes.



#### China Mobile (Chengdu) Industrial Research Institute Strengthening Digital Safeguards for Food Security

#### Fortifying High-Standard Agriculture

At its facility in Shangshui County, Zhoukou, Henan, China Mobile (Chengdu) Industrial Research Institute was pioneering the fusion of cutting—edge technology with traditional farming practices. Leveraging 5G, IoT and big data analytics, the Institute has rolled out a suite of 12 smart farming applications, from remote irrigation to pest surveillance, enabling precise management of diverse farmland and fostering a tech—driven agricultural ecosystem. By the end of 2023, this approach had boosted efficiency in Zhoukou's farmland, slashing water use by 75%, cutting fertilizer use by 20%, reducing irrigation costs from RMB 80 to RMB 15 per Chinese acre, and bolstering wheat yields by an impressive 220 catty per Chinese acre.

#### Pioneering a Model for Smart Farming

In 2023, China Mobile (Chengdu) Industrial Research Institute established a smart agriculture production demonstration base in Xinfuli Community, Dayi, Sichuan. The base, through the "Gufengdeng" precise planting management system and integrated water and fertilizer technology, created efficient water—saving farmland. By extensively applying technologies such as 5G and Beidou high—precision positioning, it built an integrated agricultural data collection network from space to ground, achieving mechanized, precise and unmanned operations throughout the entire process, from plowing, planting, managing to harvesting, driving increased grain production, farmer income and land use efficiency.



Sichuan Dayi Xinfu Li Community Precision Agriculture Benchmark Demonstration Base.



#### 5G + Smart Village Doctors - Launching a New Model for Rural Healthcare in Jilin

Village doctors, the frontline protectors of rural health, often bear the brunt of considerable professional stress. China Mobile has stepped in with a holistic digital solution, significantly enhancing the efficiency and quality of grassroots medical services.

- Developing a tailor-made mobile application with partners and empowering village doctors to effortlessly manage and update villager health records on-the-go.
- Leveraging an Al-based diagnostic system, village doctors can now make more accurate assessments of their patients' conditions. In addition, the system's prescription verification feature elevates standards of prescriptions issued by village doctors.
- Integrating with Jilin's remote healthcare service platform through the 5G network, minor ailments can be treated locally while more serious or complex conditions can be addressed through teleconsultation.



#### Unlocking Livestock Financing Challenges through "Inclusive Finance + Technological Empowerment" in Hainan

The Hui Niu Cooperative in Chengmai, Hainan, established in 2016 and dedicated to yellow cattle breeding, faced a common hurdle as it sought to grow: the need for more capital. Traditionally hampered by the absence of tangible assets for collateral, securing bank loans was a steep challenge for the cooperative.

Now, with the "Hainan Mobile Smart Livestock Management Cloud Platform", financing in the agricultural industry is no longer a problem. By deploying sensor nodes such as Bluetooth ear tags, Al video, and wireless networks at the livestock breeding sites, the Company can provide banks with unique identifiers and risk monitoring for the livestock. This has enabled an innovative financing method of "live cattle mortgage", assisting Hui Niu Cooperative in successfully obtaining a loan of RMB 2 million in working capital.

### Supporting Public Welfare and Charitable Causes

China Mobile continues to deepen the operation of the "China Mobile Charity" platform, deeply cultivates brand charity projects, actively supports volunteer services, and aids in the pursuit of common prosperity with utmost sincerity.

#### **Fostering an Inclusive Platform for Philanthropy**

The China Mobile Charity platform is one of the internet public fundraising information platforms designated by the Chinase Ministry of Civil Affairs. Since its launch in November 2021, the platform has actively explored a new model of "Mobile + Public Welfare + Internet", using the China Mobile App as the main carrier. It provides charitable organizations with services such as fundraising information publishing and information management, and offers the public safe, convenient, and transparent internet donation services, covering multiple fields including disaster prevention and relief, educational assistance, poverty alleviation, medical aid for serious illnesses, support for the elderly and disabled, and environmental protection. Starting from the "9 · 5 China Charity Day" in 2023, we launched the "Do Good With China Mobile" donors' welfare event and distributed 64,900 sets of exclusive "love" benefits to participating users, motivating more of the public towards charitable causes.

#### **Performance of the China Mobile Charity Platform**

#### ln 2023

- 9 charitable organizations joined
- 27 new charity projects were launched
- 310 million visits were recorded
- · **874,700** donors
- Cash donations amounted to RMB 2.7742 million
- Points donations amounted to 209 million

#### By the End of 2023

- A total of 38 charitable organizations joined the platform
- A total of 71 charity projects were launched
- A total of 380 million visits were recorded
- · A total of 2.112 million donors
- Total cash donations amounted to RMB7.3128 million
- Total point donations amounted to 577 million

(Data on total point donations included historical data from the platform's support for the GoTone Blue Dream Charity Program special project.)



#### United for Three Years, Pursuing Dreams Together - "GoTone Blue Dream Charity Program"

In October 2020, China Mobile launched the "GoTone Blue Dream Public Welfare Program" in collaboration with the Ministry of Education and China Education Development Foundation, to improve the learning environment of children and support the development of basic education in rural areas. By partnering with the GoTone brand customers, through various means like point donations, cash donations, etc., we are committed to empowering children to embrace a brighter future.

By the end of 2023, more than 20 million customers had made donations through the "GoTone Blue Dream Charity Program". The Company had raised cumulative donations valued at RMB 28.7 million (including tax) in technological materials and RMB 11.85 million (including tax) in teaching materials and supplies for 240 schools across 31 provinces (autonomous regions and directly—administered municipalities), effectively improving the teaching conditions at local schools.



GoTone Blue Dream Classroom at Xida Central School, Chengmai County, Hainan.



