



ZONG 4G
A NEW DREAM

CORPORATE SOCIAL RESPONSIBILITY REPORT

New Hopes for New Dreams

2018 EDITION



CONTENTS

		PAGE
i.	About Zong	03
ii.	About China Mobile Communication Corporation	04
iii.	CEO's Message	05
iv.	Director Corporate Affairs' Message	06
v.	CSR Philosophy	07
vi.	A New Hope (Employee volunteerism)	08
vii.	Our Priority Areas	09
a.	Health	10
b.	Education	12
c.	Law and Order	16
d.	Telco Gives Back	17
viii.	Chiefs' Messages	20
ix.	Zong 4G- At a Glance	22



About Zong (CMPak)

China Mobile Pakistan (popularly known as Zong 4G) is the premium mobile services provider of the country. Being the pioneering overseas set up of China Mobile Communications Corporation, it is a 100% owned subsidiary of world's largest telecommunications giant.

Taken over in 2007 with a market share of only 2%, Zong 4G has seen exponential growth in the last few years to increase it by more than 10 folds. Currently, Zong engages in the provision of best-in-class cellular mobile voice and data services to the Pakistani market through 2G, 3G and 4G technologies.

Being at the forefront of Pakistan's data revolution, Zong 4G continues to make great strides towards its ambition of becoming a digital life partner of all its customers. Zong 4G 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, Zong 4G draws heavily from the research and experience of China Mobile Communications Corporation, thus enabling cutting edge, state-of-the art services to subscribers. These high standards of performance have positioned Zong 4G as the "No.1 Data Network" of the country.

With more than 30 million overall customers and a 70% 4G market share, Zong 4G continues to deliver an unparalleled customer experience, by bringing to life endless possibilities of the country's digital potential. These services have been supported by company's aggressive expansion, making 100% of its network 4G enabled.

Having built country's largest & fastest 4G network, the company has expanded its seamless 4G connectivity to over 300 cities of Pakistan.

ZONG 4G
A NEW DREAM



About China Mobile Communication Corporation

China Mobile Limited (the "Company", and together with its subsidiaries, the "Group") was incorporated in Hong Kong on September 03, 1997. The Company was listed on the New York Stock Exchange ("NYSE") and The Stock Exchange of Hong Kong Limited ("HKEX" or the "Stock Exchange") on 22 October 1997 and 23 October 1997, respectively.

As the leading telecommunications services provider in Mainland China, the Group provides full communications services in all 31 provinces, autonomous regions and directly-administered municipalities throughout Mainland China and in Hong Kong Special Administrative Region, and boasts the world's largest mobile network and the world's largest mobile customer base. Its businesses primarily consist of mobile voice and data business, wire line broadband and other information and communications services. As of 31 December 2016, the Group had a total of 460,647 employees, 849 million mobile customers and 77.62 million wire line broadband customers with its annual revenue exceeding RMB700 billion.

In 2016, the Company was once again selected as one of "The World's 2,000 Biggest Public Companies" by Forbes magazine, and recognized again on the Dow Jones Sustainability Emerging Markets Index

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Our fastest 4G technology is helping millions of Pakistanis achieve their goals, needs and dreams!
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Letter from CEO

Zong 4G (CMPak) continued to make differences in the lives of communities, yet maintaining the edge as the largest 4G network in Pakistan. By fostering environmental stewardship, empowering team members, championing human rights and promoting better responsibility for the social developments, we expanded our CSR portfolio to address the needs of marginalized members. We carried forward our vision of being a responsible corporate entity by eradicating social, environmental and economic boundaries through an enhanced focus on customer centricity and service delivery.

Our fastest 4G technology is helping millions of Pakistani's achieve their goals, their needs and their dreams! We are helping our philanthropic resource, our team, to connect directly to charities where they can volunteer, give and engage others in a cause. Our employees volunteered over 2000 hours for various charities and causes, becoming a catalyst for change for over 11000 individuals nationwide.

