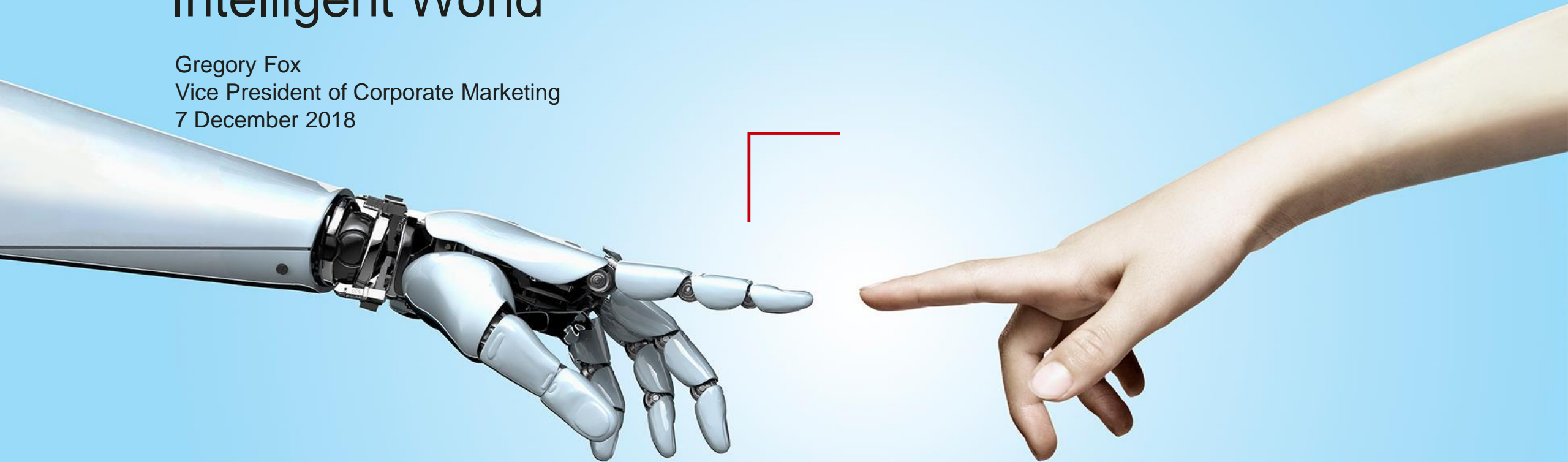


How Digital is Ushering in an Intelligent World

Gregory Fox
Vice President of Corporate Marketing
7 December 2018



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1. Huawei Overview
2. How ICT will shape the world in 2025
3. Impact of digital and how its enabling an intelligent society
4. Intelligent Connectivity is enabling industry transformation
5. How AI is turning intelligent connectivity into a gateway for a new economic growth cycle
6. Imperatives and implications for Brand



