



ICONIC

# HUAWEI

## GOING GLOBAL

The first few years of operations had been a tough ride for Huawei, but today the brand has outgrown many to become a leading global information and communications technology (ICT) solutions provider.

The famous brand is driven by a commitment to sound operations, ongoing innovation, and open collaboration; it has established a competitive ICT portfolio of end-to-end solutions in telecom and enterprise networks, devices, and

cloud technology and services. The ICT solutions, products, and services are used in more than 170 countries and regions, serving over one-third of the world's population. With 180,000 employees, Huawei is committed to enabling the future information society, and building a Better Connected World.

Having joined forces with major telecom carriers, Huawei has built over 1,500 networks, helping connect over one-third of the world's population. The enterprise customers of the brand employ open cloud solutions and agile networks to drive efficient operations and agile innovation in domains like Safe City, finance, transportation, and energy. Taking help from the smart devices and smartphones, they improve people's digital experience in work, life, and entertainment.

## PARTNERING SUCCESS

Huawei advocates openness, collaboration, and shared success. Through joint innovation with the partners and peers, they are expanding the value of information and communications technology to establish a robust and symbiotic industry



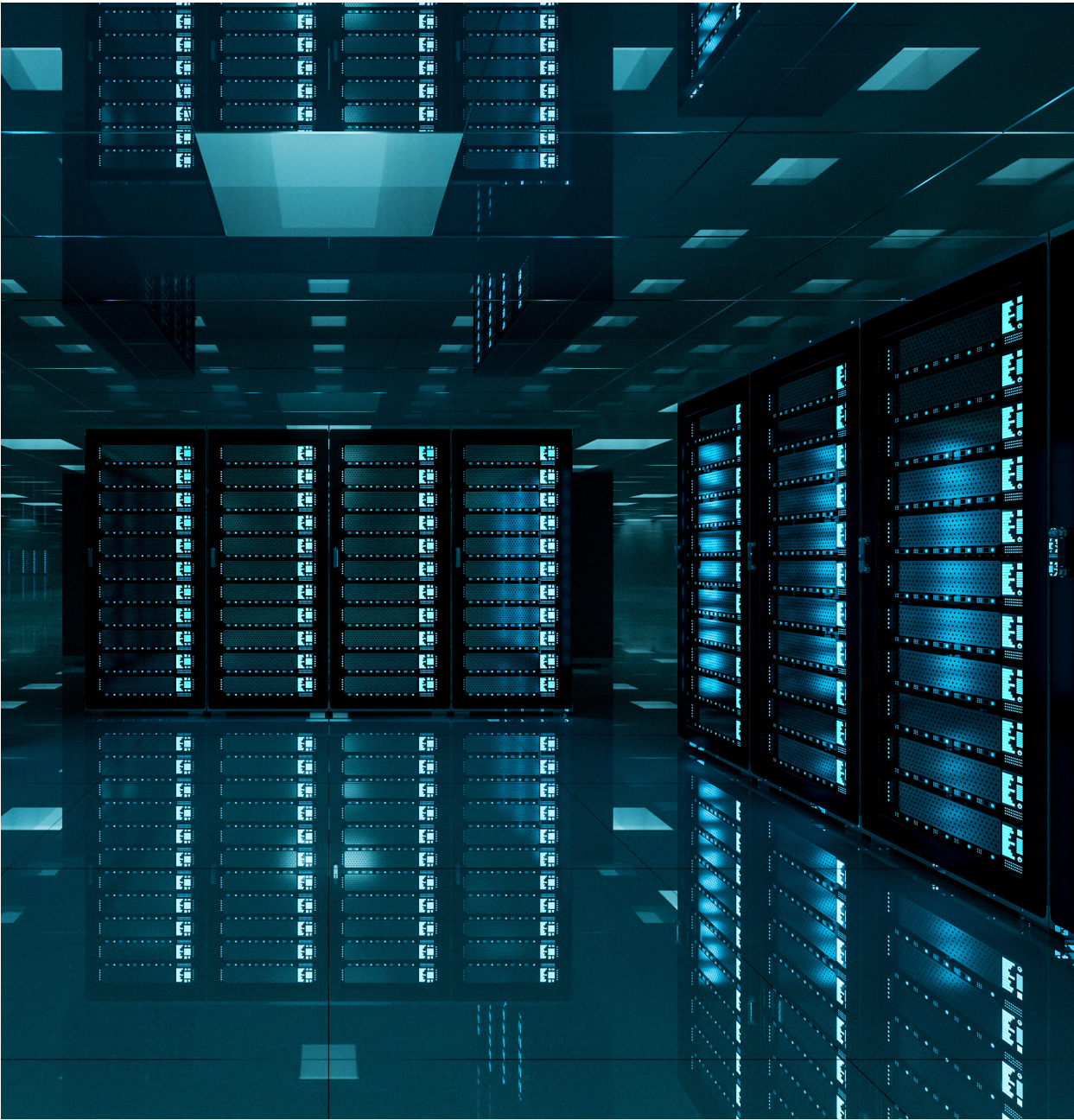
ecosystem. The brand stands tall be an active member of over 360 standards organizations, industry alliances, and open source communities, to which it has submitted over 49,000 proposals to drive standardization and pave the way for more effective collaboration.

Huawei has collaborated with many industry partners to innovate in emerging domains like cloud computing, software-defined networking (SDN), network functions virtualization (NFV), and 5G. Together, they promote ongoing, collaborative industry development.

## IMPROVING THE ECONOMIC SCENARIO

The brand is considered to be a pioneer in generating tax revenues, increases employment, and stimulates the development of the ICT value chain in the countries of operation. More importantly it delivers innovative ICT solutions that drive the digital transformation of all





industries, thereby fostering economic growth and greatly improving the quality of people's lives.

Playing a significant part of a responsible corporate citizen, Huawei has made a significant contribution to bridging the digital divide, leaving the mark in places as remote as Mount Everest and the Arctic Circle. They closely keep a track on emergency response situations and understand the importance of telecommunications.

Having faced Ebola-affected areas in West Africa, nuclear contamination after the Japanese tsunami, and the massive earthquake that struck Sichuan, China, the brand hold fast in disaster zones to help restore communications networks and ensure the reliable operation of

essential telecom equipment.

To further promote sustainability, Huawei is developing the next generation of ICT talent with the global Seeds for the Future program, in which they give college students from 96 different countries and regions around the globe the opportunity to visit Huawei's headquarters, undergo training, and gain first-hand experience in the ICT industry.

It has been close to three decades that hundreds of thousands of Huawei people have maintained an unwavering focus on the core business, refusing to cut corners and rejecting opportunism. The brand approach is practical and hence it invests patiently, amassing on the long-term, focused effort that leads to great moments of technological breakthrough.

Being a customer-centric brand is what comes from the ability to maintain this strategic focus boils down to the core values. Huawei is known in the industry for inspiring dedication, persevering, and growing by self-reflection.

## QUANTUM LEAPS

- Huawei Ascend P1 Got Reddot Design Award Winner 2012 from Design Zentrum Nordrhein Westfalen
- Huawei Ascend P6 won 2013-2014 EISA best product- consumer smartphone