



中国移动  
China Mobile

ZONG 4G

A NEW DREAM

CORPORATE SOCIAL  
RESPONSIBILITY

REPORT

2017 EDITION



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## About Zong (CMPak)

China Mobile Pakistan (CMPak) is a 100% owned subsidiary of China Mobile Communications Corporation. The pioneering overseas set up of China Mobile came through acquisition of a license from Millicom to operate a GSM network in Pakistan. Taken over in 2007 with a market share of only 2%, Zong has seen exponential growth in the last few years to increase it by 10 folds. Currently, CMPak engages in the provision of cellular mobile voice and data services to the Pakistani market through 2G, 3G and 4G technologies.

CMPak envisions to enable a fully connected environment for Pakistanis by leveraging the technological edge in 4G LTE, whilst providing the most reliable and affordable products in the market. On the technological front, CMPak draws heavily from the research and experience of China Mobile Communications Corporation, which is the largest telecom service provider in the world, thus enabling cutting edge, state-of-the-art services to subscribers. These high standards of performance are testified by the service award of "No.1 Operator in voice and data services" by the Pakistan Telecommunications Authority.

CMPak has over 26 million subscribers. CMPak has the highest number of 4G sites, at 6,700 as of Dec 31, 2016, with coverage spanning over 300 cities all over Pakistan, which reflects the commitment to provide a stable, affordable and reliable network to the customers. In the coming years CMPak aims to provide a faster, wider and deeper data quality experience to the users. CMPak believes that digitization is a catalyst for economic growth and will continue to enable it by leading the data services market of Pakistan.

**ZONG 4G**  
A NEW DREAM



## About China Mobile Communication Corporation

China Mobile is the leading telecommunications services provider in Mainland China. The Group has world's largest mobile network and world's largest mobile customer base. In 2015, the Company was selected as one of the "FT Global 500" by Financial Times and "The World's 2,000 Biggest Public Companies" by Forbes magazine. It was also recognized on the Dow Jones Sustainability Emerging Markets Index. As of 31 December, 2015, the Group had a total staff of 438,645, and maintained a leading position in Mainland China in terms of customer base which reached 826 million.

CMCC is the only cellular network that provides uninterrupted, reliable coverage through tunnels, on highways, inside sky scraper elevators as well on top of Mount Everest. It has a global presence in Hong Kong, Pakistan, San Francisco and London and currently has international roaming partnerships with 406 operators in 237 countries and regions. The company is listed on the New York Stock Exchange as well as the Stock Exchange of Hong Kong Ltd.



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In 2016, we carried forward our vision of a responsible corporate entity by empowering and connecting people through our fastest 3G and 4G services, creating exponential social, environmental and business impact  
”

## CEO's Message

Zong (CMPak) has made great strides in the year 2016, expanding its 4G coverage to over 250 cities across Pakistan. We have a strong aim to give back to the society through our best 3G and 4G network. We want to make sure we leverage the latest technology from China into every social sector of this great country and be a part of this nation's advancement into its future.

In 2016, we carried forward our vision of a responsible corporate entity by empowering and connecting people through our fastest 3G and 4G services, creating exponential social, environmental and business impact. I want to make sure we carry on this vision by looking for more opportunities in 2017 to become a socially inclusive organization in every sector by providing more advanced and affordable services for our people.

**Liu Dianfeng**  
Chairman & CEO China Mobile Pakistan

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This year, we intend to build on our success and take partnerships for social inclusion to the next level

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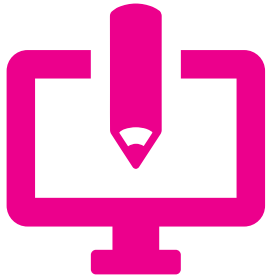
## Director Corporate Affairs’ Message

As a socially responsible entity, Zong has over the years demonstrated serious resolve in delivering on its social responsibilities. Last year we launched a series of public initiatives in Education, Health, Law & Order and Employee Volunteerism, and launched our ‘New Hope’ platform. This year, we intend to build on our success and take these partnerships for social inclusion to the next level. ‘A New Hope’ is our commitment to being the change by working with all Pakistanis in domains that impact the lives of millions of Pakistanis.