Huawei at a Glance



180,000
Employees

80,000
R&D employees



170+
Countries



14
R&D
institutes/labs/
centers



No. 68 in
Interbrand's Top 100
Best Global Brands

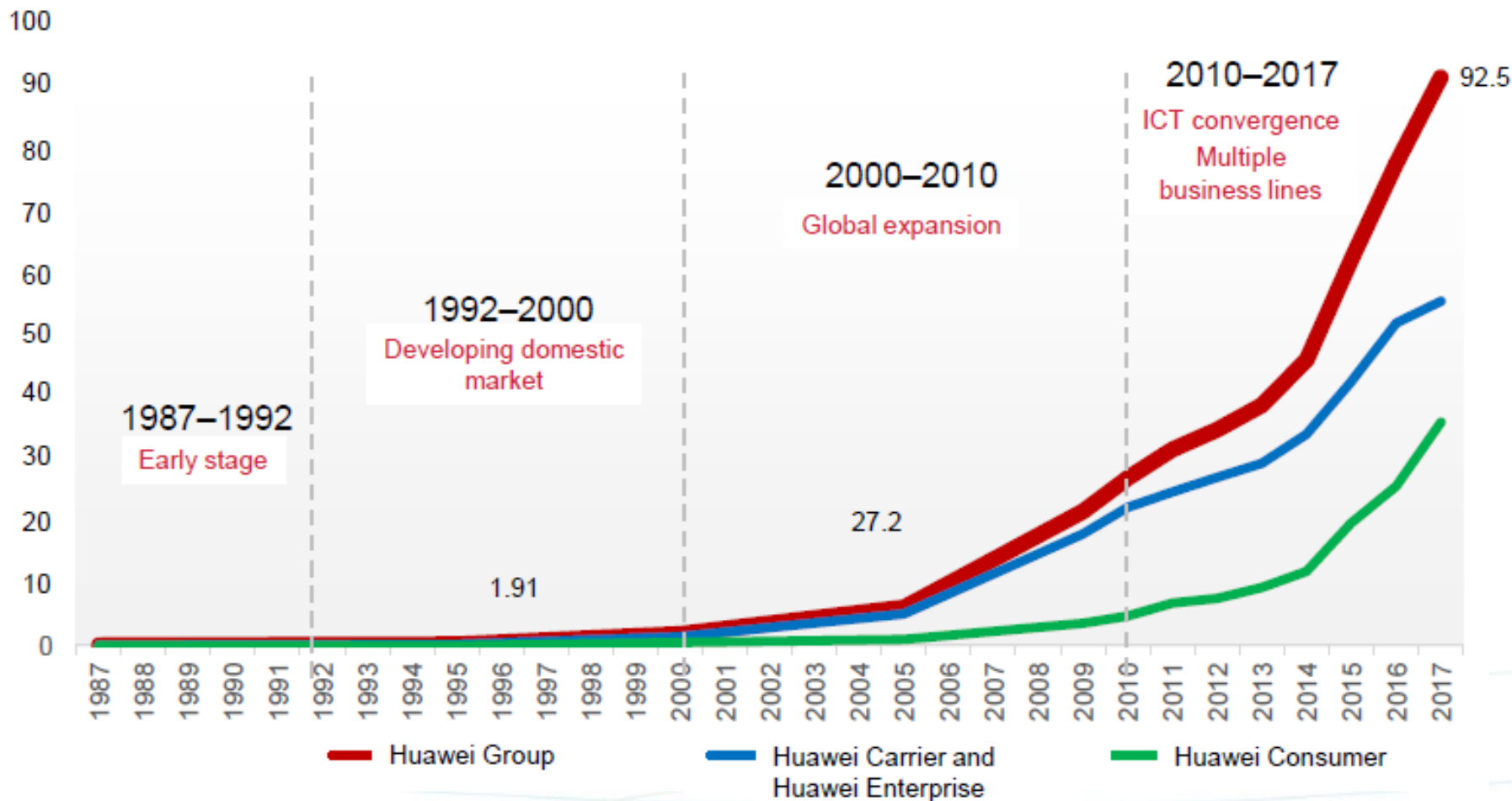


No. 78 in the
Fortune Global 500

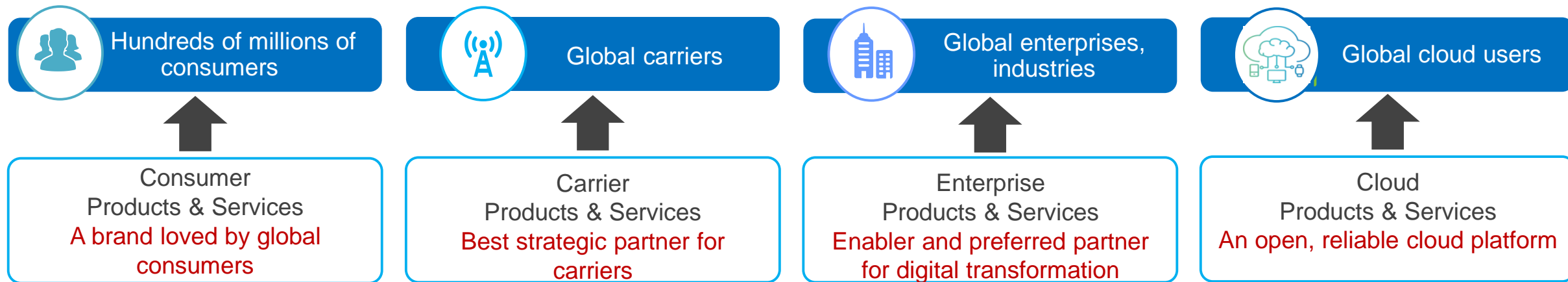
Company Growth

•Exchange rate 6.5222
(on Dec. 31, 2017).

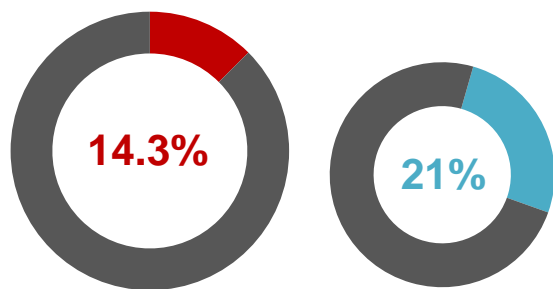
Unit: US\$ billion



Leading ICT Products, Solutions and Services



Top 3 in smartphone market share



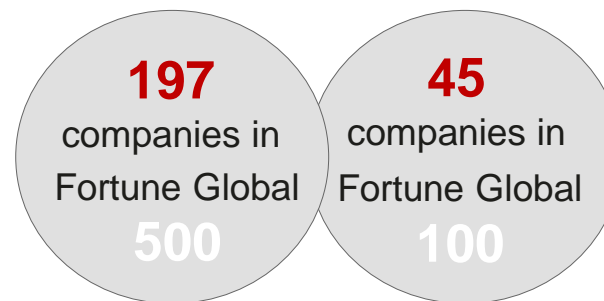
Global
January to September, 2017

China
May, 2017

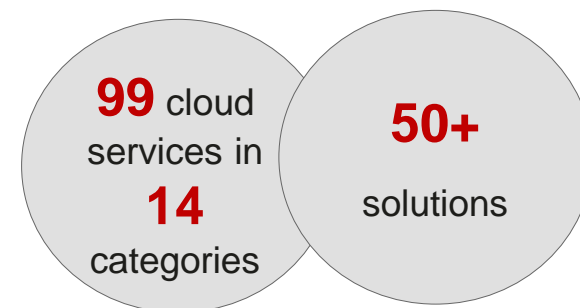
70%+ of revenues
from global top 50 carriers



