

About China Mobile

Company Profile

Incorporated on September 3, 1997 in Hong Kong, China Mobile Limited (“China Mobile”, “the Company” or “we”) is the leading telecommunications services provider in the mainland of China. The Company boasts a world-class telecommunications operator with the world’s largest network and customer base, a leading position in profitability and market value ranking.

The Company provides full communications services in all 31 provinces, autonomous regions and directly-administered municipalities throughout the mainland of China and in the Hong Kong Special Administrative Region. Its businesses primarily consist of mobile voice and data business, wireline broadband, and other information and communications services. The Company’s ultimate controlling shareholder is China Mobile Communications Group Co., Ltd. (“the Parent Company”), which, as of December 31, 2021, indirectly held 72.72% of the total number of issued shares of the Company. The remaining 27.28% were held by public investors. For more information about the Company’s governance structure, organizational structure, ownership and legal form, markets served, scale of operations and more, please refer to *China Mobile Limited’s 2021 Annual Report*.

Honors & Awards



Ranked 32nd in the 2021 *Forbes* “Global 2000 – The World’s Largest Public Companies”



Titanium Award in the “ESG Corporate Awards 2021” held by *The Asset*



“Honored Companies” award in the 2021 “All-Asia Executive Team” selection hosted by *Institutional Investor*



“Asia’s Icon on ESG” award in the “16th Asian ESG Award 2021” held by *Corporate Governance Asia*



“Best Investor Relations Company”, “Best CSR”, “Best Corporate Communications” and other awards in the “11th Asian Excellence Award 2021” held by *Corporate Governance Asia*



The Parent Company won the highest government award for charity in China, the 11th China Charity Award



Enlisted as the only telecommunications operator in the 2nd Global Best Poverty Reduction Practices selection



Listed for the fourth time in the climate change “A List” of CDP (Carbon Disclosure Project)

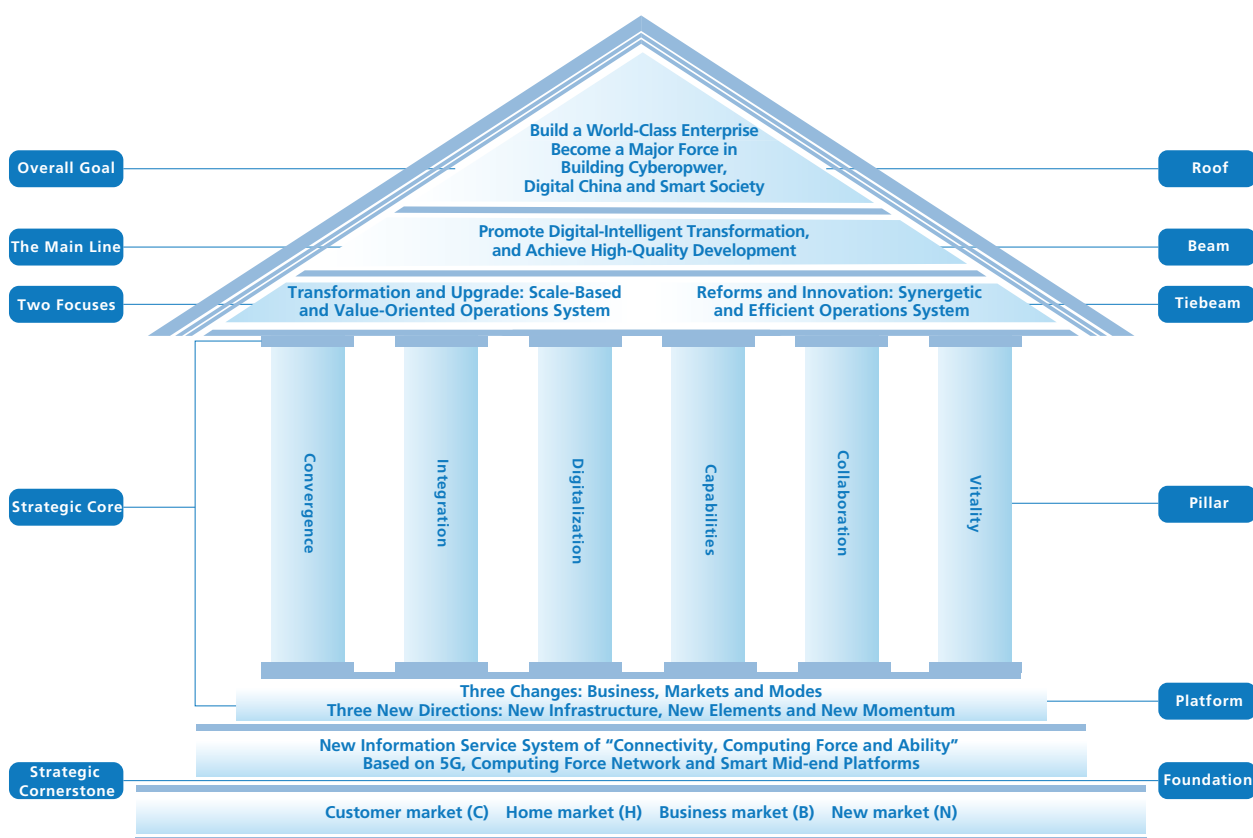


“2021 China’s Best Employers – Top 10” and “Most Popular Employers Among University Students – Top 10” awards at the “China’s Best Employers for the Year” selection co-hosted by Zhaopin.com and the Center for Social Research of Peking University

“Powerhouse” Development Strategy

To seize the important opportunities brought by the “new racecourse” of digital economy, China Mobile has kept in step with the times and evolved its development strategy to build a world-class dynamic “Powerhouse”. Our “new positioning” is to become a world-class information services and sci-tech innovation enterprise. Our objective is to build a world-class enterprise and become a major force in building cyberpower, digital China and smart society. We adhere to our ideology of promoting digital-intelligent transformation and achieving high-quality development. We are speeding up the “three changes”, following the “three new directions”, reinforcing the “three approaches” and strengthening the “three forces” to create a new information service system underpinned by 5G, CFN and smart mid-end platforms that offers “connectivity, computing force and ability”. We continue to advance the comprehensive and integrated development of our CHBN markets (customer, home, business and new markets) and take greater strides towards becoming a globally-competitive world-class enterprise.

Development Strategy of China Mobile: “Powerhouse”



Extended Reading

- **“Three Changes”**: Extending our business from telecommunications services to information services, from primarily promoting the “Customer” (to C) market to comprehensively promoting the integrated development of all four CHBN markets (the “Customer” market (C), the “Home” market (H), the “Business” market (B) and the “New” market (N)), and from being resources-driven to being innovation-driven.
- **“Three New Directions”**: Promoting new infrastructure, integrating new elements and instigating new momentum.
- **“Three Approaches”**: Convergence (of CHBN markets and of telecommunications and information services), integration (of key resources such as network, IT, data and channels) and digitalization (of network building and product R&D by leveraging AI and other technologies and data advantages).
- **“Three Forces”**: Capabilities (in development, innovation and teamwork), collaboration (in organization, culture and ecology) and vitality (top-down organizational vitality and bottom-up individual vitality).
- **“Connectivity, Computing Force and Ability”**: Provide high-speed, mobile, secure and universal “connectivity services”, develop plug-and-play “computing force services”, and offer modular and ready-to-deploy “ability services”, based on constant development of 5G, CFN and smart mid-end platform that are integrated into a new value-growth model.