**Maham Dard**

**Director Corporate Affairs**





## CSR Philosophy

At Zong (CMPak), we fully realize our role as a responsible corporate entity in the social setting we operate in and are fully determined to deliver to this objective through multi-stakeholder partnerships that support access to critical human needs, education, healthcare, and economic empowerment. We believe in empowering people and societies to thrive in this new digitized age to create exponential social, environmental and business impact. We strive to help advance positive social change through investing in the future and creating conditions for upward social mobility.







# CSR PROJECTS

Following are some of the areas covered under our CSR programme



## **A New Hope (Employee Volunteerism)**

Zong launched its Employees' Volunteer Program under the hood of 'A New Hope' aligned with the brand philosophy of 'A New Dream'. 'A New Hope' is Zong's commitment of being the change by working with partner organizations in domains that impact the lives of millions of Pakistanis. The goal is to clock at least 2,000 hours of volunteer work annually.



## **Disaster Relief**

From 2010 to 2013, Pakistan was hit by the worst flooding in its history. Zong and its employees stepped up and stood by the calamity hit people. Food, ration and medicinal aid were dispatched to the affected areas in order to assist the ongoing relief activities. During these relief activities, Zong employees demonstrated a spirit that truly befits the enterprise image.



## **Health**

Leveraging the power of connectivity, Zong is entering into smart partnerships to enable health related services in Pakistan. These initiatives will help assist marginalized segments of society through smart health care solutions.



## Education

Zong has over the years played a pivotal role to facilitate education through ICT and in that regards has entered into several MoU's and collaborations with leading schools and universities of Pakistan.



## Social Welfare Initiatives

Zong is engaged with the Pakistan Red Crescent Society in a comprehensive social support program across all provinces and territories of Pakistan. Under a detailed methodology, the program is aimed at greater social inclusion through aiding the welfare of the underprivileged segments of the society.



## Connecting Rural Belts

Zong has undertaken to provide cellular mobile services to the population in the yet un-served areas of Balochistan. Bridging the digital divide, the project demonstrates Zong's commitment to serve the local community.



## A New Hope (Employee Volunteerism)

The goal is to clock at least 2,000 hours of volunteer work annually which will be a significant contribution to the society.



Zong's Employees' Volunteer Program, "A New Hope" is aligned with our brand philosophy of "A New Dream". "A New Hope" is a specially designed volunteers' program that encourages Zong employees to work in areas such as health, education, disaster relief and social welfare. Our goal is to advance positive social change by volunteering work hours annually towards these causes, in domains that impact millions of lives across Pakistan. "A New Hope" is our commitment of being the change by working with partner organizations.



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Zong has launched its Employees' Volunteer Program under the hood of "A New Hope" aligned with the brand philosophy of "A New Dream". "A New Hope" is our commitment of being the change by working with partner organizations in domains that impact the lives of millions of Pakistanis.

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**Zong's volunteers enter SOS village under A New Hope - 8th October 2016**

Zong's New Hope volunteers took an active part in spending a day with the 2005 earthquake affected children at SOS village in Islamabad.

On October 8th, 2005 Pakistan was hit by the most devastating earthquake of its history. Death toll reached over 100,000 and over 3.5 million people were rendered homeless. According to government figures, 19,000 children died in the earthquake, most of them in widespread collapses of school buildings.

This year, on the 11th anniversary of the tragedy, Zong's "New Hope" volunteers joined in the commemoration prayers for the victims, distributed gifts, had lunch with the children and engaged in multiple playful activities. Additionally, the volunteers took the time to decorate children's classrooms.



