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CHINA MOBILE LIMITED

中國移動有限公司

(Incorporated in Hong Kong with limited liability under the Companies Ordinance)

(Stock Code: 941)

ANNOUNCEMENT

LAUNCH OF UNUSED DATA TRAFFIC CARRY-OVER SERVICE TO MOBILE MONTHLY PLAN

This announcement is made by China Mobile Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited and Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The Board of Directors (the “**Board**”) of the Company announced that to further implement the “increasing network speed and reducing charges” national policy requirement, from 1 October 2015 onwards, the Company will launch an unused data traffic carry-over service to mobile monthly plan that is based on traffic billing, whereby customers could carry over their monthly plan’s remaining unused data traffic to the following month.

The Company expects that the launch of the aforesaid service may have certain adverse impact on the Company’s operating revenue and net profit. The Company will continue to leverage its first mover advantages in 4G, encourage its customers to increase their mobile data usage whilst adopting the “increasing speed and reducing charges” principle in order to achieve “small margins but quick turnover”, strive to reduce the impact on operating revenue and net profit brought by the aforesaid service and promote the continuous business development of the Company.

In the meantime, investors are advised to exercise caution in dealing in the securities of the Company.

By Order of the Board
China Mobile Limited
Wong Wai Lan, Grace
Company Secretary

Hong Kong, 29 September 2015

As at the date of this announcement, the Board of Directors of the Company comprises Mr. Shang Bing, Mr. Li Yue, Mr. Xue Taohai, Mr. Sha Yuejia and Mr. Liu Aili as executive directors and Dr. Lo Ka Shui, Mr. Frank Wong Kwong Shing, Dr. Moses Cheng Mo Chi and Mr. Paul Chow Man Yiu as independent non-executive directors.