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中国移动通信  
CHINA MOBILE

**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**

**The unaudited financial data of the Group for the first quarter of 2008 reflected:**

- Operating revenue reached RMB93.024 billion, up by 19.7% over the same period last year
- EBITDA of RMB49.777 billion, up by 22.2% over the same period last year
- Profit attributable to shareholders of RMB24.102 billion, up by 37.2% over the same period last year

In accordance with the Company's disclosure policy and to further enhance the transparency of the Group and timely provide additional information with which shareholders, investors and the general public may better appraise the business and financial position of the Group, 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 2008.

## SELECTED UNAUDITED KEY PERFORMANCE INDICATORS

### Financial Data (Note)

	<b>For the period from 1 January 2008 to 31 March 2008</b>	For the period from 1 January 2007 to 31 March 2007	<b>Increase</b>
Operating Revenue ( <i>RMB</i> )	<b>93.024 billion</b>	77.707 billion	19.7%
EBITDA ( <i>RMB</i> )	<b>49.777 billion</b>	40.719 billion	22.2%
EBITDA Margin	<b>53.5%</b>	52.4%	
Profit Attributable to Shareholders ( <i>RMB</i> )	<b>24.102 billion</b>	17.562 billion	37.2%
Margin of Profit Attributable to Shareholders	<b>25.9%</b>	22.6%	

*Note:* The effect of the adjustment of the income tax rate in Mainland China has been reflected in the financial data for the first quarter of 2008.

## Operational Data

	As at <b>31 March 2008/ For the period from 1 January 2008 to 31 March 2008</b>	As at 31 December 2007/ For the period from 1 October 2007 to 31 December 2007
Subscriber Base	<b>392.14 million</b>	369.34 million
Net Additional Subscribers for the relevant reporting period	<b>22.80 million</b>	19.68 million
Average Revenue per User per Month ( <i>ARPU</i> ) during the relevant reporting period ( <i>RMB/User/Month</i> )	<b>82</b>	91
Total Voice Usage Volume for the relevant reporting period ( <i>Minutes</i> )	<b>546.40 billion</b>	516.08 billion
Average Minutes of Usage per User per Month ( <i>MOU</i> ) during the relevant reporting period ( <i>Minutes/User/Month</i> )	<b>481</b>	475
Average Revenue per Minute of Usage during the relevant reporting period ( <i>RMB</i> )	<b>0.170</b>	0.191
Number of Value-Added Business Users	<b>380.93 million</b>	349.55 million
Number of MMS Users	<b>107.11 million</b>	90.83 million
Number of Wireless Music Users	<b>309.42 million</b>	269.83 million
SMS Usage Volume for the relevant reporting period ( <i>Messages</i> )	<b>150.5 billion</b>	137.5 billion
Number of Employees	<b>131,836</b>	127,959
Labor Productivity ( <i>Subscribers/Employee</i> )	<b>2,974</b>	2,886

By leveraging our premium network, strong brand recognition, economies of scale and highly effective refined management, the Group continued to maintain a favorable growth in its financial results for the first quarter of 2008. The Group's operating revenue reached RMB93.024 billion, representing an increase of 19.7% compared to the same period of last year. EBITDA reached RMB49.777 billion, representing an increase of 22.2% compared to the same period of last year. With the positive effect of lowering the income tax rate in Mainland China, profit attributable to shareholders reached RMB24.102 billion, representing an increase of 37.2% compared to the same period of last year. Margin of profit attributable to shareholders reached a relatively high level of 25.9%.

The rapid growth in China's economy and the vigorous demand for telecommunications services continued to create a prosperous environment for the Group. The Group achieved a rapid and healthy business development in the first quarter of 2008. Through our continuous expansion into the rural market, our subscriber growth maintains a strong growth momentum and the average monthly net additional subscribers for the first quarter reached 7.60 million, representing an increase of 33.9% compared to the average monthly net additional subscribers of 5.68 million of last year. The Group's subscriber base reached 392.14 million as at 31 March 2008. However, as the new subscribers are mainly low-end users and tariff adjustments are steadily and gradually introduced in the first quarter, ARPU and average revenue per minute of usage recorded a decrease, whilst the voice usage volume was effectively stimulated. Total voice usage volume increased by 41.8% compared to the same period of last year. Value-added business also continued its rapid growth and SMS usage volume increased by 31.9% compared to the same period of last year. Meanwhile, the development of other data businesses also demonstrated an encouraging growth. The favorable growth in subscriber base and voice usage volume and the development of value-added business resulted in an increase of 19.7% in operating revenue in the first quarter. The Group will continue to increase its investments in sales channels, customer service, network optimization, support system and R&D in order to further enhance the Group's core competitiveness. Furthermore, the Group will continue to maintain a stable growth in its profitability through refined cost management and by leveraging economies of scale.

To meet new challenges and opportunities, the Group will adhere to the Scientific Development Concept and consolidate its overall competitiveness in order to adapt rapidly to changes in the operational environment. By leveraging our strong foundation and competitive edge and pursuing a sound, balanced and sustainable development, we will maintain a solid, long-term business foundation with the goal of creating best possible returns for our investors.

The Board wishes to remind investors that the above key 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.**

*As at the date of this announcement, the Board of Directors of the Company is comprised of Mr. Wang Jianzhou, Mr. Li Yue, Mr. Lu Xiangdong, Mr. Xue Taohai, Madam Huang Wenlin, Mr. Sha Yuejia, Mr. Liu Aili, Madam Xin Fanfei and Mr. Xu Long as executive directors, Dr. Lo Ka Shui, Mr. Frank Wong Kwong Shing and Dr. Moses Cheng Mo Chi as independent non-executive directors and Mr Paul Michael Donovan as a non-executive director.*

By Order of the Board  
**China Mobile Limited**  
**Wang Jianzhou**  
*Chairman and Chief Executive Officer*

Hong Kong, 21 April 2008