

# Corporate Culture and Staff Training

## Corporate Culture

Since its listing in June 2000, China Unicom has grown in scale to become an international reputable conglomerate. The course of development has been exceptional and characterized by leaps and bounds. During the past year, the Company conducted a review on its history of development carefully, and concluded precious lessons from experience. "Competitiveness", "Innovation", "Passion", and "Integrity" represent the core ethos of our corporate culture.

Competitiveness

Innovation

Passion

Integrity

- **Competitiveness** – To confront challenges in an extremely responsive and courageous manner so as to develop ourselves through competition.
- **Innovation** – To encourage innovative ideas on system, management, services and technology to create and maintain a competitive edge.

- **Passion** – To perform duties in an enthusiastic and committed manner.

- **Integrity** – Integrity is the core value which governs the activities of its staff and the operation of the enterprise. It is also a pre-requisite to achieving transparency in its governance. Communication with fellow workers, customers and shareholders shall be made in an honest and open manner.

## Staff Training

The rapid growth of China Unicom is dependent upon a pool of far-sighted, committed, courageous and dedicated staff. We endeavor to create a positive working environment for our staff. Emphasis has been placed on staff development and staff are provided with learning and training opportunities on an ongoing basis, so as to improve their expertise and widen their horizons.

### The establishment of Unicom Academy

In 2003, we established the Unicom Academy, an arm dedicated to providing staff training and establishing training programs and system that match the needs of our staff.

#### *Training on commercial knowledge for senior executives*

– We have placed a lot of emphasis on improving the expertise of our senior executives. Executives have in the past few years been attending training programs such as Executive MBA programs and business administration related training programs. At present, about 28% of senior officers hold masters and/or doctorate degrees. During the past year, in order to better understand the operation of the capital market, we conducted three sessions of the "Senior Executives Training Program on International Capital Market" in conjunction with the Asia-Pacific Institute of Business of the Chinese University of Hong Kong. Senior executives holding the positions of deputy general manager or above from various branches came to Hong Kong for ten days to participate in this training. More than 120 senior executives have attended the training program.



Perform with

Innovation

*Training on professional expertise* – In order to improve network operation and enhance the standard of sales and marketing activities, staff were assigned to attend certain fundamental training programs on operation technologies at Sprint in the United States, which focused on network optimization and maintenance, marketing and sales, as well as the establishment of a core customer service team. Series of training programs were organized and implemented on network optimization, marketing and sales, brand management, customer services and the “Tornado” U-Max services. Over 300 attendances were recorded for CDMA core staff and over 70 attendances were recorded for customer services staff.

*Training on business knowledge and language* – We also put a lot of emphasis on the training of staff in general. Training was conducted on business knowledge with respect to telecommunications infrastructure and fundamental work skills. Training programs were organized and implemented on cellular business, data and Internet business, CDMA value-added business, market operation, computers applications and use of English, to facilitate understanding of the Company’s multiple business segments. Various branches also initiated training on the management of their own units and the core business. Over 3,000 attendances were recorded for core management staff and 4,000 attendances were recorded for core technical staff. About 77% of our staff have post-secondary education level or above.