Serving global industries/
large enterprises



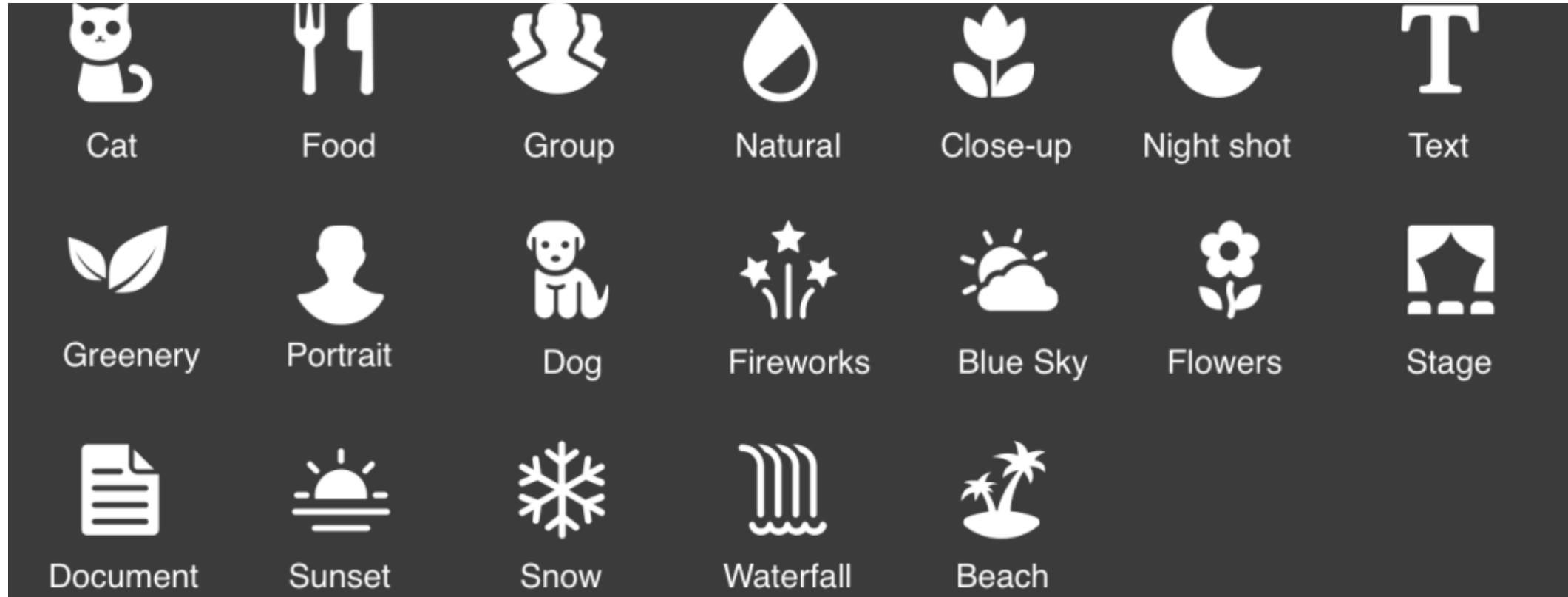
Fast growth, reliable and secure
services for customers