**A New Learning: A New Hope enters Mashal Model School - 10th November 2016**

Zong volunteers have been conducting regular Internet training workshops for primary students at Mashal Model School. These children are from marginalized segments of society who have no prior exposure to computers or the internet. Zong volunteers spend time with these children to train them on the use of internet at the specially designed 4G internet lab set up by Zong.





## Community Mobilization - 26th December 2016

Zong's new hope volunteers organized and kicked off a community mobilization session in Korangi Zia colony, where they held door to door sessions with 50 households in the vicinity. The female volunteers conducted Sanitation and Hygiene Neo-Natal sessions with women from the area along with doctHERs participants.

DoctHERs is a digital, healthcare platform that connects female doctors ('doctHERs') to underserved patients in real-time while leveraging leading-edge technology.





## Disaster Relief 2010 to 2013 (Multiple Drives)

From 2010 to 2013, Pakistan was hit by the worst flooding in its history, directly affecting about 20 million people, mostly by destruction of property, livelihood and infrastructure, with a death toll close to 2,000. Zong and its employees stepped up and stood by the calamity hit people. Food, ration and medicinal aid were dispatched to the affected areas in order to assist the ongoing relief activities. Zong's volunteers themselves distributed boxes of relief goods to aid over 4,000 affected families in the area. During these relief activities, our employees demonstrated a spirit that truly befits our values and enterprise image.



Zong and its employees stepped up and stood by the calamity hit people. Food, ration and medicinal aid were dispatched to the affected areas in order to assist the ongoing relief activities.





## Health

Leveraging the power of connectivity, Zong is entering into smart partnerships to enable health related services in Pakistan. These initiatives will help assist marginalized segments of society through smart health care solutions.

### Partnership with DoctHERS - 26th December 2016

DoctHERS is a digital, healthcare platform that connects female doctors ('doctHERs') to underserved patients in real-time while leveraging leading-edge technology. Today, doctHERS has 9 telemedicine clinics across Pakistan; 6 are based in the urban slums of Sindh, two in Khyber Paktunkhuwa and 1 in Punjab.

DoctHERS links to urban/rural patients with the help of paramedics equipped with mobile and internet enabled technologies/HD video-conferencing. Trained, trusted community-based nurses, health workers (CHWs) and midwives (CMWs) assist remotely located doctHERs in





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Zong recently joined hands with doctHERs to become the official connectivity partners of their telemedicine centers, equipping them with Zong's fastest 4G MBB devices. Over 6000 patients are expected to be treated at these facilities in a year.

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physically evaluating patients at 'point-of-care' using diagnostic tools. doctHERs circumvents socio-cultural barriers that restrict women professionals to their homes, while correcting two market failures:

- **Access to quality healthcare**
- **Workforce inclusion for women**

Zong recently joined hands with doctHERs to become the official connectivity partners of their telemedicine centers, equipping them with Zong's fastest 4G MBB devices. Over 6000 patients are expected to be treated at these facilities in a year.

### **Blood donation drive in collaboration with Pakistan Red Crescent Society**

Zong partnered with Pakistan Red Crescent Society for a blood donation drive to spread awareness regarding blood donation. Zong also organized blood donation drives at its various offices in Lahore and Islamabad. Donors including Zong employees and top management enthusiastically participated in these blood donation drives held on the World Blood Donation Day.





## Education

“I have a strong interest in making sure our services enable our youth, our universities and our students. We must ensure that our affordable products are accessible to students to pave the way for a bright future.”  
CEO Zong Liu Dianfeng



Zong has over the years played a pivotal role to facilitate education through ICT and in that regards has entered into several MoU's and collaborations with leading schools and Universities of Pakistan.

“Zong is a subsidiary of the world's largest mobile operator China Mobile Communications Corporation (CMCC), and is working diligently every day to provide innovative and localized products and services for the Pakistani market. Our diverse partnerships with various Universities, Colleges and Schools is a step in the same direction, and I sincerely hope it goes a long way in paving a bright future for both the stakeholders involved.”