GoTone Blue Dream Charity Donation Ceremony at Aba County Middle School in Sichuan.

#### **Deeply Cultivating Brand Charity Projects**

The Company has been carrying out the "One Red and One Blue" branded program through the China Mobile Charity Foundation for many years, spreading good will to all sectors of society with concrete actions.

### China Mobile's Heart Caring Campaign

- \* Since 2011, China Mobile has been continuously carrying out the Heart Caring Campaign, providing free medical screening for children from poor households, and fully funding the treatment, transportation, and nutritional subsidies for children suffering from congenital heart disease.
- \* In 2023, the Company donated RMB 10 million to support the treatment of children with congenital heart disease in four provinces (autonomous regions) including Liaoning, Shaanxi, Qinghai, Ningxia, providing free medical screening for 4,741 children and free treatment for 299 diagnosed children during the year.

Total donation amounted to RMB 224 million

68,591 children were provided with free screening

7,745 children with congenital heart disease were provided with free treatment



China Mobile's Heart Caring Campaign providing free congenital heart disease screening for children in need.



Volunteer from China Mobile's Heart Caring Campaign registering information for children who come for screening.

#### Blue Dream - China Mobile's Educational Aid Plan

- \* Since 2006, the Company has been continuously supporting the Blue Dream China Mobile Education Aid Plan in collaboration with the Ministry of Education and China Education Development Foundation. This includes two sub–projects, namely the Blue Dream Principal Training Project and China Mobile Multimedia Classroom Project.
- \* Blue Dream Principal Training Project: The Company invested RMB 8 million during the year to provide training for 1,002 primary and secondary school principals from ten provinces (autonomous regions) in central and western rural areas such as Xinjiang, Yunnan and Inner Mongolia.
- \* China Mobile Multimedia Classroom Project: In 2023, the Company donated RMB 17.3 million to support the construction of 365 multimedia classrooms in 273 primary and secondary schools in 34 counties of five provinces (autonomous regions) including Inner Mongolia, Sichuan, Shaanxi, Guizhou, and Gansu.

Total donations amounted to RMB 270 million

4.725 China Mobile Multimedia Classrooms have been donated

#### **Supporting Volunteer Services**

The Company actively supports employees to participate in various public welfare and volunteer service activities, driving new norms for a more civilized society.



#### Volunteer Teaching with Love, Helping the Youth Prosper

The Company is committed to building the "And Youth" brand for voluntary teaching and youth volunteer services. The Company organizes its employees to offer volunteer teaching at rural schools and urban schools for migrant workers' children. The employees developed extracurricular courses to motivate interest in learning and expand students' vision and knowledge. By the end of 2023, 800 employees have participated in 68 "And Youth" voluntary teaching sessions to 4,047 impoverished students.



#### Donating to Aid Learning, Building Dreams and Setting Sail

In 2023, the "And You" Education Aid Program provided one–to–one targeted assistance in five provinces and eight counties, including Gaize County in Xizang, Maqin County in Qinghai, Aktau County in Xinjiang, Shule County in Xinjiang, Luopu County in Xinjiang, Huanan County in Heilongjiang, Tangyuan County in Heilongjiang and Baisha County in Hainan. By the end of 2023, 4,114 people have participated in donations, raising RMB 960,000 for 800 students.



# Illuminating Hope: WANG Yong from China Mobile Jiangsu Subsidiary Received the China Youth Volunteer Outstanding Individual Award

For many years, WANG Yong, an employee of China Mobile's Jiangsu subsidiary, has been passionately engaged in public service, establishing volunteer teams in five areas: educational support, elderly assistance, disability aid, community service, and a love art troupe. He has organized 379 volunteer events, helped over 600 specialneeds children, cared for more than 2,000 elderly individuals, rescued 41 children with serious illnesses, and served over 60,000 people. In 2013, he was honored with the "China Mobile Star of Charity" award.

In 2023, WANG Yong was awarded the "China Youth Volunteer Outstanding Individual Award", the highest honor in the field of volunteer service in China.



WANG Yong is organizing volunteers to carry out activities for patients



# Lighting-Up the Path of Youth with the Beacon of Science

Since 2018, the China Mobile Research Institute has led the initiative of the "Little Scientist" children's science popularization series. This initiative organizes young experts from the Company to teach science and technology knowledge to teenagers from urban villages in Beijing and remote mountainous areas across the country through both online and offline courses. The content covers communication, computer programming, artificial intelligence, and nature, reaching millions of children nationwide.

In 2023, at the "2023 Annual Science and Technology Volunteer Service Advanced Models" selection organized by the China Association for Science and Technology, the main initiator of this event, LIU Weidong, was honored with the "Most Beautiful Science and Technology Volunteer" award.



Teaching a course on The Past, Present, and Future of 5G for the migrant workers' children in Zhufang Village, Beijing.

# China Mobile Annual Stars of Responsibility



XUAN Qiwei
China Mobile

#### The life guardian across borders

XUAN Qiwei has been involved in public welfare volunteer work for ten years and made donations to hundreds of impoverished children. In 2017, he joined the Blue Sky Rescue team and participated in dozens of major disaster rescue missions, directly rescuing more than a dozen people. He participated in rescue missions after an earthquake in Turkey on 6 February 2023, conducted searches and rescues for eight consecutive days, demonstrating excellent personal ability and dedication.



ZHANG Bing
China Mobile
Jiangxi
subsidiary

#### Stay true to the original aspiration and keep true feelings forever

ZHANG Bing has been voluntarily donating blood for 25 years, making a total of 159 donations and a total blood donation volume of 66,400 milliliters. He has also participated in over 90 community civilization—building activities, and volunteered to assist in community population census, covering approximately 1,000 households in total. He has received multiple honors from the National Health Department, Pingxiang City Government, the Red Cross Society of China, and in 2023, he was honored with the National Uncompensated Blood Donation Dedication Award Lifetime Honor.