Huawei: An Iconic Global Technology Brand



Master AI for 500+ Scenarios in 19 Categories



We are Entering an Intelligent World



All Things Sensing

Sensing the physical world,
mapping it to digital signals

40bn devices



All Things Connected

Data goes online to power machine intelligence

100bn connections

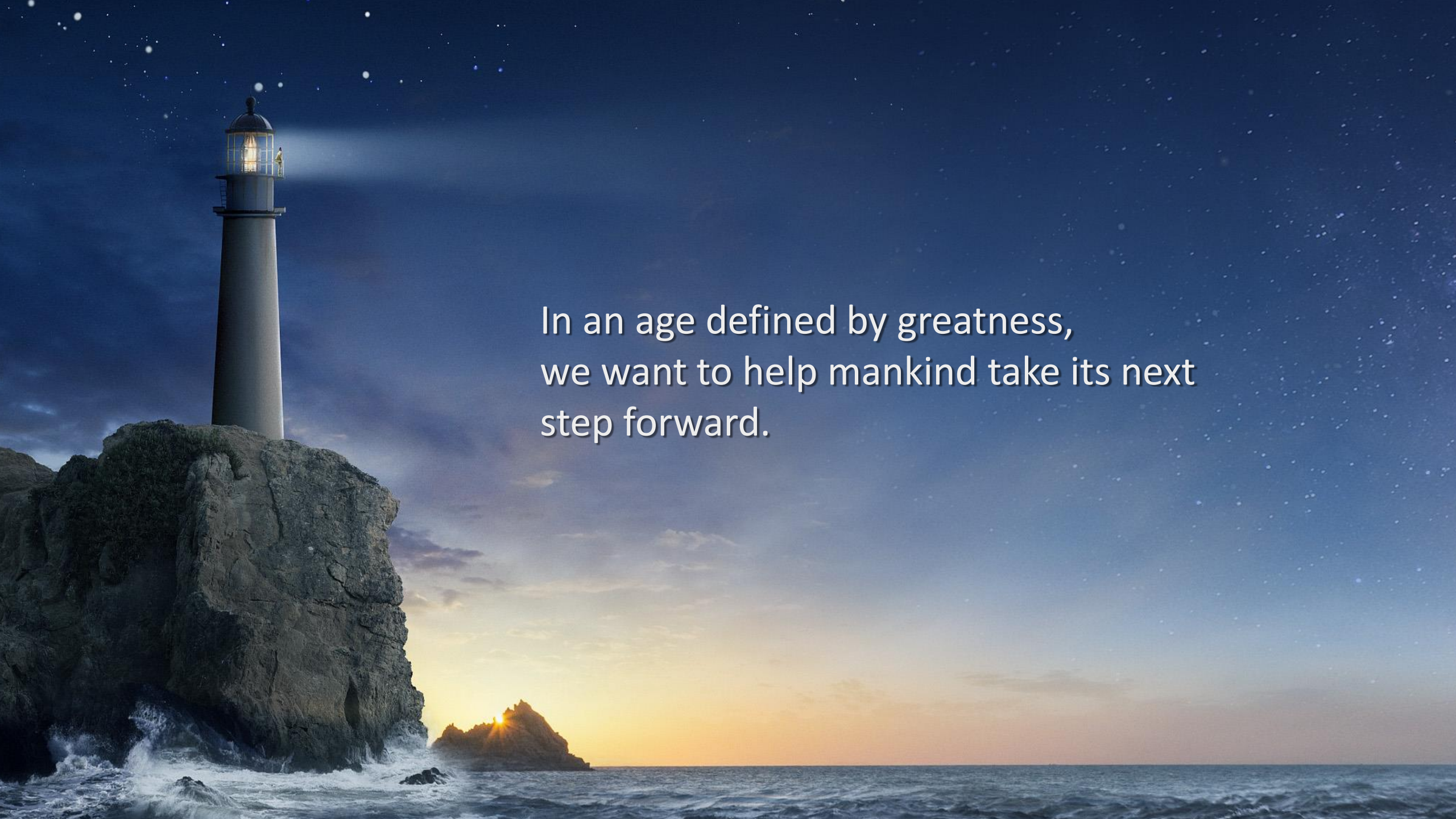


All Things Intelligent

Big data and AI power new applications

180bn TB data

ICT infrastructure will be the foundation of the intelligent world



In an age defined by greatness,
we want to help mankind take its next
step forward.

The background of the slide is a deep blue space scene. At the bottom, the curved horizon of the Earth is visible, with a bright, glowing white and yellow light source (the sun or moon) just above it, creating a lens flare effect. The sky is filled with numerous small, distant stars.

Our Vision and Mission

Bring digital to every person, home and organization
for a fully connected, intelligent world

The intelligent world will benefit every person, home, and organization

Empower people

- Helping special people live a normal life: Guide helmets for the visually impaired
- Helping people acquire special capabilities: Multi-language communication, AI cameras.



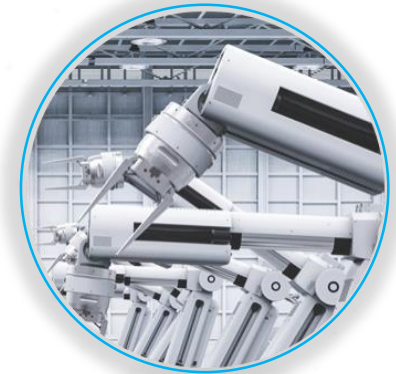
Enrich home life

- At-home services: Healthcare robots, Telemedicine
- Feel at home wherever you are: Holographic communication, smart home.



Inspire innovation

- Streamline data assets: Smart government , video networking
- Transformation into digital services: Selling Engine Flight Duration , Automobile Travel Service