CEO Zong, Liu Dianfeng



“ The setting up of 4G lab for street children is a stride in the direction of social inclusion and internet accessibility for all segments of society. Efforts such as this serve as a catalyst in igniting a positive social change and impact the community by providing a renewed sense of hope. ”

**4G Internet Lab at Mashal Model School - 10th November 2016**

Zong partnered with Mashal Model School to set up a 4G Internet lab, with laptops and Zong 4G enabled Mi-Fi connectivity. For this activity, a room at the school, which was previously in a dilapidated state, was completely renovated and reconditioned by Zong’s “New Hope” volunteers, with the help of professional staff. The new-look room was unveiled to a set of excited children at the school where Zong’s volunteers held learning sessions to exhibit internet usage to the students. Since it was the first interaction of most children with the virtual universe, it was received with a lot of awe, joy and curiosity.

The setting up of 4G lab for street children is a stride in the direction of social inclusion and internet accessibility for all segments of society. Efforts such as this serve as a catalyst in igniting a positive social change and impact the community by providing a renewed sense of hope.

Mashal Model School is a registered trust with the government of Pakistan that is providing education to marginalized children through community involvement in the Bari Imam area of Islamabad. The school has a current enrollment of over 860 children, majority of whom have never been to school before. Most of these children dwell in nearby slums and are also the bread earners for their families.



A NEW DREAM



Zong under its Employee Volunteer Programme, 'A New Hope' will now regularly be conducting internet training sessions at the 4G Internet Lab.

### **4G Research lab at Lahore University of Management Sciences - 12th February 2016**

Zong has entered into a strategic partnership with Lahore University of Management Sciences (LUMS) through a Memorandum of Understanding (MoU) for the development of a state-of-the-art 4G research lab at the university. The MoU has paved the way for hundreds of students of Pakistan's top-ranked business management university to polish their academic endeavors on latest technological lines.

### **Zong Partners with HEC to provide internet access to 100,000 students - 12th November 2015**

Zong is proud to serve and provide high speed 3G broadband services under a project with the Higher Education Commission (HEC) which caters 100,000 students nationwide. Through this, students will be provided privileged wireless access to Global Educational Resources available on HEC's Digital Library through PERN (Pakistan Education & Research Network). The HEC Digital Library resources were currently available to students only in campuses of respective Universities, but by virtue of this project, students will be

able to access the Digital Library resources across the country, anywhere, anytime. The students will also enjoy seamless Internet services through co-branded MBB dongle devices with a highly economical exclusive students' package.