HU Xiling
China Mobile
Fujian
subsidiary

#### Loyal to duty, selfless dedication

HU Xiling has been involved in public welfare for 12 years, and her public welfare footprint covers all counties and districts in Luoyang, Henan. She has visited 78 poor, mountainous area primary schools (teaching points), organized 263 volunteer teaching activities, and supported more than 7,000 students in 45 poor schools. She has helped 87 left—behind children and children in need in rural areas, and organized donations of study supplies and necessary materials amounting to RMB 640,000 and recording a total public welfare service time of 2,661 hours.



LIN Yandong

China Mobile
Fujian
subsidiary

#### The pathfinder on the road to revitalization

Since taking up the role of the first village secretary in Dongcuo Village, Zhangpu County, Zhangzhou, Fujian in 2021, LIN Yandong has integrated digital technology into the local big clitocybe farming industry, resolving the employment difficulties of more than 240 households in the village. He took the lead in establishing the first village-level talent station for rural revitalization in Zhangpu County, and guided returning young people to start five companies, attracting talent and wisdom for rural revitalization.



CHEN Jianwei
China Mobile
Guangdong
subsidiary

### Commitment and altruism

Since 2016, CHEN Jianwei has voluntarily become a traffic auxiliary officer. He has never been absent from duty over these seven years. He donated materials to care for the elderly and disabled children. With affection for those affected by disaster, he took the initiative to join our flood relief and rescue team and raised rescue supplies worth more than RMB 500,000 through various channels after the Shantou "8·30" flood in 2018.

# China Mobile Combating Natural Disasters at Full Strength and Safeguarding the Lifeline of Information Services

Safeguarding Communications at Avalanche Sites under Snowstorms

On 17 January 2023, several avalanches occurred along the Paimo Highway in Linzhi County, Xizang. After the disasters occurred, Xizang subsidiary quickly responded, immediately activating emergency disaster relief plans. Xizang subsidiary restored out–of–service base stations by foot and set up temporary ones, deploying a total of 82 person–times, providing emergency power banks, tents, satellite phones, and other emergency equipment to ensure the normal operation of the mobile network in the affected areas.

#### The Resilient Mobile Defense

From July 27 to August 2, 2023, due to the impact of Typhoon Doksuri, many areas across the country experienced severe rainfall. In Beijing and Hebei, the Company established a collaborative emergency response team, with a total investment of RMB 510 million in funds and equipment, actively responding to difficulties caused by heavy rain, such as power outages, road disruptions, and flash floods. A total of 61,000 personnel deployments, 33,000 vehicle deployments, and the repair of over 7,000 base stations and more than 12,000 kilometers of optical cable were executed. Utilizing innovative solutions such as drones and satellite backpack base stations, in conjunction with innovative methods like inter-provincial base station coverage adjustment and satellite link-up to macro base stations, the team swiftly restored communication "lifelines" for obstructed towns and administrative villages in the shortest time, maximizing the guarantee of communication needs for command and dispatch in disaster areas and the public. In Fujian, the Company deployed 1,332 personnel on the day the typhoon made landfall, rapidly restoring 129 base stations, and conducted nearly 25 million video color ring back tone notifications for disaster early warning, typhoon flood prevention consultation, and safety self-rescue knowledge, fully ensuring the "vital artery" of national and people's communication.



Emergency Communication Cable Repair Across the Juma River in North Baoding, Hebei.

## Rising to Meet the Flood Season, Strengthening Communication Defenses

In August 2023, a once-in-fifty-years flood occurred in the Lalin River basin in Jilin. The Company coordinated with the local government to send evacuation notices immediately, effectively ensuring the safety of the lives of people in the flood area. Emergency communication vehicles were dispatched to support the flood area, providing network support for key areas such as the emergency command center and emergency shelters. The power of the flooded sites near residential areas was increased to expand the coverage area of the small community, compensating for the coverage blind spots caused by the disconnected stations. Through temporary expansion, the network capacity in the shelter area was increased to efficiently support the communication needs of the flood area, ensuring smooth communication and a positive experience for the public, safeguarding the lives and property of the people in the flood area.

Overcoming Cold Fronts and Snowstorms, Collaboratively Ensuring Uninterrupted Communication

In mid–December 2023, Shanxi experienced extreme snowfall and low–temperature rain, snow, and freezing disasters. Shanxi subsidiary quickly responded and activated a provincial and municipal level coordination mechanism for protection, providing additional cold–proof clothing, safety helmets, goggles, and other equipment for network maintenance personnel involved in communication protection. With the safety of front–line personnel as a priority, Shanxi subsidiary patrolled important transmission lines, cleared snow and ice, effectively preventing the damage caused by accumulating snowfall.



Conducting emergency cable repairs in Taiyuan's Xinghualing District amidst a

## Responding Swiftly to Secure Communication and Prioritizing Reconstruction Efforts

At 23:59 on December 18, 2023, a 6.2 magnitude earthquake occurred in Jishishan County, Linxia Hui Autonomous Prefecture, Gansu. Immediately after the earthquake, Gansu subsidiary reached the affected area. After about 17 hours of continuous work by a rescue assault team of 255 people, all 62 communication base stations out of service due to the disaster in Jishishan County were restored to operation, and the 4/5G wireless connection rate in the disaster area reached over 99.6%. At the same time, Gansu subsidiary provided the people in the disaster area with warm services and green channels such as suspension of service termination, direct human access to the 10086 customer service hotline, and on–site services, helping to accelerate the restoration of production and living order.