Step by Step, Quantifying the Future



People

with access to mobile broadband 60% ■■■► **80%**

smartphones 3.8 bn ■■■► **8 bn**

mobile traffic per user per day 0.03 GB ■■■► **1 GB**

2018



Homes

homes with broadband 40% ■■■► **75%**

connected home devices 2.6 bn ■■■► **20 bn**

homes with smart robots 1.5% ■■■► **12%**

2025



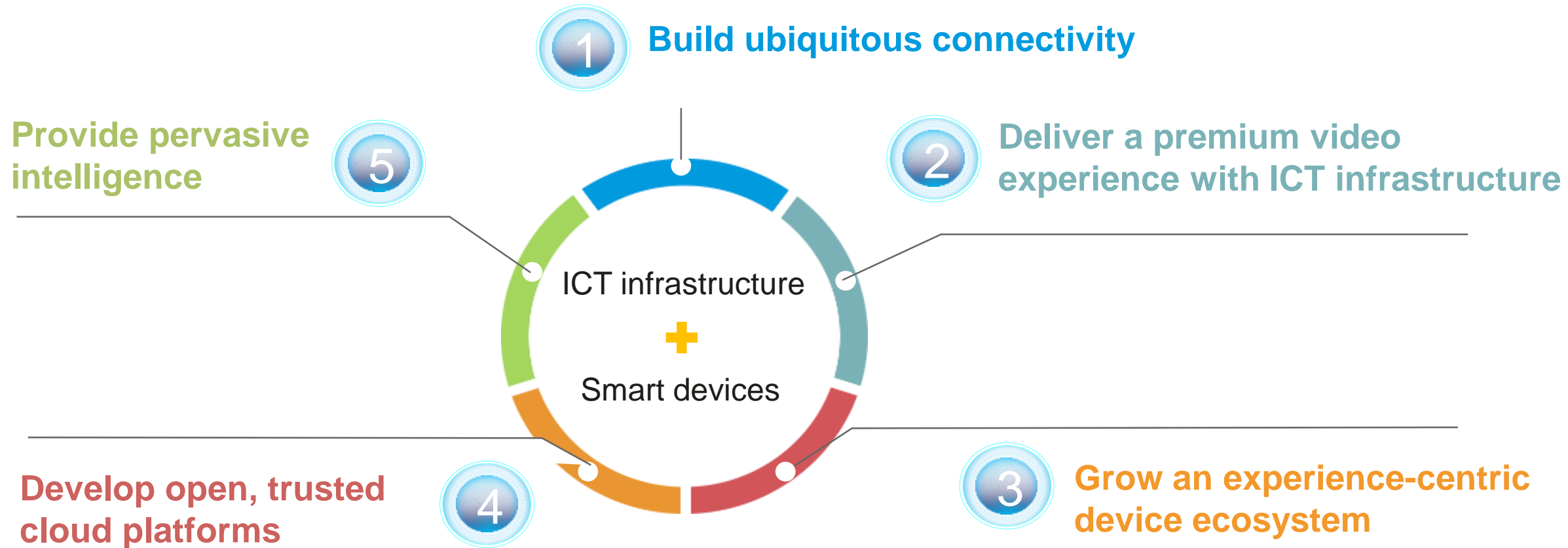
Organizations

data utilization < 13% ■■■► **80%**

enterprise applications in the cloud < 10% ■■■► **85%**

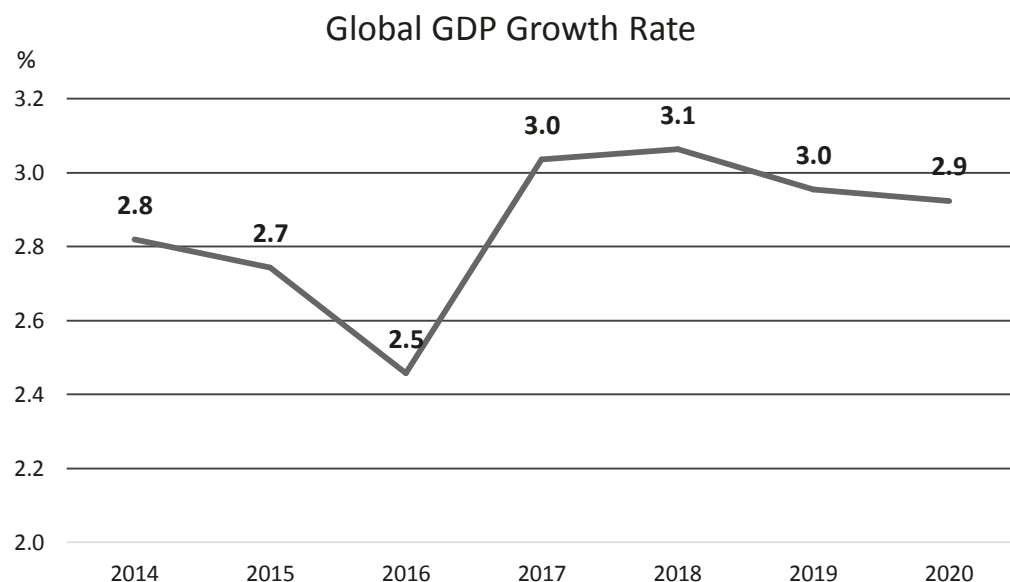
enterprises have experimented with AI < 5% ■■■► **86%**

Huawei is enabling the intelligent world with a focus on ICT infrastructure and smart devices



A revolutionary shift is happening in the way the world works, with economies across the planet going digital fast