At Zong 4G, we realize the importance of the choices we make, and their resultant impact on the future generations. I am proud of our collaborative endeavors, steadfast with our commitment to put our technology for the prosperity of Pakistan. Therefore, we are constantly striving for the inflow of the state of art technology from China and exploring more opportunities to power the possible growth to reshape the future for people and communities of Pakistan.

Liu Dianfeng

Chairman & CEO China Mobile Pakistan

Letter from Director Corporate Affairs'

At Zong 4G, we are building a strong foundation for sustainability – that allows us to leverage our technology for a more socially inclusive Pakistan.

By placing the communities at center, we fueled our efforts to power what is important. Opportunity abounds for those who are ready and through the power of digital transformation, we are empowering our employees to be agents of change under the umbrella of 'New Hope'- our Zong 4G Employee Volunteerism program.

Zong 4G has been facilitating diverse acts of giving back in realms of education, health, law and order and civic services, to create a technologically inclusive Pakistan and will continue to do so especially for the under privileged and marginalized.

The future will bring new ideas for new hopes for new dreams to create a prosperous and technologically and socially inclusive Pakistan by leveraging state of art technology from China .

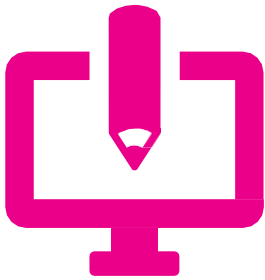
Maham Dard

Director Corporate Affairs

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CSR Philosophy

At Zong (CMPak), we are committed towards being a responsible corporate social entity. By putting Pakistan's number one 4G Network and expertise where it is most required, we are creating stronger communities. We are bridging the social divide through collaborative endeavor with multiple stakeholders in the spheres of education, healthcare and economic empowerment which are imperative for the wellbeing of people and communities in the era of digitalization. Adhering to building a more technologically and social inclusive society, we are investing for the betterment of the lives to enable them to climb up on the social ladder.





A New Hope (Employee Volunteerism)

Plus 100 volunteers, over 2000
Volunteer Hours dedicated, 10 cities
!covered, 10,000 lives transformed



Since the launch of “New Hope” in early 2016, Zong 4G has continuously strived to contribute towards the sustainable development of societies. By harnessing our brand philosophy of ‘A New Dream’; ‘A New Hope’ actively promotes and engages individuals and partners, in social endeavors that adhere to strengthen communities.

Cognizant to the company’s mission of social excellence, the program has inculcated a sense of social responsibility to empower the employees to make a lasting impact in people’s lives. Zong 4G has high performance in fulfilling its Corporate Social Responsibilities. The foundations to roll out signature programs had been laid to achieve the target of 2,000 volunteer hours. Rising high on the bouts of enthusiasm, the New Hope Volunteers of Zong 4G made strides to not only meet but exceed the commitment to social delivery. The efforts materialized into “A New Hope” being ranked in top ten outstanding CSR initiatives by the parent company, China Mobile Communication Corporation amongst 64 other companies and subsidiaries in China.

The increased market presence of Zong 4G, has enabled the volunteers to reach remote communities of 4 provinces of Pakistan, engaging with most marginalized communities and the vulnerable individuals. Staying true to the core value, the program has unleashed human potential to responsibly cast a positive impact at grass root level.

Our Priority Areas

Road to a New Hope :



Health

Contributing towards sustainable access to health facilities, Zong 4G leveraged on the power of connectivity for the provision of inclusive health for all. The organization has embarked upon series of initiatives to help people on the path of better healthcare.



Education

Education is at the heart of Zong 4G's CSR initiative. Through its endeavors, it aims to eradicate the hard-hitting inequalities inherent in societies. The focus on digital inclusion for all has empowered the marginalized generation of students with access to innovative technology to build a brighter future.



Law & Order

For the prosperity of Pakistan, Zong 4G is capacitating Law Enforcement Agencies with the 4G edge of Connectivity. For efficient and effective service delivery Zong 4G partnered with LEAs by giving them the technological edge, ensuring greater connectivity with general public.