Deploying drone–based emergency communication equipment for conducting communication support and disaster assessment operations in Jishishan County.

China Mobile actively undertakes and implements China's major regional strategies and coordinated regional development strategy, forming a 1+N model of "one set of closed-loop work mechanism, serving a series of national regional development strategies". The efficient services support the positive results of the regional economic and social digital transformation and high-quality development.

Improving the People's Livelihood

#### **Optimizing Network Quality**

Continuously advancing the 5G private network coverage and the fine optimization of network quality in key areas such as the Beijing-Tianjin-Hebei region, the Yangtze River Delta, and the Chengdu-Chongqing dual-city area along with high-speed railway lines. By the end of 2023, more than 40 key sections of high-speed rail lines including Beijing-Tianjin, Beijing-Shijiazhuang, Beijing-Shanghai, Shanghai-Hangzhou, Nanjing-Hangzhou, Hefei-Wuhan, and Chengdu-Chongqing have achieved 5G private network coverage.

#### **Strengthening Product Service Coordination**

Throughout the year, the total number of cross-provincial broadband business handling reached 107,300, and the number of nationally available rights products for basic necessities reached 1,418. The convenience and consistency of cross-provincial product service processing have been significantly improved, and the richness and influence of products have been continuously enhanced.

Strengthening Information Empowerment

In key regions such as Beijing-Tianjin—Hebei, the Yangtze River Delta,
Guangdong-Hong Kong-Macao Greater
Bay Area, and the twin cities of Chengdu
and Chongqing, we are orderly promoting
the implementation of 49 key tasks and
major regional projects in key areas such
as regional capability layout, business
development, and technological innovation,
further strengthening the empowerment
and support of informatization for high—
quality regional development.



#### From 0 to N: Based on the Network, Helping the Future City Xiong'an New Area Grow Rapidly

The Company is steadfast in implementing Xiong'an New Area's development philosophy of simultaneously developing its digital and physical infrastructures, aiming for an early and strategic deployment of smart infrastructure to establish a world–class digital city. We accelerate the construction of new information infrastructure, promoting the rapid development of the digital economy in Xiong'an New Area.

Contributing to the Modern City in its Nascent Stage: By the end of 2023, 2,217 5G base stations had been built in Xiong'an New Area, achieving continuous 5G network coverage in the urban area; aiding in building a gigabit city in Xiong'an New Area full coverage of gigabit home broadband; opening an international Internet data dedicated channel with an 80G bandwidth access capability.

Supporting a City for the People Suitable for Living and Business: Keeping pace with the construction schedule of the new area, network coverage includes indoor and outdoor areas of newly built regions such as Xiong'an Station and the Beijing-Xiong High-Speed Railway, achieving village-wide 5G network coverage and full coverage of dual gigabit networks in key villages and towns; assisting in the settlement of companies, designing network plans for China SatNet, Sinochem Holdings, China Huaneng, to support high-speed network demands.

Aiding in Creating a Model City of Green Innovation: For different coverage scenarios, innovatively adopting large-scale antenna warehouses, wall-mounted antennas on glass curtain walls, and other customized network construction modes; creating a Triple Precision Model of precise network layout, refined operation management, and accurate troubleshooting to reduce optical cable loss and later-stage operation and maintenance costs, saving 50,000 kWh of electricity annually.



#### Solidly Promoting the Integrated Development of the Yangtze River Delta, Composing a Symphony of Development

In 2023, China Mobile, closely following the two key words of integration and high quality, helped to transform the integrated development of the Yangtze River Delta from a "blueprint plan" into a real scroll.

Improving the Level of New Infrastructure Construction: By the end of 2023, the Yangtze River Delta region has newly built 75,000 5G base stations throughout the year. The total capacity of the data centers and communication hub service rooms that have been put into production exceeds 330,000 racks, and the total computing scale is 2.2 EFLOPS.

Promoting the Digital Innovation of Information Service in the Yangtze River Delta: Promoting a 5G full—connection factory collaborative intelligent manufacturing model, promoting the demonstration of intelligent transformation of traditional wharves, 5G innovative applications in areas such as smart finance benchmarks, etc. By the end of 2023, more than 2,070 5G industry private network projects and more than 4,700 5G+DICT projects have been implemented in the Yangtze River Delta region.

#### Drawing a Beautiful Picture of High-quality Development of the Digital Bay Area

In 2023, the Company has made great efforts to serve the construction of the Digital Bay Area, and empowers the digital construction of the Greater Bay Area with the digital strength of information and communication.

#### Promoting Tariff Integration in Guangdong, Hong Kong, and Macau

To meet the cross—border communication and business interconnection needs of customers in the Guangdong, Hong Kong, and Macau regions, the company has launched a variety of cross—border services such as Link Home Number, One Card, Multiple Numbers, Guangdong—Macau tariff integration and Cross—border All—in—one. Among them, the Link Home Number service can bind the user's domestic mobile number with the Hong Kong mobile number, allowing users in Hong Kong to receive calls and text messages from the domestic mobile number through the CMHK number; the One Card, Multiple Numbers service has added an online instant activation function, which supports users to carry out online real—name authentication and service activation in real time, conveniently solving the difficult problem of Hong Kong users being unable to use mobile payments in mainland China.



#### **Establishment of Joint Innovation Laboratory**

Guangdong subsidiary aims at the forefront of world science and technology and industrial development, jointly constructs the Metaverse Joint Innovation Laboratory with the Hong Kong University of Science and Technology (Guangzhou), and launches the HPC+Al Fusion Intelligent Computing Center with Al computing scale ranking among the top in the country. In addition, China Mobile Internet and the School of Computer Science of Sun Yat–sen University (National Supercomputing Guangzhou Center) jointly established the Sun Yat–sen University–China Mobile Internet Supercomputing Application Research Joint Laboratory, focusing on scientific research and industry–academic–research cooperation in the fields of artificial intelligence application research and development, and communication big data mining, thereby helping the Guangdong–Hong Kong–Macao Greater Bay Area become an international technology innovation center with global influence.