The Global GDP forecast 2017



Source: IMF

Countries are setting policies to encourage ICT investment



Singapore Smart Nation



Digital Canada 150



Smart Digital Malaysia



Industry 4.0



Advanced Manufacturing 2.0



Internet Plus



Nigeria National
Broadband Strategy



Colombia Live Digital



Connected Argentina

156 countries have released national
ICT development master plan

Source: ITU



City + Intelligence: a sustainable digital life for city resident

Create Employment



Saudi Smart Yanbu

Big Data and intelligent
operations center
Support Vision2030 of Saudi

18% Investment

18K Jobs

Public Services



Smart City, Shenzhen Longgang

50+Bureaus opened up
horizontally
Online "stay home", offline "one
window"

50% Waiting time

29% Immediate
operating rate

~ 8% Experience

Public safety



Kenya Safe City

Thousands of HD cameras and
terminals, supporting 9000+
police officers for use by 195
police stations

46% Crime Rate

0 Accident In Major Events

14% International
Tourist

Protect environment



Weifang, Smart street light

More than 40,000 LED lights
control by the IoT platform

6.8mwh electricity
saving/year

45% Efficiency

25% Lighting rate

Health care



Henan telemedicine

The world's largest
telemedicine site, covering 18
cities, more than 130 townships

120K Patient /year

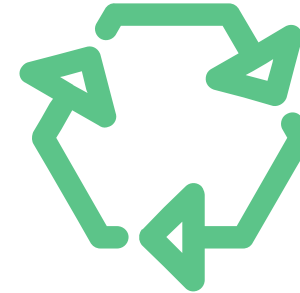
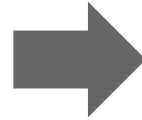
10B.*** savings

97% Satisfaction

GCI : Mapping country's transformation into a digital economy



Traditional Economy



Digital Economy

The GCI provides a comprehensive and objective assessment of a **country's connectivity** from both a national and business perspective, and assesses the current status, future trends, and challenges associated with digital transformation. It quantifies the **value that connectivity generates for a country's transformation into a digital economy**, and serves as a **reference for regional and national policy makers**.



