

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**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)**

**UNAUDITED KEY PERFORMANCE INDICATORS  
FOR THE FIRST QUARTER OF 2019**

**The unaudited financial data of the Group for the first quarter of 2019:**

- Operating revenue was RMB185.0 billion, down by 0.3% over the same period last year; of which, revenue from telecommunications services was RMB165.9 billion, down by 0.5% over the same period last year
- EBITDA was RMB72.7 billion, up by 4.4% over the same period last year
- Profit attributable to equity shareholders was RMB23.7 billion, down by 8.3% over the same period last year

In accordance with the Company's disclosure policy and in order to further enhance the transparency of the Group and provide additional information with which shareholders, investors and the general public may better appraise the business and financial position of the Group in a timely manner, the board of directors (the "**Board**") of China Mobile Limited (the "**Company**", together with its subsidiaries, the "**Group**") announces certain selected unaudited key performance indicators of the Group for the first quarter of 2019.

## SELECTED UNAUDITED KEY PERFORMANCE INDICATORS

### Financial Data

	For the period from 1 January 2019 to 31 March 2019	For the period from 1 January 2018 to 31 March 2018	Change
Operating Revenue (RMB)	<b>185.0 billion</b>	185.5 billion	-0.3%
Of which, Revenue from			
Telecommunications Services (RMB)	<b>165.9 billion</b>	166.7 billion	-0.5%
Sales of Products and Others (RMB)	<b>19.1 billion</b>	18.8 billion	1.5%
EBITDA (RMB)	<b>72.7 billion</b>	69.7 billion	4.4%
EBITDA Margin	<b>39.3%</b>	37.6%	
Profit before Taxation (RMB)	<b>30.7 billion</b>	33.6 billion	-8.6%
Profit Attributable to			
Equity Shareholders (RMB)	<b>23.7 billion</b>	25.8 billion	-8.3%
Margin of Profit Attributable to Equity Shareholders	<b>12.8%</b>	13.9%	

### Operating Data

	As at 31 March 2019/ For the period from 1 January 2019 to 31 March 2019	As at 31 December 2018/ For the period from 1 October 2018 to 31 December 2018
--	--	--

#### Mobile Business

Total Customers	<b>931 million</b>	925 million
Net Additional Customers*	<b>6.32 million</b>	8.57 million
4G Customers	<b>723 million</b>	713 million
Average Revenue per User per Month (ARPU) (RMB/user/month)*	<b>50.3</b>	45.4
Total Voice Usage (minutes)*	<b>790.4 billion</b>	838.9 billion
Average Minutes of Usage per User per Month (MOU) (minutes/user/month)*	<b>288</b>	301
Handset Data Traffic (GB)*	<b>13.72 billion</b>	13.00 billion
Average Handset Data Traffic per User per Month (DOU) (GB/user/month)*	<b>5.7</b>	5.3
SMS Usage (messages)*	<b>166.2 billion</b>	178.5 billion

#### Wireline Broadband Business

Total Customers	<b>167 million</b>	157 million
Net Additional Customers*	<b>10.34 million</b>	9.87 million
Average Revenue per User per Month (ARPU) (RMB/user/month)*	<b>30.8</b>	31.5

\* for the relevant reporting period

Amid the highly competitive mobile market in the first quarter of 2019, the Group has made concerted efforts to stabilize its market leading position by proactively implementing reforms in data traffic operations, promoting large data products and boosting overall customer perception. As at 31 March 2019, the Group's total number of mobile customers was around 931 million. Among them, 4G customers amounted to 723 million, representing a net increase of 10.67 million for the first quarter. Data traffic business maintained sound growth momentum with handset data traffic recording a year-on-year increase of 172%. Handset data DOU reached 5.7GB, representing a year-on-year increase of 162%. Voice business continued with its downward trajectory with total voice usage (minutes) declining by 9.3% year-on-year. Buoyed by the growth of corporate SMS, the SMS business achieved a refined structure with total SMS usage rising by 19.3% year-on-year. Mobile ARPU stood at RMB50.3 for the first quarter.

The Group continued with its endeavours to develop the household market with an enhanced effort to bundle wireline and mobile services and spur growth of the digital household contents ecosystem. As at 31 March 2019, the total number of wireline broadband customers was 167 million, with a net increase of 10.34 million for the first quarter. Wireline broadband ARPU amounted to RMB30.8.

The Group's telecommunications services revenue went down by 0.5% year-on-year to RMB165.9 billion for the first quarter of 2019. Due to the rapid decline in data tariffs and the carryover effect resulting from the complete cancellation of domestic data "roaming" charges effective July 2018, the Group's telecommunications services revenue, on a year-on-year comparison basis, faced headwinds during the first quarter. The Group will continue to promote the integrated development of the "four growth engines", stabilize its leading position in the personal mobile market, redouble efforts to develop household, corporate and emerging businesses, continuously refine its revenue structure and strive to achieve favourable telecommunications services revenue growth for the full year. For the first quarter, the Group's revenue from the sales of products increased by 1.5% year-on-year to RMB19.1 billion.

Affected by the year-on-year decrease in revenue and rising expenditures on inflexible items, profit attributable to equity shareholders fell by 8.3% year-on-year to RMB23.7 billion for the first quarter of 2019. Margin of profit attributable to equity shareholders stood at 12.8% with ongoing industry-leading profitability. EBITDA recorded a year-on-year increase of 4.4% and reached RMB72.7 billion, which was partly attributable to the implementation of the new accounting standard on leasing (IFRS/HKFRS 16).

The Group will continue to step up measures to reduce costs and enhance efficiency with a special focus on deploying resources with precision and high effectiveness, striking a balance between the Group's short-term performance and long-term development. While undertaking business transformation and nurturing growth momentum, the Group will maintain favourable profitability and strive to achieve a gradual upward trend in profit attributable to equity shareholders during the course of the year, thereby continuously creating value for investors.

The Board wishes to remind investors that the above performance indicators are based on the Group's unaudited management accounts. Investors are cautioned not to unduly rely on such data.

**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**  
**Yang Jie**  
*Chairman*

Hong Kong, 23 April 2019

## **FORWARD-LOOKING STATEMENTS**

Certain statements contained in this announcement may be viewed as “forward-looking statements” within the meaning of Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Securities Exchange Act of 1934, as amended. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual performance, financial condition or results of operations of the Company to be materially different from those implied by such forward-looking statements. In addition, the Company does not intend to update these forward-looking statements. Further information regarding these risks, uncertainties and other factors is included in the Company’s most recent Annual Report on Form 20-F and other filings with the U.S. Securities and Exchange Commission.

*As at the date of this announcement, the Board of Directors of the Company comprises Mr. Yang Jie, Mr. Li Yue and Mr. Dong Xin as executive directors and Dr. Moses Cheng Mo Chi, Mr. Paul Chow Man Yiu, Mr. Stephen Yiu Kin Wah and Dr. Yang Qiang as independent non-executive directors.*