#### Creating and Operating the Land and Sea Premium Platform, Assisting the Construction of the New Land-Sea Channel in the West

China Mobile created the Land and Sea Premium public service platform, providing full—process one—stop operation services such as visual design, event planning, and live broadcast promotion. The Platform opened up the entire chain from "production place" to "consumption place" with "first—class Service, first—class quality", promoted the "going global" of Chinese time—honored brands, local characteristics, and intangible cultural heritage products in the provinces, autonomous regions and municipalities along the western region and China Mobile's designated assistance areas, and served the "bringing in" of high—quality products such as Malaysia durian and Vietnamese fragrant rice.



2023 Land – Sea New Channel Economic Development Forum and International Logistics Expo exhibition site



By the end of 2023, it has served more than 1,600 agricultural products, with a cumulative sales volume exceeding RMB 200 million, fully demonstrating the important role and strong vitality of the New Land-Sea Channel in the west in global trade.

## High-Quality Overseas Fulfillment of Responsibilities

2023 marks the tenth anniversary of the Belt and Road initiative. Over the past decade, China Mobile has actively integrated into the construction process of the Belt and Road and the Digital Silk Road, establishing an office of the leading group for promoting the Belt and Road initiative led by our company management, continuously promoting the high-quality development of the Belt and Road initiative.

### Opening up Information Channels

The Company promotes the construction of international information infrastructure, continuously optimizes the resource layout along the Belt and Road and globally, and deepens the interconnection between China and the rest of the world. In 2023, it improved the new digital infrastructure layout of Route (submarine and terrestrial cable), Station (network access point), Island (data center), accelerated the linking of calculations and networks, and promoting the evolution of the global computility network architecture toward integration from Route, Station, Island to Cloud, Network, Computing.

Information Highway (Submarine and Terrestrial Cable Transmission Resources)

Focus on improving the resource layout along the Belt and Road, upgrade and build the Seven Seas and Five Lands global transmission channel. By the end of 2023, there are more than 80 marine and terrestrial cable resources with global reach, and a total international transmission bandwidth of 145Tbps.

Information Post Station (POP Network Access Point)

New nodes in Oman, Mombasa, Mexico, etc. were added in 2023. By the end of 2023, the global POP point reached 235, and more than 100 POP points were set up along the "Belt and Road", greatly improving the connection capacity of the regional facilities.

Information Distribution Island (IDC Data Center) Five data centers have been built globally, including Hong Kong (China), Singapore, London UK, Frankfurt Germany, etc. We continue to promote the construction of the Hong Kong Fo Tan and Mong Kok Bay data centers, supporting Hong Kong to build a new type of artificial intelligence data center.

### Fulfilling Overseas Responsibilities

The Company actively participates in local community construction in its international operations. While fulfilling its responsibilities as an employer, it pays attention to the development of communities in its operational areas, actively assumes overseas social responsibilities, and shares the good life of the digital era with the countries/regions along the "Belt and Road" and their people.



#### Supporting Hong Kong Police in Anti-telecommunications Fraud Work

In 2023, Hong Kong subsidiary, in conjunction with the Hong Kong Police Force's Anti-Deception Coordination Center, sent anti-fraud educational 5G messages to all users for free and assisted in blocking fraudulent website links provided by the police. Through an SMS firewall, it proactively intercepted suspicious SMS messages, built its own system to check and block fake CMHK official SMS messages from external channels. Throughout the year, it supported the Hong Kong Police in arresting over a thousand suspects involved in criminal activities, with the total amount involved in fraud cases exceeding HKD 3 billion.

#### Responsible Employer

China Mobile International received the

"2023 Most Popular Technological Employer for Interns
Award" for the first time.



China Mobile International has won the prestigious "Asia's Best Employer Award" from HR Asia, a professional human resources publication, for five consecutive years.



### Spreading Love and Care



China Mobile International inviting local students for a tour of the Singapore Data Center to educate them on technological knowledge.



China Mobile Hong Kong subsidiary participating in a blood donation event.

# **Cultivating Well-Rounded Talents**

China Mobile adheres to implementing the "Talent Strengthening Enterprise" strategy, considering talents as the first resource to drive innovation and lead development. It exerts all efforts to build an excellent talent team, comprehensive training system, accessible development path, and harmonious workplace environment.

# **Building an Excellent Talent Team**

China Mobile furthers reforms its key talent mechanism, accelerates talent capability transformation, effectively builds talents into the Company's core competitiveness, and promotes the talent team to fully match the Company's transformation and development needs.

### Creating an Equal, Inclusive and Diverse Organizational Culture

The Company respects and protects internationally recognized human rights, never participates in any acts of disregard for or violations of human rights. The Company scientifically set recruitment conditions based on job requirements, without setting discriminatory conditions and unrelated qualifications to the job duties such as race, ethnicity, gender, religious beliefs, height, appearance, and so on. The Company strengthens employee privacy management, creating a fair, efficient and harmonious working environment.

In 2023, the Company actively recruited excellent talents in various fields, carrying out recruitment activities through online recruitment platforms, campus presentations, and professional talent exchange meetings. The Company adhered to the principle of "Open Information, Open Process, Open Results" in recruitment, regulated the standards and procedures of job application screening, written tests, interviews, and other recruitment links to avoid employment discrimination and strive to ensure employment fairness; expanded channels for introducing talents, fully creating a good atmosphere for recognizing, loving, respecting, and using talents.