79 Countries

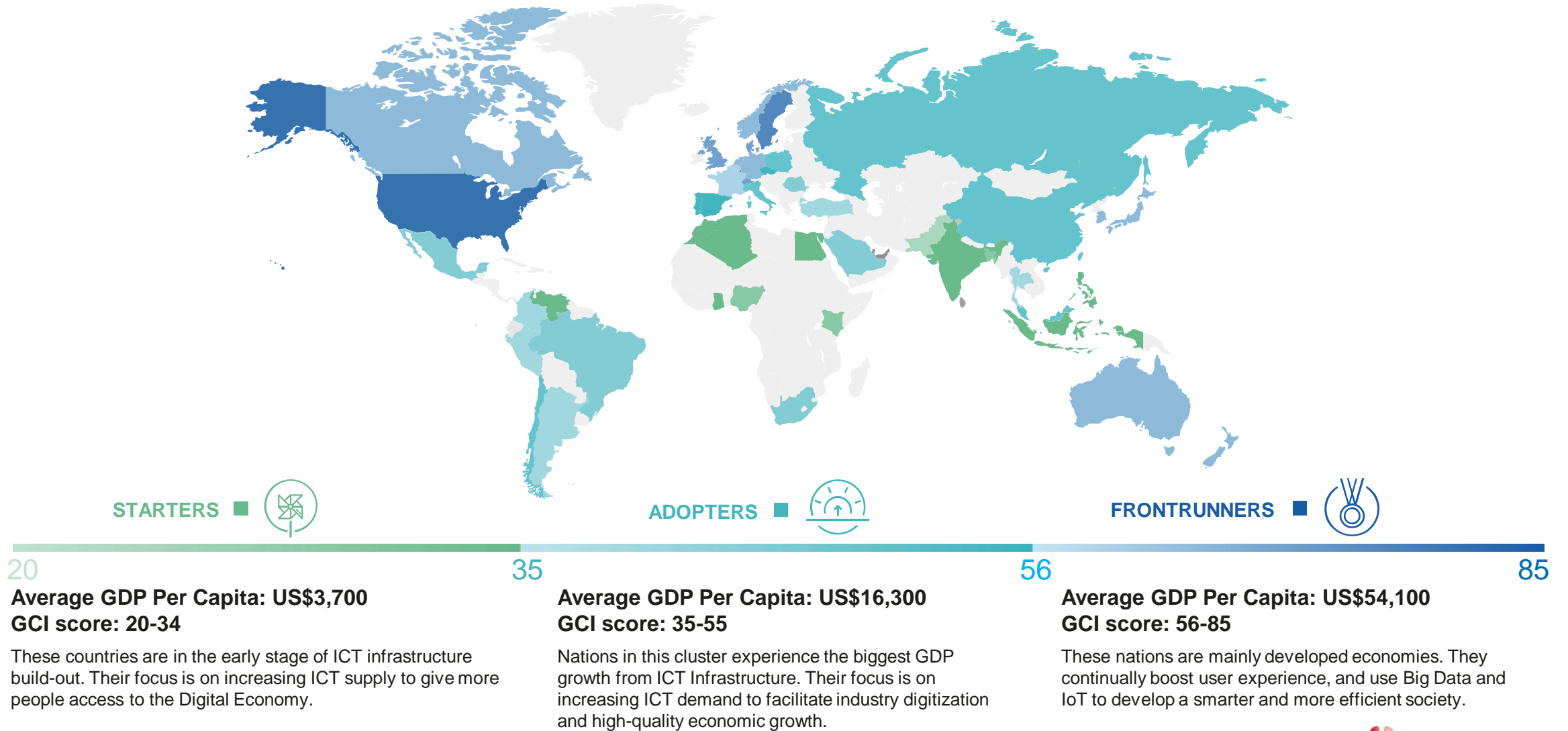


95% GDP





84% Population

Digital Economy Heat Map



Country 2018 rankings



















FRONTRUNNERS

			SCORE
1		United States	78
2		Singapore	75
3		Sweden	73
4		Switzerland	71
5		United Kingdom	70
6		Finland	68
7		Denmark	68
8		Netherlands	67
9		Norway	65
10		Japan	65
11		South Korea	64
12		Australia	64
13		Germany	63
14		Luxembourg	63
15		Ireland	62
16		New Zealand	62
17		Canada	62
18		Belgium	61
19		France	61
20		Austria	60

ADOPTERS

			SCORE
21		Spain	55
22		Estonia	54
23		UAE	53
24		Lithuania	52
25		Portugal	52
26		Slovenia	51
27		China	51
28		Italy	50
29		Czech Republic	50
30		Hungary	49
31		Slovakia	49
32		Malaysia	48
33		Chile	48
34		Croatia	46
35		Greece	46
36		Russia	46
37		Kuwait	45
38		Poland	45
39		Romania	45