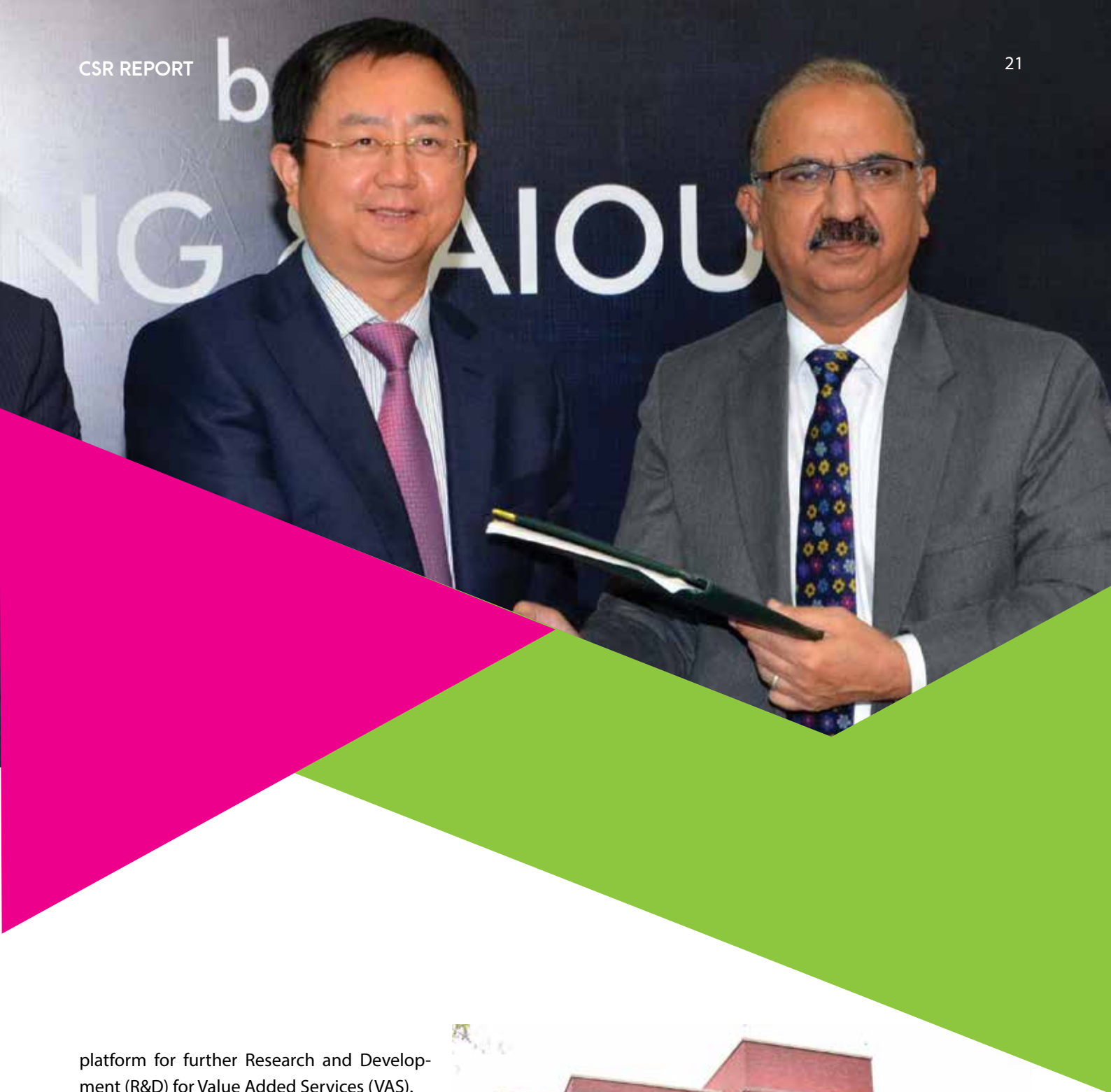
### **Zong partners with AIOU for provision of ICT services - 14th April 2015**

Zong entered into a partnership with AIOU for the provision of Zong's cutting edge products and services, ranging from 4G enabled handsets through an installment plan and WiFi connectivity for the AIOU Headquarter through Zong WiFi devices, along with mobile broadband based connectivity in 42 regions. These benefits were available to over 1.3 million AIOU students, over 70,000 tutors and 2400 employees.

### **Zong and Huawei establish state of the art GSM lab at NUST - 28th November 2012**

Zong and Huawei Pakistan have established a state-of-the-art GSM laboratory and training centre at National University of Science and Technology (NUST) to liaison with the telecom industry's needs by creating a bridge between the academia and the corporate world.

With the expertise of China Mobile Pakistan and Huawei's investment of US\$ 1.3 million in hardware, the GSM laboratory will be providing exposure and hands-on experience of operating high-tech GSM equipment which can be used as



platform for further Research and Development (R&D) for Value Added Services (VAS). The lab provides the platform for development of software, tools and patches to remove discrepancies. It will familiarize students with the fault, configuration, security, network performance management of telecom infrastructure.