Scope of China Mahila's 2024 Campus Poeruitment Event

#### **Expanding Recruitment Channels**

- Executed the "Outstanding Talent Plan" for campus recruitment, "Dream+" intern plans, and social recruitment, continuously enhancing talent attraction efforts, fully combining job promotion and company's transformation and development talent reserve.
- Optimized mechanisms of attracting talents such as the "Top-notch Plan" and the "Golden Seed Plan" continuously increasing the introduction of high-quality, specialized and high-potential talent, scarce talent and excellent young talent.

#### Optimizing Recruitment Process

- Unified issuance of recruitment information, carried out promotional lectures, and provided the talent with good experiences of written examination, and interview experiences.
- Established a Recruitment Cloud Platform of China Mobile, realizing the entire online process of job application submission, "Virtual Presentation", free vocational course guidance, and other tasks.

Total number of employees
Percentage of women among all employees
Percentage of minority staff
7.35%

Total number of new employees
Percentage of women in senior management
Labor contract signing rate
17,577
15.14%
100%

### Deepening the Construction of Talent High Ground

The Company strengthens the main position of corporate scientific and technological innovation, deepens the "Two Inputs Two Outputs" policy system of giving policies and resources, and delivering results and talents. In 2023, the Company established the Science and Technology Committee to strengthen the top-level planning of scientific and technological innovation and enhance the scientific validity and effectiveness of scientific and technological decision—making; improve the strategic layout of high-level talent, accelerate the forging of a technologically talented team with broad perspectives, excellent capabilities, and courage to innovate.

### Talent Quality and Quantity

- » Deepened the construction of an expert team, the scale of "Ten, Hundred, and Thousand" provinciallevel experts exceeds 5,000 people, among which there are 300 senior experts, nearly 80% in fields of "BASIC6" technology innovation plan, 285 people in field of AI, continuously strengthen the backbone force in key areas of technological innovation.
- » A total of 95 "golden seed talents" with engineering doctoral degrees from prestigious universities such as Tsinghua University and Peking University have been introduced.
- » Selected exceptional engineers in the four major fields of network, information technology (IT), cloud, and security, highlighting capability certification and value contribution, more than 10,000 people were selected and entered the database, accelerating the solidifying of the last mile of technical application.

### Continual Optimization of Talent Mechanisms

- » Optimized the use of talent mechanisms, forming a "Chief Technology Officer (CTO) System" implementation plan, pilot selection and matching of CTO, promoting significant scientific and technological project tackling across organizations, fields, and disciplines, and accelerating the cultivation of the leading technology talent team.
- » Formulated the construction guidelines for talent highland demonstration zones, strengthened policy resource supplying, created differentiated "One place, One policy" construction plans, and fully bring into play the leading role of reform "model room".

#### Rapid Emergence of High-End Talent

- » Appointed 2 chief scientists for the first time and 14 chief experts in the second batch at the corporate level, realizing full coverage in the "BASIC6" technology innovation plan area, gradually forming a leading talent array representing the highest level of the company's technology innovation.
- » Actively integrating into the national talent project, 11 people were awarded special subsidies by the State Council, introduced 1 "Thousand Talents Program" expert in the field of artificial intelligence, steadily enhancing the comparative advantage of high-end talent.

### Employee Honor Incentive

The Company improves the employee honor incentive system and, by quantitative assessment and rewards, strengthens the employees' sense of responsibility, brings together their collective efforts by quantitative assessment and rewards, letting employees have more sense of attainment and fulfillment in their career life.



Striving Towards a New Journey, Making Contributions to the New Era – The Fourth "Most Admirable China Mobile Personnel" Thematic Publicity Campaign

Since 2013, the Company has continuously carried out "Most Admirable China Mobile Personnel" thematic publicity campaigns to commend employees who have made significant contributions to promoting enterprise innovation and development, maintaining economic and social prosperity and stability, and protecting people's better life quality, especially in various difficult and extreme tasks. In the fourth "Most Admirable China Mobile Personnel thematic campaign" held in 2023, the Company awarded the title of "Most Admirable China Mobile Personnel" to 51 advanced individuals and collectives.





Dedication and Diligence Creates a Bright Future – The Recognition of China Mobile Artisans and Service Stars (Teams)



The Company carried out the recognition of China Mobile artisans and service stars (teams), selected 197 China Mobile artisans, 200 China Mobile service stars and 100 service star teams. The artisans and service stars have worked diligently and devotedly in their positions, creating extraordinary results in different fields, demonstrating China Mobile employees' excellent qualities of dedication, focus, and constant pursuit of precision, and showcasing the uplifting spirit of China Mobile employees' courage and dedication.

## **Unblocking the Multilevel Training System**

China Mobile continues to optimize the employee training system, precisely implementing training through the combination of online and offline, training and work practices, effectively improving employee vocational skills, and meeting the occupational growth needs of employees at different levels.

### Leadership Development

The Company carries out leadership development training for senior managers, outstanding young managers, and middle grassroot managers, normalizes the training and selection of outstanding managers, strengthens the systematic training of leadership in digital transformation, and builds a high–quality professional cadre team.

#### **Senior Managers**

#### Special training classes for senior managers

Combining offline teaching of high-end exteriors with online learning area courses, to select and strengthen training resources.

#### Leadership development training projects for new deputy senior managers ——

Adopting the concentrated face—to—face instruction+on—the—job practice method to help new deputy senior managers strengthen role cognition and improve management efficiency.

#### **Outstanding Young Managers**

#### "Digital Transformation Leadership Improvement" training projects

For the first time, the "MOOC + flipped classroom" learning method was adopted, inviting 16 top teachers to teach, and improving the effectiveness of training by producing course knowledge cards, sorting out course notes, designing course arrangements, and introducing teacher posters. It covered 129 trainees.

