



What it takes to become an  
**evergreen and long-lasting company:**  
**Be people-oriented;**  
our company's culture will be inherited from  
**generation to generation.**

## 百年老店 以人為本 聯想文化 薪火相傳

A strong corporate culture is the foundation for developing a vibrant and long-lasting company  
只有企業文化才是一個企業賴以基業長青的基礎

### Legend's Core Values 聯想核心價值觀

#### Serving Customers 服務客戶

Serving customers defines value enhancement; this principle is a DNA that imprints in every Legend employee's genes.

服務客戶是每個聯想人獲得自身價值的基礎，是每個聯想人血液的DNA。

#### Accuracy and Truth Seeking 精準求實

Conclusion is based on facts and scientific analysis; the respect for rules and guidelines; have discipline and courage to face up to reality and take responsibility.

以事實為依據，用數據來說話；尊重規範和標準，紀律嚴明；勇於面對現實，敢於承擔責任。

#### Trustworthy and Integrity 誠信共享

Trustworthy and integrity is Legend's "golden marquee", a vital business philosophy.

誠信是聯想的金字招牌；分享是聯想的經營策略。

#### Innovative and Can Do Spirit 創業創新

Ownership mentality, be proactive and humble, with strong sense of urgency and can do; change ready.

主人心態，從螺絲釘變成發動機；赤貧心態，強烈的危機意識和艱苦奮鬥的拼搏精神；求變心態。

## These four core values represent 四大核心價值代表了

- Cornerstone of Legend's culture  
企業文化的基石
- Secret for our success  
企業成功的密碼和基因
- Key methodology for problem solving  
企業解決問題的基本原則和根本方法
- Fundamental principle that guides the way we think as well as our behaviour  
企業的員工共同的思維方式和行為模式



Liu Chuanzhi's views on  
**Legend's corporate culture**  
柳傳志談企業文化

Incorporating personal aspirations into our long-term corporate development is a fundamental reason for our success. It is also the essence of our corporate culture. Our ultimate goal is to be responsible for our customers, staff, shareholders and society. In order to achieve this goal, we have to make sure that our people's professional responsibilities are well in line with their personal benefits. Most essential is ensuring that every Legend employee understands and believes this value; their efforts will surely be transformed towards our goal of building a Legend of century.

「把員工個人追求融入到企業長遠發展之中」是聯想成功的基本經驗，也是聯想文化的精髓。這既是聯想對自己員工的要求，也是對聯想管理者的要求。因為我們的目標有為客戶、為社會、為股東、為員工的責任，企業制訂這個目標以後，把這些責任和員工的利益處置好，才有可能讓員工把自己的追求融入企業的發展中去。成就聯想的百年基業，要靠一代代認同聯想文化的聯想人來完成！



Yang Yuanqing's views on  
**"Trustworthy and Integrity"**  
楊元慶看誠信共享

Without "Trustworthy and Integrity", neither individuals nor companies will survive in the long run. But "Trustworthy and Integrity" do not refer to success or failure for a specific transaction; they are part of a company's genuine character that defines Legend. Valuing honesty and integrity, and treating others sincerely are basic values of our people. These values are fundamental ingredients to make our work on high standard and transparency. As a people-oriented company, we are committed to creating development opportunities, increasing employee value, and enhancing both the work quality and lifestyle.

誠信共享是一個人乃至一家企業生存的根本。誠信共享的意義不僅在於一筆交易的成敗賺賠，還在於它標誌著一個企業品質。誠信共享是聯想文化的根本，「誠實做人，注重信譽；坦誠相待，開誠佈公」是聯想人最基本的道德準則，誠信成為制度規範、流程透明的最佳土壤，滋養了聯想寬弘剛健的文化品格。同時，作為一家「以人為本」的公司，聯想集團把為員工「創造發展空間，提升員工價值，提高工作生活質量」作為企業的使命，員工也「把個人追求融入到企業的長遠發展之中」。

# Trust

# 誠信



# worthy



“Trustworthy” represents the innermost core value of our brand. Legend believes honesty and sincerity as guiding principles, and is totally committed to following these principles. This is the best way to be responsible for customers, partners, investors and the society as a whole.

誠信是企業品牌信譽的根本。聯想以誠實、親切的態度，信守承諾，形成正直及穩健的作風，無論對客戶、合作伙伴、投資者及社會均保持坦誠和負責任的態度。