### **Youth Development Projects - 2010 to 2017: Multiple Activities**

In addition to the above, Zong has actively participated in youth development initiatives such as Islamabad Model United Nations, 10th Young Leaders' Conference and on campus activities in Isra & NUST Universities.





## Social Welfare Initiatives

### Partnership with Pakistan Red Crescent Society - 2013 to 2017 (Multiple Programs)

Zong is engaged with the Pakistan Red Crescent Society in a comprehensive social support program across all provinces and territories of Pakistan. Under a detailed methodology, the program is aimed at greater social inclusion through aiding the welfare of the underprivileged segments of the society vis-à-vis widows, orphans, low income families and physically/mentally challenged individuals.



Pakistan Red Crescent Society  
انجمن ہلال احمر پاکستان

### Partnership with Islamabad Traffic Police for Road Safety - 28th September 2016

Zong collaborated with Islamabad Traffic Police (ITP) and Metropolitan Corporation of Islamabad (MCI) in a 10 day road safety awareness campaign, under which road safety messages were prominently displayed on all major routes of Islamabad.

“ Under a detailed methodology, the program is aimed at greater social inclusion through aiding the welfare of the underprivileged ”

### Partnership with Trocaire for Gender Equality - 28th November 2016

Zong partnered with Trocaire supported by AusAid to participate in the commitment ceremony of 'PurAzm for Gender Equality'. It marked International Day for Women and the start of 16 Days of Activism for Gender Equality.





## Connecting Rural Belts Since 2008

Zong (CMPak) has undertaken to provide cellular mobile services to the population in the yet un-served areas of Balochistan. Bridging the digital divide, the project demonstrates the company commitment to serve the local community. In areas such as Balochistan, where access to communication is limited, Zong's services will significantly improve the lives of those living in rural communities through access to information, provision of basic services, improvement in areas such as health and education along with ensuring increased social inclusion.







# Chiefs' Messages



**Chief Technical Officer**  
**Ms. Miao Qiao**

As the most technologically advanced cellular network, we endeavor to create positive social impact through technological innovation. Our focus is to provide the fastest, widest and strongest 4G coverage to all Pakistani's in order to set in motion a 4G revolution in the country. Mobile technology plays a key role in connecting people and lives, and we hope that through connectivity we are able to transform the lives of Pakistanis.



**Chief Financial Officer**  
**Mr. Li Wenyu**

We remain committed to ensure steady growth and healthy development, while simultaneously focusing on creating positive social impact through our corporate social responsibility initiatives. We are steadily expanding our network across Pakistan particularly in rural areas that will greatly benefit the locals in their communities.