#### Cadre Refresher Courses for Middle-aged and Young cadre -

Using concentrated face—to—face teaching, discussion, case—sharing, action learning, and on—site teaching to set up 82 training courses, while introducing third—party multi—dimensional evaluations as a reference for the selection and appointment of managers.



China Mobile's "Digital Transformation Leadership Improvement"

#### Middle and Grassroots Managers

#### International Management Personnel Training

Design a hybrid learning plan combining concentrated face—to—face teaching, on—site learning, action learning, student forums, and theme salons, and organize class—based learning to meet personalized needs.

# Demonstration Class for Main Responsible Persons in City Branch Companies

Introduce a tabletop simulation course on high–performance team building and leadership improvement for the first time, focusing on building outstanding leadership during the transformation period. The course is simultaneously available on the China Mobile Talent Development Center's "Online Special Class for Middle and Grassroots Managers" online learning area, covering approximately 29,300 middle and grassroots managers.

#### Manager Business Management Skills Improvement Training

Carry out eight major theme trainings in the form of "theory class (required course) + extended class (optional course)", to improve the business management skills of managers.



Trainees in the International Management Personnel Training Program attending a calligraphy experience lesson.

### Professional Capability Cultivation

The Company provides various types of professional capability training according to the specialty of each employee, thereby enhancing the occupational skills of employees, and merging employees' self-improvement with the Company's development.

#### Scaling Up Empowerment for Tech Talent

- Carrying out core technology talent skills, reshaping project system, refreshing workshops, and constructing 229 courses and 74 key capability role learning zones.
- Advancing the skill enhancement of core technology talents in cloud, 5G, security, software development, etc., with 52,500+ trainees undergoing online training.
- Developing the "Star Knowledge Collection" series of courses in the field of computility, 6G, artificial intelligence, accumulating 141,900 learning times, facilitating the rapid popularization of advanced technology to the frontline.

#### **Cultivate Product Talents through Combination of Combat and Training**

"Empowering Products" series training project: "All-Employee Digital Product Knowledge Empowerment Action Area" has reached 470,000 learning times, with a participation rate of 99%. For the first time, two periods of "Product Marketing Elite Simulation Training Classes" were carried out, training 133 product marketing battle trainers, with 4,100 actual sales.

"Empowering Grid" series training project: By the end of 2023, two periods of "Excellent Grid Leader Ability Enhancement Demonstration Class" and grid manager government and enterprise ability enhancement demonstration training were held, helping frontline personnel to improve their small and medium–sized enterprise expansion capabilities; Deepen the implementation of the grid leader qualification exam certification project, with 27,300 people being certified; carry out four periods of senior customer manager elite special training camps in the directions of agriculture and commerce, education, transportation, and integrated innovation, creating a co-creation exchange platform for customer managers in various industries.



China Mobile's "2023 Excellent Grid Leader Capacity Enhancement Demonstration Class"



# Stimulate the Potential of Talent Development Through Diverse Skills Competitions

In 2023, the Company significantly enhanced the "Empowering Contributing" competition brand, organizing a skill competition focused on network maintenance skills. This event aimed to identify exceptional talents in wireless network upkeep and optimization, core network technology specialists with hands—on experience, and leading talents in smart home service and maintenance. We also hosted the ninth edition of our network security skills competition, rigorously assessing our security experts' real—world offensive and defensive skills, and strengthening our network security professionals. Further, we acknowledged the "China Mobile Technology Masters" and "China Mobile Business Masters", encouraging the workforce to aim for continual advancement in both technical and business domains. The year saw the roll—out of 11 "Empowering Contributing" skill competitions alongside 2 labor contests.





#### Establishing Premier Platforms for Advancing Digital-Forward in Talent Development

In 2023, the China Mobile Talent Development Center launched 55 learning functions, deeply cultivating ten major smart learning applications such as intelligent subtitles and intelligent notes, creating core learning capabilities like expert studios, short videos, live broadcasts, and virtual spaces, ensuring the effective implementation of online learning and training. Throughout the year, 1,992 new courses, 197 short videos, 1,348 knowledge documents, over 26,500 questions were created, 92 learning topics were developed, 75 live events were held, and the total learning time reached 38,898,500 hours.

### Cultivating New Employees

In 2023, the Company initiated the Sailing Plan for new employee orientation, a comprehensive online training program. Beyond traditional classroom instruction, we innovatively introduced a virtual reality (VR) course on basic telecommunications infrastructure, aimed at delivering a highly immersive and interactive learning experience. The engagement in online learning reached a full 100%, with 99.71% of participants successfully passing their certification exams.

# **Creating a Harmonious Workplace Environment**

China Mobile attaches great importance to employee communication and participation, respects the legitimate rights and interests of employees, provides humane employee care, focuses on and quarantees the physical and mental health of employees, and continuously enhances employees' sense of gain, happiness, and security,

### Caring for Employees' Lives

The Company adheres to the concept of people-oriented, strives to create a balanced and happy working environment, enriches employees' leisure life and increases employees' happiness by providing humane care services and organizing all kinds of cultural and sports activities.

#### **Employee Care and Support**

"Five Small Spaces" Program: For the eighth consecutive year, it has promoted the construction of "Five Small Spaces" elements - small canteens, small bathrooms, small rest rooms, small activity rooms and small book houses. It provides front-line grid personnel with heart-warming fortification packages and other necessary living and emergency facilities and materials. The annual investment is RMB 428 million, of which the investment in front-line grid construction accounts for more than 70%.