Telco Gives Back

At the heart of Zong 4G's purpose is the commitment to support the communities it serves. Harnessing the power of its philanthropic force – employees and technology, the company engaged in various technological activities to help communities which need the most. Thereby, invigorating “A New Hope” for “New Dreams” in the eyes of these marginalized communities.



Health

Leveraging the power of connectivity, Zong is entering into smart partnerships for provision of health service deliver in Pakistan. In 2017, Zong 4G delivered the following projects:

- **Partnership with DoctHERS**
- **Breast Cancer Awareness Campaign, Zong 4G Headquarters, Islamabad**

These initiatives will help assist marginalized segments of society to access the smart health care solutions.



Breast Cancer Awareness Campaign, Zong 4G Headquarters, Islamabad

Zong 4G is advancing the awareness pertinent to Breast Cancer. Working for creating a breast cancer free Pakistan, the company gave over 100 female employees the greater control over the most common form of cancer through an awareness session. The detailed insight on symptoms, potential risk factors and palliative treatment enhanced the knowledge of female participants, ensuring that timely detection can help to fight the disease. Expressing their solidarity for the cause, the entire workforce donned pink ribbons showing their commitment.



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**Zong 4G has
been saving
lives,
transforming
communities
and renewing
hopes!**

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Partnership with DoctHERS

Through its cutting edge 4G technology, Zong 4G has reduced the rural- urban divide inherent in the society in regard to the access to health care facilities and employment opportunities. Zong 4G collaborated with DoctHers by equipping the 9 telemedicine centers, 2 each in all four provinces of Pakistan , with Zong's fastest 4G MBB devices not only to assist the marginalized communities with provision of healthcare, but to also open doors for the females in remote communities to practice medicine. Dedicated to being more socially responsible professionals, the Zong 4G's volunteers went door to door to mobilize the marginalized Pakistani's pertinent to these telemedicine centers, bringing them a step closer towards health facilities.

"We need to be more proactive in reaching and educating" these communities. They are unable to access the limited health centers as these are far away so we brought the health centers closer to them through 4G enabled internet."

Shared one of the New Hope Volunteer

Facilitating creation of inclusive workforce, Zong 4G has given new hope to female doctors to balance work and life. Ensuring the right to healthy live, Zong 4G's efforts have brought more than 6000 individuals from the remote communities closer to healthcare facilities, providing them !with timely treatments. Hence, saving lives DoctHers, a digital health care platform, has been connecting the underserved patients of remote communities with female doctors through teleconferencing platforms for provision of improved health care. Adhering towards creating a more inclusive workforce, DoctHers also circumvents socio cultural barriers which restricts women professionals to their .homes Peoples' place of residence can impact their health status vastly and so can access to

quality health services. 85% of Pakistani's lack quality and affordable healthcare. The prevalence of inequalities in regard to healthcare facilities in slums, rural and remote areas of Pakistan has led people to live a disadvantaged life.





Education

Our educational endeavors are reforming and redefining the education for underprivileged. Renovating the educational institutions by giving them 4G enabled technological edge ,Zong 4G is providing educational resources and support;– all to ensure that students belonging to disadvantaged families are not deprived of disparities in the education.

In 2017, under the umbrella of its CSR program, Zong 4G supported the following endeavors :

- **Educational Support for students of WISE College In Lahore**
- **6 4G Awareness Sessions delivered in all four provinces of Pakistan**
- **4G Research Lab established at LUMS, Lahore**
- **Awareness Sessions at 4G Internet lab in Mashal Model School , Islamabad**
- **Educational Tour of Zong 4G Headquarters, Islamabad for street children**

The company's focus has been to reduce the digital divide by empowering students to innovatively incorporate new technologies and to gain an edge in today's increasingly competitive environment.





“ Together we can be the socially responsible generation making strides in the era of digitalization. ”

4G Awareness Sessions - Multiple Cities across Pakistan

Zong 4G's perseverance for a technologically inclusive Pakistan has rendered to enhance the knowledge of more than 500 individuals from different walks of life across Pakistan. Owing the right to access to technology, more than 40 volunteers from Zong 4G arranged over 7 awareness sessions to expose individuals to vastness of Internet of Things through 4G enabled technology; giving them new dream, new hopes and a new vision to life through 4G enabled internet.

