

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



## CHINA MOBILE LIMITED

中國移動有限公司

*(Incorporated in Hong Kong with limited liability under the Companies Ordinance)*

**(Stock Code: 941)**

### UNAUDITED KEY PERFORMANCE INDICATORS FOR THE FIRST QUARTER OF 2016

#### **The unaudited financial data of the Group for the first quarter of 2016**

- Operating revenue was RMB177.5 billion, up by 8.7% over the same period last year; of which, revenue from telecommunications services was RMB151.6 billion, up by 4.9% over the same period last year
- EBITDA was RMB65.1 billion, up by 7.0% over the same period last year
- Profit attributable to equity shareholders was RMB23.9 billion, up by 0.5% over the same period last year

In accordance with the Company's disclosure policy and in order to further enhance the transparency of the Group and provide additional information with which shareholders, investors and the general public may better appraise the business and financial position of the Group in a timely manner, the board of directors (the "**Board**") of China Mobile Limited (the "**Company**", together with its subsidiaries, the "**Group**") announces certain selected unaudited key performance indicators of the Group for the first quarter of 2016.

Note: Unaudited operating data and comparative figures reflect such data after consolidating TieTong's certain assets and business in this announcement.

## SELECTED UNAUDITED KEY PERFORMANCE INDICATORS

### Financial Data

	For the period from 1 January 2016 to 31 March 2016	For the period from 1 January 2015 to 31 March 2015	Change
Operating Revenue (RMB)	<b>177.5 billion</b>	163.3 billion	8.7%
Of which, Revenue from Telecommunications Services (RMB)	<b>151.6 billion</b>	144.5 billion	4.9%
EBITDA (RMB)	<b>65.1 billion</b>	60.9 billion	7.0%
EBITDA Margin	<b>36.7%</b>	37.3%	
Profit before Taxation (RMB)	<b>31.2 billion</b>	31.1 billion	0.5%
Profit Attributable to Equity Shareholders (RMB)	<b>23.9 billion</b>	23.8 billion	0.5%
Margin of Profit Attributable to Equity Shareholders	<b>13.5%</b>	14.6%	

### Operating Data

	As at 31 March 2016/ For the period from 1 January 2016 to 31 March 2016	As at 31 December 2015/ For the period from 1 October 2015 to 31 December 2015
<b>Mobile Business</b>		
Total Customers	<b>834 million</b>	826 million
Net Additional Customers *	<b>7.61 million</b>	3.34 million
4G Customers	<b>377 million</b>	312 million
3G Customers	<b>153 million</b>	169 million
Average Revenue per User per Month (ARPU) (RMB/user/month) *	<b>57.6</b>	48.2
Total Voice Usage (minutes) *	<b>1,014.0 billion</b>	1,047.0 billion
Average Minutes of Usage per User per Month (MOU) (minutes/user/month) *	<b>409</b>	420
Mobile Data Traffic (MB) *	<b>1,216.0 billion</b>	943.0 billion
Average Handset Data Traffic per Month (DOU) (MB/user/month) *	<b>551</b>	443
SMS Usage (messages) *	<b>130.7 billion</b>	133.9 billion
<b>Wireline Broadband Business</b>		
Total Customers	<b>60.59 million</b>	55.03 million
Net Additional Customers *	<b>5.56 million</b>	–

\* for the relevant reporting period

In the first quarter of 2016, the Group continued to demonstrate its 4G advantages. The Group vigorously promoted the sales of 4G terminals, comprehensively accelerated the migration of customers to 4G networks, continue solidified our market leading position. As at 31 March 2016, our mobile customers were 834 million, of which 4G customers were 377 million. Net additional 4G customers for the first quarter reached 64.23 million. Benefitting from the favorable development of 4G services, the Group's data traffic business continued to grow rapidly. Mobile data traffic increased by 148% compared to the same period last year, revenue structure was further optimized. Meanwhile, as the substitution impact of OTT business on traditional communications services continued to intensify, voice services and SMS and MMS services further declined in the first quarter. Total voice usage and SMS usage decreased by 1.5% and 10.6%, respectively compared to the same period last year. Wireline broadband business developed steadily, with the number of customers reaching 60.59 million. The Group's operating revenue was RMB177.5 billion, up by 8.7% compared to the same period last year, of which revenue from telecommunications services was RMB151.6 billion, up by 4.9% compared to the same period last year. As a result of revenue growth no longer being impacted by the policy of "transformation from business tax to value-added tax" since 2016, the favorable effects of stimulated customer spending in this quarter by tariff promotion and sales initiatives towards the end of last year as well as continued rapid growth of the sales of 4G terminals, revenue growth rate picked up again compared to that for the full year of 2015. Taking into consideration the factors of high pressure in tariff reduction and the carryover effect of terminal sales at the end of last year, the Group's revenue growth rate for the whole year faces challenge. In the first quarter of 2016, ARPU of mobile customers was RMB57.6 and recorded a slight increase compared to last year.

The Group is at a critical stage of transformation of its development. There is a high demand for resources from 4G network construction and optimization as well as business development, retention of existing customers, mobile Internet development and the deployment of wireline broadband. The Group endeavored in its promotion of low-cost, high-efficiency operations, deepened the transformation of its marketing and sales model and improved the efficiency and effectiveness of its marketing resource utilization. EBITDA for the first quarter of 2016 was RMB65.1 billion, up by 7.0% compared to the same period last year. Profit attributable to equity shareholders was RMB23.9 billion, up by 0.5% compared to the same period last year. Margin of profit attributable to equity shareholders was 13.5%, profitability continued to be maintained at a sound level.

The Group will continue to adhere to the principles of forward-looking planning, effective resource allocation, rational investment and refined management in cost allocation, endeavor to strike a balance between our short-term performance and long-term development, strive to increase revenue and save costs, and maintain favorable profitability, thereby continuously create value for investors.

The Board wishes to remind investors that the above key performance indicators are based on the Group's unaudited management accounts. Investors are cautioned not to unduly rely on such data.

**In the meantime, investors are advised to exercise caution in dealing in the securities of the Company.**

By Order of the Board  
**China Mobile Limited**  
**Shang Bing**  
*Chairman*

Hong Kong, 20 April 2016

*As at the date of this announcement, the Board of Directors of the Company comprises Mr. Shang Bing, Mr. Li Yue, Mr. Xue Taohai, Mr. Sha Yuejia and Mr. Liu Aili as executive directors and Dr. Lo Ka Shui, Mr. Frank Wong Kwong Shing, Dr. Moses Cheng Mo Chi and Mr. Paul Chow Man Yiu as independent non-executive directors.*