**Chief Human Resource Officer**  
**Ms. Wang Haibo**

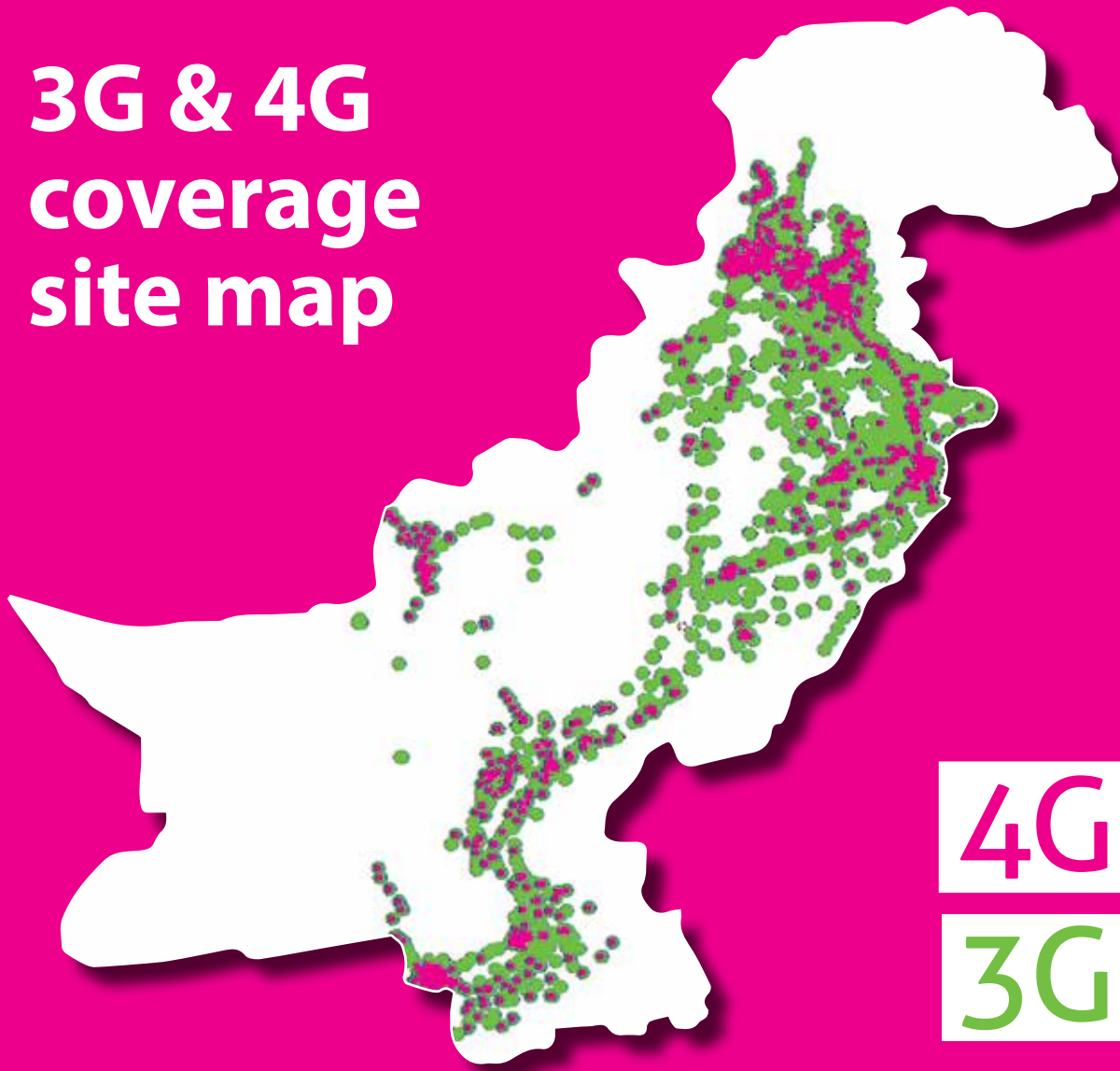
Our employees are our biggest asset and we are proud of their contribution in the social sphere through Zong's Employee Volunteer Programme, 'A New Hope'. Our Employees are committed to be responsible social citizens and through our Volunteer Programme, have stepped up to support social causes like education, health and disaster relief.



**Chief Regulatory Officer**  
**Mr. Kamran Ali**

Communications plays a pivotal role in the economic progress of a country, and we are proud to be the leaders in 4G technology. With our widest 4G network, Pakistan would be able to greatly benefit from the positive dividends of 4G. We ascribe to be the preferred choice of the Pakistani people and have invested not only towards the establishment of telecommunication infrastructure but also in our Corporate Social Responsibility initiatives to advance positive social change in Pakistan.

# 3G & 4G coverage site map



4G  
3G

**200++**  
CITIES 4G  
COVERAGE

**5,000 ++**  
4G SITES  
ACROSS  
PAKISTAN

**550++**  
SOLAR  
POWERED  
SITES

**\$ 2 BILLION ++**  
INVESTMENT  
IN PAKISTAN

**3,000 ++**  
DIRECT  
EMPLOYMENT



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