CONTENTS

	S trategy	Management
Corporate Social Responsibility Management	Core Capabilities – Higher Benchmarks	Establishment of CSR Management System
Corporate Governance	Enforcement of Ethical Business Practices	Risk and Crisis Management
Customer Service	Improve Service Development	Innovation Brand Management Customer Relations Management 34
Employee Care	Protection of Employee Rights	Human Resources Management
Green Enterprise	Positive Action in Response to Change	Environmental Sustainability Management
Social Investment	Concentration on Digital Opportunities	LBG Social Contribution Assessment

Action	Response	T arget
Communication with Stakeholders	Engagement with Stakeholders Expansion of Supplier Management 14	Key Performance Indicators
Transparent Disclosure and Management	Enhance Code of Conduct 24	Sharing Value through the Cloud Platform
Customer Satisfaction Survey Actively Explain Product Features Privacy Protection and Information Security 36	Ensuring Communications Quality Building a Broadband Network Mastering Policy and Regulation 40	Create an Open Creative Platform 44
Talent Attraction and Retention	Occupational Health and Safety	Joy at Work, Happiness at Home
Implementation of Power Management Carbon Management Objective Water Resource Efficiency Management 62	Impressive Energy Conservation Carbon Reduction Results	Creating a Green Enterprise Safeguard Our Beautiful Homeland
Dedicate to the Society	Project Implementation Results	Digital Inclusion to Create Shared Value