Zong 4G is a miracle for underprivileged, through its bounteousness, it is unleashing the power for a better Pakistan.



Educational Support for students of WISE College, Lahore

Zong 4G is shrinking the education gap inherent in the society. Partnering with WISE, a college for underprivileged in Lahore, Zong 4G has supported more than 6 deserving students' aspirations for a bright future by supporting their educational endeavours. Giving the youth new dreams, the company offered not only educational support, but also vowed to build the capacity of the brightest students for securing and leaving their mark in professional realm. When you start with good intention everything comes together. Education for us is at the heart of social responsibility.





“Reducing the Digital Divide because Zong 4G believes every child has a right to access 4G internet and world of possibilities”

Awareness Sessions at 4G Internet lab in Mashal Model School, Islamabad

Focused on reducing the digital divide, Zong 4G is attempting to address the disparity between the haves and the have-nots of access and ability to use the Internet. Bringing the big connectivity to Mashal Model School Islamabad, in 2016, Zong 4G partnered with the school to set up a 4G Internet lab, with laptops and Zong 4G enabled Mi-Fi connectivity. Continuing its momentum in 2017, Zong 4G continued to support the facility and more than 20 “New Hope” volunteers delivered more than 5 online learning & computer literacy sessions on weekends throughout the year, helping over 200 deserving street children build a brighter future.



4G Research Lab at Lahore University of Management Sciences, Lahore

Zong 4G is going beyond to reduce the digital divide, it is empowering people with the power of 4G enabled internet to help solve some of the biggest problems of the world.

Zong 4G in partnership with the most esteemed university of Pakistan, Lahore University of Management Sciences (LUMS) inaugurated a state-of-the-art 4G research lab at the university.

In addition to supporting more than 5000 individuals for teaching and research into mobile and wireless networking systems, the lab also serves as a one of a kind hub for innovation, contributing to the promotion of entrepreneurial ventures arising from the university's National Incubation Center.

Moreover, Zong 4G also facilitated the students of LUMS by launch a mini sales and service center, enabling the students to experience the digital revolution.





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Zong 4G-
Connecting
the world,
Inspiring
optimism
and igniting
a change in
Pakistan

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Educational Tour of Zong 4G Headquarters, Islamabad for street children

Opening a realm of possibilities, Zong 4G hosted underprivileged street children (studying at a school in Islamabad) at its headquarters.

Featuring some of the school's brightest students, the visit comprised of a tour of Zong 4G's headquarters where more than 20 students were briefed about the numerous departments and functions of a successful multi-national enterprise.

Promoting intellectual and innovative capabilities, the visit also exposed the students to best global practices regarding leaderships and communication. More than 15 New Hope volunteers delivered session pertinent to leadership and communication skills. Emphasizing the importance of digitization in the future, students were also given a demonstration of 4G based revolutionary IoT/M2M products and services. Thereby, bridging the gap between academia and industry.

Awestruck with the world of possibilities, teaching them what connectivity can do for them, Zong 4G gave a new glimmer of hope. The hope that the future is in their hands!





Law & Order

Child Safety Center - Sheikhupura

One moment can render a transformative impact. Realizing the importance of that one moment in a child's life, Zong 4G equipped the Sheikhupura police department, with 4G enabled ecosystem to provide a safe haven in the form of child detention and protection center to help deal with juvenile cases separately from regular criminals.

Adhering to a child's basic right of protection, the center features a state of the art reporting room connected with a newly developed electronic database and an automated complaint registration and e-ticketing system to help streamline the department's day to day operations.

In 2017, more than 2000 cases have been facilitated due to digitalization of Child Safety Centre.

Zong 4G is transforming despair into hope, by ensuring the children marred by the adversities of life have an environment for a better future.



Equipped with 4G ecosystem, the Sheikhupura police department provides a safe haven in the form of child detention and protection center to help deal with juvenile cases separately from regular criminals.