Assistance for Special Groups of Employees. Increase support for retired cadres, employees with serious illnesses, employees affected by disasters, and other special groups. In 2023, RMB 2 million of condolences allocated to 40 "old, young, border, difficult" companies in 12 western provinces (including autonomous regions and municipalities) to further improve the production and living conditions of local employees.

#### Caring for Female Employees

Unions at all levels help female employees to relieve stress through the construction of software and hardware facilities such as Mommy's House, voga room, fitness reading, and various thematic activities for female employees.

#### **Cultural and Sports Activities**

For the eighth consecutive year, the "Happiness 1+1" MIGU series of fun activities were held, carrying out a variety of online and offline employee sports and cultural activities. In 2023, the number of participants in the "Health Walk" event was 279,500, the number of participants in the "Reading Walk" activity was 255,700, and the number of participants in the "Music Walk" event was 344,500.



#### **Building "Union Service Points for Outdoor Workers"**

The Company is a fervent advocate for the All-China Federation of Trade Unions' Dual 15 Initiative<sup>1</sup>, leveraging its network of retail outlets to create service points for outdoor workers. These points offer amenities such as seating, first aid supplies, water fountains, complimentary internet access, and microwaves, designed to address common hardships of outdoor workers like finding food and water, resting, and restroom access. By the end of 2023, 13,600 of the Company's retail outlets were providing these public services to outdoor workers, with 39 being recognized as Most Beautiful Union Service Points for Outdoor Workers.

1: The Dual 15 Initiative refers to establish 150,000 service stations by the end of 2023, ensuring that major cities and key urban districts have a 15-minute access radius to these support services.



### Opening Channels for Employee Communication and Participation

The Company regularly convenes employee representative congresses, enhances the level of democratic management, opens up employee communication channels, respects and guarantees employees' right to know, participate, express and supervise.

#### **Regulation System**

Formulated the Guiding Opinions of China Mobile on Further Strenathenina the Construction of the Employee Representative Congress System, to further improve the standardization of the Employee Representative Congress, and provide institutional guarantee to protect the rights and interests of employees

#### **Enhancing Mechanisms**

Established CEO mailbox and union chairman mailbox to accept employee feedback. In 2023, a questionnaire survey was conducted on the union chairman's mailbox, and a total of 1,440 valid comments or suggestions were collected, providing important references for further protecting employee rights and promoting our stable reform and development.

Strengthened the closed-loop management of proposals of the Workers' Representative Congress, tracking the follow-up handling of employee feedback issues, and supervising the implementation of proposals. In 2023, supervised and inspected the proposal implementation situation of more than 50 company units over the past two years, including proposals involving employee demands from the Workers' Representative Congress, motivating employees to contribute ideas and strategies for the Company's high-quality development.

#### **Strengthening Training**

Held democratic management work training classes, invited experts and scholars to explain the theoretical knowledge and practical application of democratic management, and at the same time, carried out the work of sharing experiences of outstanding units in democratic management work to enhance the performance ability of related personnel.

### Safeguarding Employee Wellness

The Company focuses on both the physical and mental well-being of our staff by offering an extensive range of health management services.



Scheduled regular health screenings tailored to meet the diverse health concerns of employees at different life stages.

The headquarters' "Happiness Mobile Home" health station has been revamped to enhance our health services across the board, from the setting and equipment to medical personnel and services provided. This ensures our headquarters staff have access to preventive care, early intervention for minor ailments, and comprehensive coverage for more serious conditions.



#### Mental Health

Addressed common mental health concerns and needs among employees by conducting over 2,000 targeted activities yearly, including psychological counseling, interviews, and specialized training sessions. These initiatives have benefited over 450,000 employees and addressed more than 900 instances of psychological distress.

Partnered with third–party experts to perform psychological evaluations for thousands of our employees annually, guaranteeing both the professionalism and confidentiality of our mental health assessments and investigations.

### Strengthening the Management of Production Safety

The Company complies with the requirements of the Safe Production Law of the People's Republic of China, and the Fire Protection Law of the People's Republic of China, and formulates a series of regulations, such as the China Mobile All–Staff Safe Production Responsibility System, the China Mobile Fire Control Room Management Regulations, the China Mobile Business Place Safety Management Regulations, the China Mobile Head Office Safety Management Regulations, and the Safety Production Supervision and Inspection Standards (Scenario–Based). The Company has established a production safety management structure under the unified leadership and coordination of the Safety Production Committee, the clearly defined responsibilities of the safety management department and related departments, and the reasonable and lawful allocation of safety management personnel. In 2023, the Company promoted the supervision and inspection mechanism for production safety, enhanced the promotion and education of production safety, did not have any major production safety and completed the predetermined objectives without major production safety accidents throughout the year.

In 2023

### Supervision and Inspection

Strengthened the investigation and rectification of safety hazards, carried out special investigations and rectifications for major accident hazards 2023 Action, Safety Management Strengthening Year Action, etc., equipped employees with labor protection articles, and included related situations in the safety production inspection scope.

Issued the Emergency Notice on Strengthening the Reporting of Production Safety Accident Information, strengthening the management of production safety accident information submission.

### **Education and Awareness**

Through online and offline channels, solidly carried out safety propaganda and education activities, held safety management capability improvement training classes, and organized activities such as the "2023 Safety Production Month, 2023 Fire Prevention Propaganda Month", etc.

Conducted emergency drills in 15,367 scenarios around production safety, fire safety, emergency evacuation, etc., held 6,582 self-rescue and mutual rescue skills training activities, strengthening the ability to respond to emergencies.



The number of various safety inspections carried out

7.463 times



Eliminating hidden dangers in

64,794 location



The number of emergency drills conducted

15,367



The number of self-rescue and mutual rescue skills training activities

6,582