

*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 THREE QUARTERS OF 2016**

**The unaudited financial data of the Group for the first three quarters of 2016:**

- Operating revenue was RMB542.7 billion, up by 4.3% over the same period last year; of which, revenue from telecommunications services was RMB481.2 billion, up by 5.4% over the same period last year
- EBITDA was RMB200.4 billion, up by 1.3% over the same period last year
- Profit attributable to equity shareholders was RMB88.1 billion, up by 3.1% 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 three quarters of 2016.

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

## SELECTED UNAUDITED KEY PERFORMANCE INDICATORS

### Financial Data

	<b>For the period from 1 January 2016 to 30 September 2016</b>	For the period from 1 January 2015 to 30 September 2015	Change
Operating Revenue (RMB)	<b>542.7 billion</b>	520.2 billion	4.3%
Of which, Revenue from			
Telecommunications Services (RMB)	<b>481.2 billion</b>	456.6 billion	5.4%
Sales of Products and Others (RMB)	<b>61.5 billion</b>	63.6 billion	-3.5%
EBITDA (RMB)	<b>200.4 billion</b>	197.8 billion	1.3%
EBITDA Margin	<b>36.9%</b>	38.0%	
Profit before Taxation (RMB)	<b>114.4 billion</b>	110.9 billion	3.1%
Profit Attributable to			
Equity Shareholders (RMB)	<b>88.1 billion</b>	85.4 billion	3.1%
Margin of Profit Attributable to			
Equity Shareholders	<b>16.2%</b>	16.4%	

### Operating Data

	<b>As at 30 September 2016/ For the period from 1 January 2016 to 30 September 2016</b>	As at 30 June 2016/ For the period from 1 January 2016 to 30 June 2016
<b>Mobile Business</b>		
Total Customers	<b>844 million</b>	837 million
Net Additional Customers *	<b>17.42 million</b>	10.80 million
4G Customers	<b>481 million</b>	429 million
3G Customers	<b>119 million</b>	133 million
Average Revenue per User per Month (ARPU) (RMB/user/month) *	<b>60.0</b>	61.5
Total Voice Usage (minutes) *	<b>3,095.7 billion</b>	2,066.9 billion
Average Minutes of Usage per User per Month (MOU) (minutes/user/month) *	<b>413</b>	416
Handset Data Traffic (MB) *	<b>3,822.6 billion</b>	2,327.9 billion
Average Handset Data Traffic per User per Month (DOU) (MB/user/month) *	<b>634</b>	589
SMS Usage (messages) *	<b>403.8 billion</b>	267.3 billion
<b>Wireline Broadband Business</b>		
Total Customers	<b>74.24 million</b>	65.84 million
Net Additional Customers *	<b>19.21 million</b>	10.81 million
Average Revenue per User per Month (ARPU) (RMB/user/month) *	<b>33.0</b>	33.4

\* for the relevant reporting period

Buoyed by the Group's continued efforts to consolidate its 4G leading position and accelerate the migration of customers to 4G networks, the Group saw favourable development in its mobile business for the first three quarters of 2016. As at 30 September 2016, the Group's number of mobile customers was 844 million, representing a net increase of 17.42 million for the first three quarters. ARPU of mobile customers increased by 1.7% year-on-year to RMB60.0. Of the mobile customers, the number of 4G customers was 481 million, representing a net increase of 168 million for the first three quarters. Driven by the robust development of 4G business, data traffic continued to grow rapidly with handset data traffic increasing by 131% over the same period last year. At the same time, as a measure to cancel long-distance and roaming tariffs, the Group has, on its own initiative, speeded up the promotion of the migration to flat rate packages in a move to adjust tariffs in a balanced and orderly manner, facilitate business transformation and expedite the mitigation of revenue risks, notwithstanding certain impact on its mobile business as manifested by decelerated growth.

In the first three quarters of 2016, the Group continued with its endeavours to steadily develop its wireline broadband business using a high-end approach, with a focus on boosting network speed and targeted development. These efforts bore fruit with wireline broadband products and services achieving relatively notable improvements. As at 30 September 2016, the total number of wireline broadband customers was 74.24 million. The number of net additional wireline broadband customers for the first three quarters was 19.21 million with ARPU basically remaining stable at RMB33.0.

Although the Group has stepped up efforts to promote the migration to flat rate packages which has, to a certain extent, posed a negative impact on revenue growth, revenue from its telecommunications services still managed to maintain relatively favourable growth momentum. In the first three quarters of 2016, revenue from the Group's telecommunications services grew by 5.4% year-on-year to RMB481.2 billion. The Group's sales of terminals fell, mainly because the handset sales market has become more market-driven and sales from open channels have increased. Revenue from the sales of products went down by 3.5% year-on-year to RMB61.5 billion. Operating revenue amounted to RMB542.7 billion, representing an increase of 4.3% over the same period last year.

The Group is at a critical stage of transformation of its development. There is a relatively high demand for resources from various fronts including the growth of 4G business, the development of wireline broadband as well as the deployment of digital services. The Group proactively enhanced cost efficiency across its operations, deepened transformation of its sales and marketing model, and promoted more efficient use of resources. EBITDA for the first three quarters of 2016 stood at RMB200.4 billion, up by 1.3% compared to the same period last year. Profit attributable to equity shareholders was RMB88.1 billion, up by 3.1% compared to the same period last year. Margin of profit attributable to equity shareholders was 16.2%, and 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, endeavour to strike a balance between the Group's short-term performance and long-term development, strive to increase revenue and save costs and maintain favourable profitability, thereby continuously creating value for investors.

The Board wishes to remind investors that the above 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 October 2016

*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.*