Telco Gives Back

Telco Gives Back

Taking ownership of its role as a responsible corporate entity, Zong 4G has carried out a number of programs and activities as part of its diligence to the wider community. Through a number of initiatives including those under the purview of the 'A New Hope' Employee Volunteer program Zong 4G has helped make a difference by utilizing technology and army of volunteers to spread smiles.

In 2017, Zong 4G carried out following activities :

- A New Hope Volunteers visit children's ward at Pakistan Institute of Medical Sciences , Islamabad
- A New Hope Volunteers Host Iftar at Mashal Model School, Islamabad
- Virtual Tour of Father of Nation, Quaid-e-Azam's Birthplace , Karachi





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**Zong 4G's
Commitments
brings, New
Hopes, and
spark New
Dreams for a
better future.**

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A New Hope Volunteers visit children's ward at Pakistan Institute of Medical Sciences, Islamabad

A New Hope Volunteers visit children's ward at Pakistan Institute of Medical Sciences, Islamabad – 24th March 2017

Zong 4G has been giving new dreams and new hopes to people in different realms. Under the umbrella of its Employee Volunteer Program, more than 12 'A New Hope' volunteers visited the young Thalassemia patients in PIMS Hospital, fighting a battle every day. Children afflicted with this life-changing genetic disorder often undergo painful treatments on a routine basis and most don't make it, succumbing to disease.

Making a day bearable for them and opening a world of possibilities, Zong 4Gs volunteers adhered to improving of more than 25 patients' emotional health by spending time with them and extending moral support to their caregivers. Spreading the magic and joy, Zong 4G volunteers surprised the children with gifts, which left them in awe.

Zong 4G's small gesture of giving these children a glimmer of hope cannot be matched to the size of heart behind it.

A New Hope Volunteers Host Iftar at Mashal Model School, Islamabad

Zong 4G turned hunger into joy. Putting their passion into action, the New Hope volunteering team, comprising of more than 8 individuals, organized and hosted an iftar party for the underprivileged at Mashal Model School in Islamabad during the holy month of Ramadan. The invitees for the iftar comprised mostly of more than 25 street children, orphans, and under privileged children along with their families. Because every child deserves filled bellies with the local delicacies, the children were grinning ear to ear, while parents were relieved as their prayers were answered- as their children would not go to bed hungry.

Zong 4G is fueling hope for a better future through its outpouring love for communities especially the marginalized communities.





“Zong 4G's technology holds boundless opportunities for Pakistanis.”

Virtual Tour of Father of Nation, Quaid-e-Azam's Birthplace , Karachi

Zong 4G connected the Pakistani back to their roots. A virtual tour of Wazir Mansion, Karachi, birth place Pakistan's founding fathers', Quaid-e-Azam Muhammad Ali Jinnah, was developed by tech-savvy Zong 4G volunteers on 70th anniversary of . Pakistan

Zong 4G provided an immersive a glimpse into the life of great leader, Quaid-e-Azam Muhammad Ali Jinnah, through a 3D virtual tour. Walking through the Quaid's bedroom, his study and library, it's created a reminiscence of patriotic thoughts and efforts that were behind creating Pakistan.

More in more, the astounding artifacts such as the Quaid's clothing, wearable and accessories has allowed the customers into . his elegant lifestyle

Connecting people to their roots, Zong 4G gesture to pay homage to great leader has allowed people to 'teleport' themselves into .the era



Chiefs' Messages



Chief Technical Officer

Ms. Miao Qiao

Leveraging on the most technologically advanced 4G cellular network, we have continued to lead in the realm of digital innovation. By providing the fastest, widest and strongest 4G coverage, we have revolutionized the 4G eco-system in Pakistan. I am confident that we will continue making strides to be pioneers for the provision of the latest mobile services for the people of Pakistan. Zong 4G currently has more than 9000 4G sites, highest ever in Pakistan and increasing every year !



