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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)

ANNOUNCEMENT

FURTHER IMPLEMENTATION OF THE STATE'S POLICY REQUIREMENTS RELATING TO NETWORK SPEED UPGRADE AND TARIFF REDUCTION

This announcement is made by China Mobile Limited (the “**Company**”) pursuant to Rule 13.09 of the Rules Governing the Listing of the Securities on The Stock Exchange of Hong Kong Limited and Part XIV A of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board of Directors (the “**Board**”) of the Company announces that to further implement the State’s policy requirements relating to network speed upgrade and tariff reduction, the Company will cancel all handset domestic long-distance and roaming tariffs from 1 October 2017 onwards; in addition, the Company will substantially reduce the dedicated Internet access tariffs for small and medium enterprises, and reduce international long-distance call tariffs.

The Company expects that the aforesaid measures will have a certain impact on the Company’s operating revenue and net profit. The Company will continue to leverage its leading advantages in 4G, encourage its customers to increase their usage of telecommunications services whilst upgrading speed and reducing tariff in order to achieve a higher turnover despite a lower profit margin, and strive to reduce the impact on revenue and net profit of the aforesaid measures. The Company believes that such measures will accelerate the Company’s transformation in data traffic operation and digital services in the long run.

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
Wong Wai Lan, Grace
Company Secretary

Hong Kong, 6 March 2017

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