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For Immediate Release

Press Release

**China Mobile Limited Announces 2013 Interim Results  
Driving Strategic Transformation  
Achieved Steady Growth**

- Operating revenue<sup>1</sup> reached RMB303.1 billion, up 10.4%; Revenue from telecommunications services was RMB284.7 billion, up 6.8%
- EBITDA of RMB123.7 billion, up 0.5%
- Profit attributable to equity shareholders of RMB63.1 billion, up 1.5%
- Total customers exceeded 740 million, up 8.4%
- Payment of an interim dividend of HK\$1.696 per share. The Company's planned dividend payout ratio for the full year of 2013 is 43%

China Mobile Limited (the "Company" or the "Group") (HKEx: 941) (NYSE: CHL) announced its 2013 interim results today.

The first six months of 2013 brought positive momentum for the Group's development, underpinned by China's economic growth and a robust demand for information and communications services. The Company also faced a number of challenges, including slower macro-economic growth, more complex competition in the information and communications industry, greater impact from Over The Top (OTT) products on the traditional communications industry, and more intense horizontal competition due to the continued increase in mobile penetration. Against this challenging backdrop, the Group sustained positive trends in its operations and development, and maintained stable performance through embracing its strategic transformation, deepening reform and innovation, and speeding up its development transformation and structural adjustments.

<sup>1</sup> Prior to 2013, the sales of products were incidental to the Group's telecommunications services. In 2013, the Group's sales of products have become more than incidental as a result of business development and accordingly, the Group presents the revenue from sales of products and related cost of products sold separately and the comparative figures have been presented on the same basis. Such change in presentation had no impact on reported profit or net assets for any of the periods presented.

In the first half of 2013, the Group's operating revenue maintained steady growth, reaching RMB303.1 billion, up 10.4% over the same period last year. Revenue from telecommunications services was RMB284.7 billion, up 6.8% over the same period last year. Data business sustained favorable growth momentum with revenue of RMB95.4 billion, up 25.5% over the same period last year, and as a percentage of revenue from telecommunications services increased to 33.5%, of which, revenue from wireless data traffic reached RMB47.4 billion, up 62.2% over the same period last year. The revenue structure was further improved. The Group continued to lead the industry in terms of profitability. Profit attributable to equity shareholders increased by 1.5% over the same period last year to RMB63.1 billion, and the margin of profit attributable to equity shareholders<sup>2</sup> was 20.8%. EBITDA increased by 0.5% over the same period last year to RMB123.7 billion, with EBITDA margin<sup>3</sup> reaching 40.8%.

Amidst complex and intense competition, the Group took full advantage of the three major drivers of its operations in existing business, data traffic and corporate customer services, to speed up the reform of its tariff and channel systems while strengthening the building of a corresponding marketing system, and to promote the sound development of its business. In the first half of 2013, the Group achieved notable progress in existing business operations with solid customer scale. The total number of customers exceeded 740 billion and the total voice usage volume reached 2,137.6 billion minutes. Data traffic achieved strong growth, of which, wireless data traffic increased by 129.0% over the same period last year, contributing 16.6% to revenue from telecommunications services and becoming a significant element and major driver of revenue growth. Terminal sales showed a significant increase over the same period last year with approximately 66 million TD-SCDMA mobile phones sold in the first six months of 2013. By playing a crucial role in existing business maintenance, data traffic operations and value enhancement, terminal sales greatly supported the Group's market development and competitive response. The Group's corporate customer business maintained favorable growth momentum, with corporate customer dedicated-lines exceeding 1 million, while revenue derived from communication and informationalization services for corporate customers increased by over 30%.

In view of the Group's continued stable operating results in the first six months of 2013, and taking into consideration its long-term future development, based on the dividend payout guidance for the full year of 2013, the Board declared an interim dividend of HK\$1.696 per share for the six months ended 30 June 2013.

The Board is of the view that the Company's good profitability and steady cash flow generating capability will continue to support the future sustainable development of the Company, while providing shareholders with a favorable return.

For future outlook, China's continued policy to increase internal demand and boost domestic consumption, as well as the proposed promotion of information consumption, provides the Company with broad prospects for future development. The government encourages proprietary technological innovation and fully supports TD-LTE as a new generation of wireless broadband technology, which will help speed up its industrialization, commercialization and internationalization. With the ICT industry entering into a phase of social integration, a new industry landscape of communications connectivity, capacity and resources, and application and information services is forming. All these factors have brought the Company new opportunities for development.

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<sup>2</sup> In the first half of 2013, before the Group presents the revenue from sales of products and related cost of products sold separately, margin of profit attributable to equity shareholders was 22.2%.

<sup>3</sup> In the first half of 2013, before the Group presents the revenue from sales of products and related cost of products sold separately, EBITDA margin was 43.4%.

Meanwhile, the information and communications sector is experiencing a major transformation and a new industry landscape is quickly emerging. The growth model of telecommunication operators continues to be impacted, causing revenues from traditional business to fall. Competition among communications operators is intensifying with the rising saturation in the communications market. There is also a growing substitution effect brought on by the Internet business, causing more intense cross-sector competition. These challenges pose a threat to the Group's market position and an increasing downward pressure on its development. Currently embedded in the strategic transformation phase, the Group is experiencing growing demand in resource allocation and increasing pressure on short to medium term profitability.

As pointed out by Chairman Xi Guohua, the Group's development is currently in a critical period of transformation and solidification, and is presented with a distinct strategic opportunity. Facing such challenges and opportunities, the Company will focus on its strategic vision of "Mobile Changes Life", do its utmost to expand its market share in daily life services and information services, and continue the pursuit of strategic transformation, reform and innovation, and healthy development. The Company aims to enhance overall capacity and capabilities in network, marketing, management, and personnel execution. The Company will further promote the Four-Network Coordination and increase capacity in infrastructure resources. The Company will also enhance its capabilities in developing specialized mobile Internet products and services. By fully capitalizing on its three major drivers of operations in existing business, data traffic and corporate customer services, the Company will redeploy its resources and enhance business innovation while maintaining a cost effective operation to further promote its strategic transformation and sustainable growth.

#### *Forward-looking Statements*

*Certain statements contained in this press release may be viewed as "forward-looking statements" within the meaning of Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Securities Exchange Act of 1934, as amended. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual performance, financial condition or results of operations of the Company to be materially different from any future performance, financial condition or results of operations implied by such forward-looking statements. Further information regarding these risks, uncertainties and other factors is included in the Company's most recent Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the "SEC") and in the Company's other filings with the SEC.*

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