Chief Financial Officer

Mr. Li Wenyu

As the fastest growing network in country, we, at Zong 4G, are committed to make enhancing the customer experience while rendering a sustainable impact on wider community and diminishing the social divide. By holding values that befits Zong 4G, we are bringing our vision of imparting a sustainable future for digital Pakistan becomes every closer to realization.zzzz

Chiefs' Messages



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

Unleashing the power of our biggest asset, our employees, we are transforming lives of millions of Pakistanis. Their dedication to go an extra mile to give back to society through the New Hope Employee Volunteer Programme is nothing short of revolution. They exemplify the true meaning of being responsible social citizens.

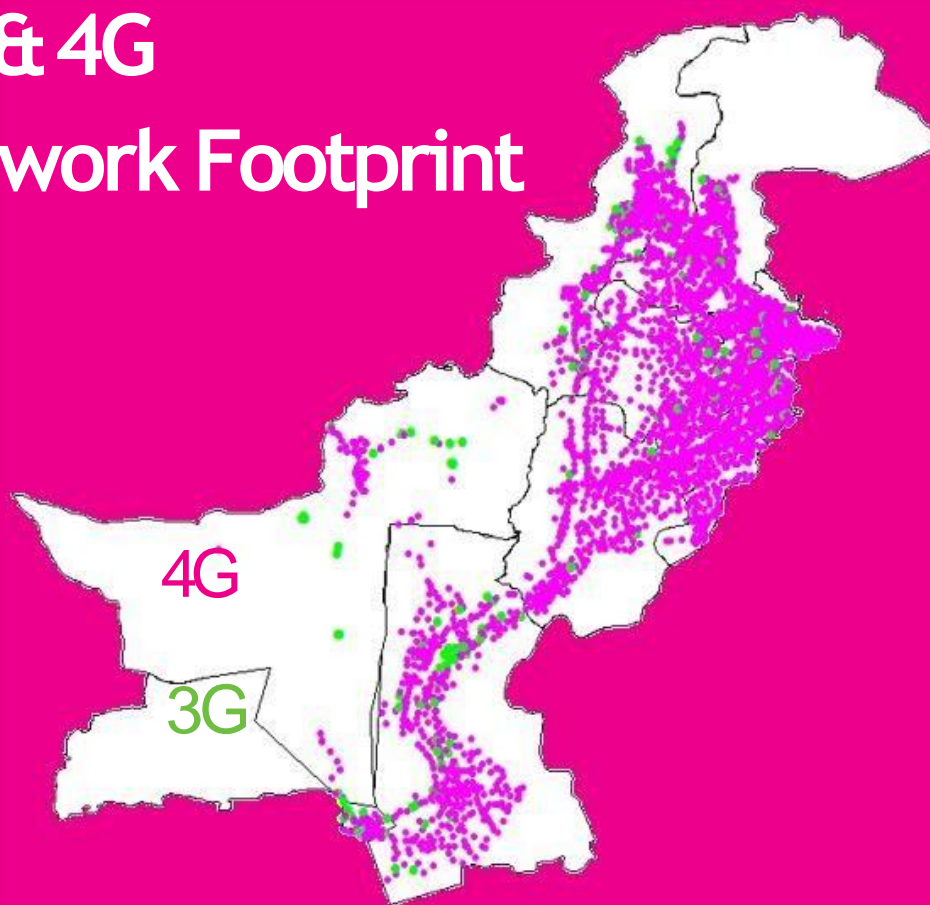


**Chief Regulatory Officer
Mr. Kamran Ali**

Zong 4G has played a pivotal role in paving the path for future communication infrastructure of Pakistan. Through collaborative endeavors with the stakeholders, we have taken our vision of a better and prosperous Pakistan ahead and instilled millions of Pakistani's with new hope and new vision. Our people centric approach, will continue to render a positive social impact in Pakistan.

ZONG 4G – AT A GLANCE

3G & 4G Network Footprint



9,000
4G SITES
ACROSS
PAKISTAN

550
SOLAR
POWERED
SITES

3,000
DIRECT
EMPLOYMENTS

20+
CUSTOMER
SERVICE
CENTERS

300
CITIES 4G
COVERAGE

\$ 2.5
BILLION
INVESTMENT



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