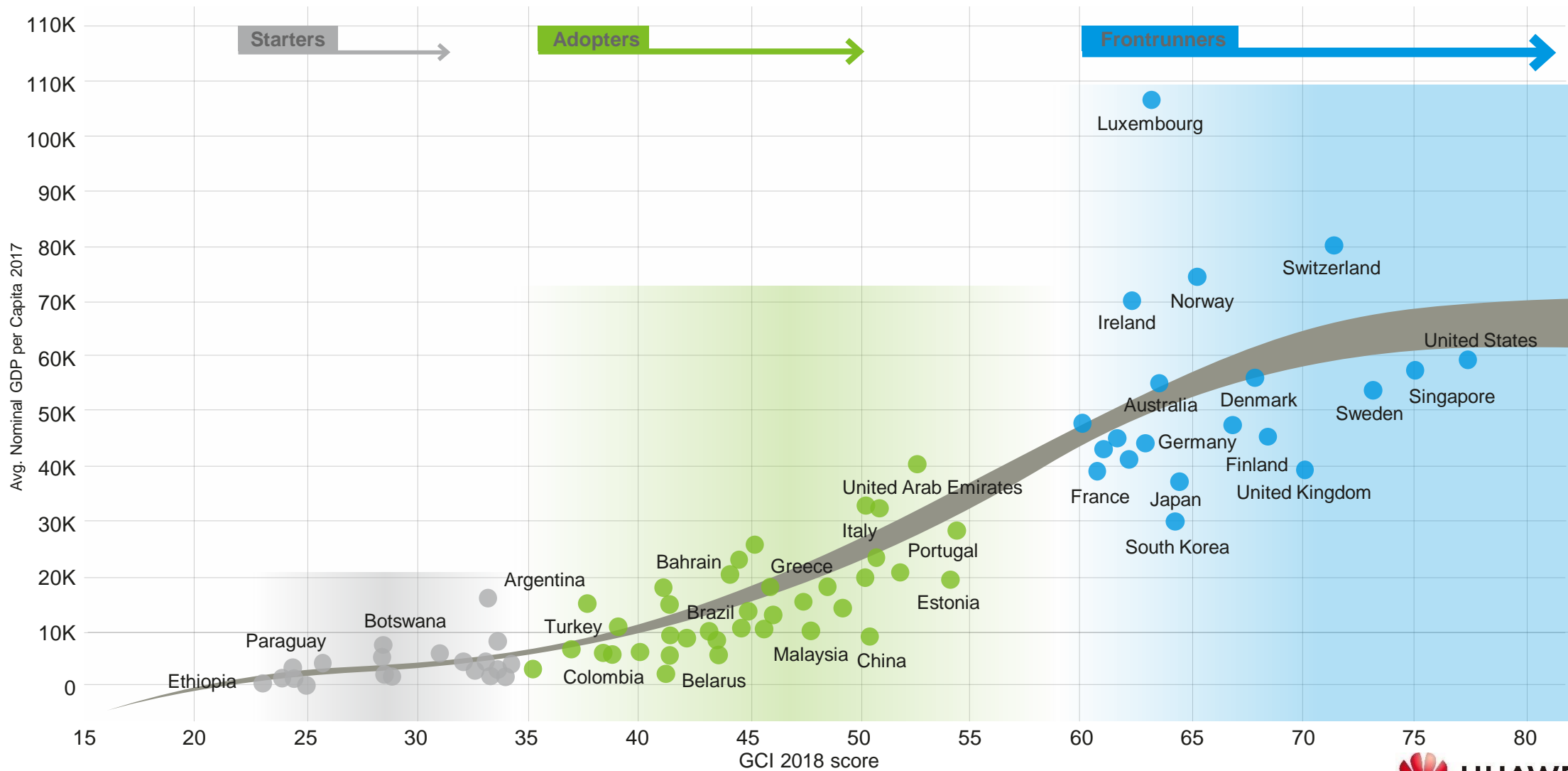
ADOPTERS

			SCORE
40		Bahrain	45
41		Saudi Arabia	44
42		Belarus	44
43		Bulgaria	44
44		Brazil	43
45		Kazakhstan	42
46		Mexico	42
47		Oman	42
48		South Africa	42
49		Ukraine	41
50		Uruguay	41
51		Thailand	40
52		Turkey	39
53		Serbia	39
54		Colombia	39
55		Argentina	38
56		Peru	37
57		Philippines	35

STARTERS

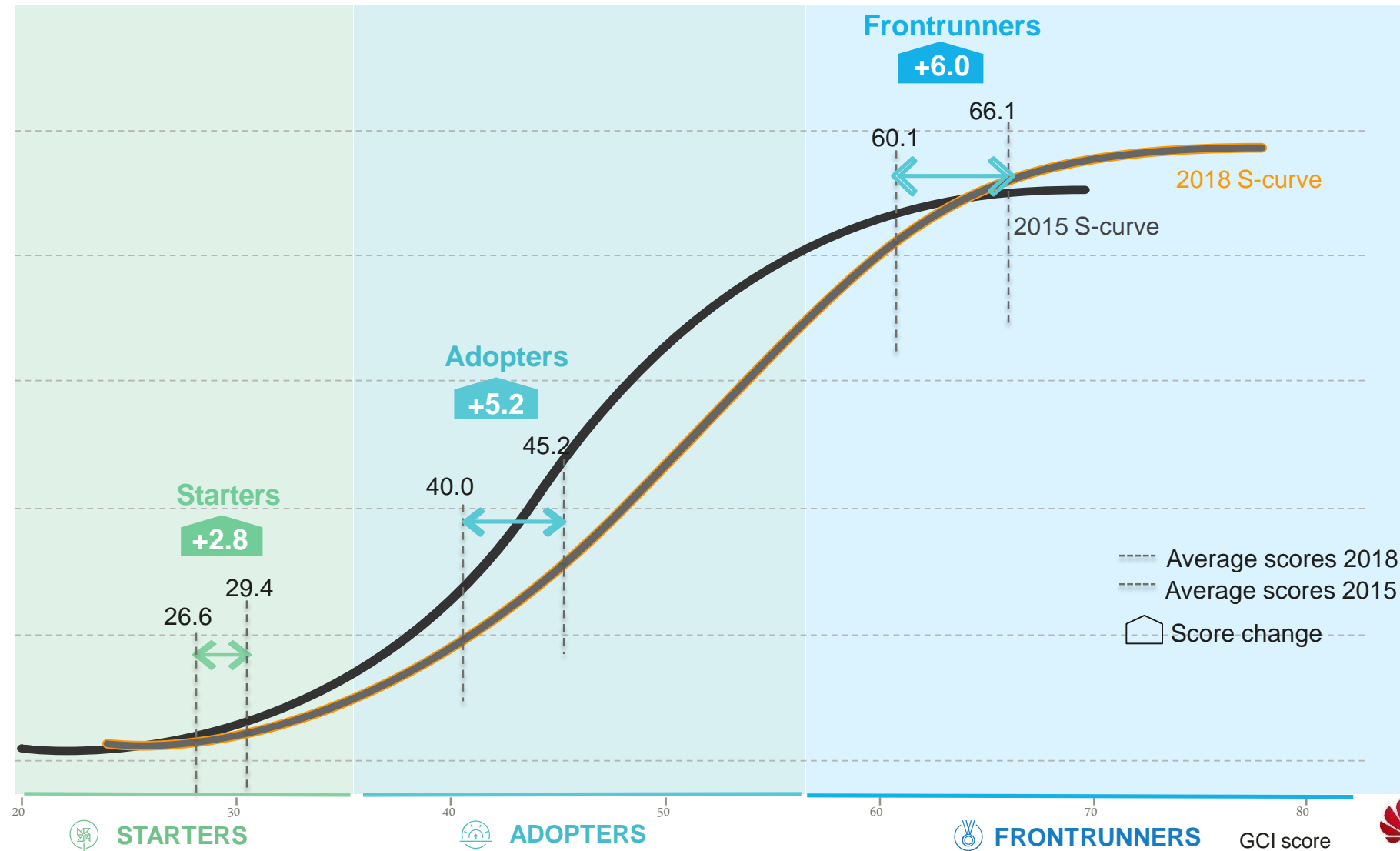
			SCORE
58		Jordan	34
59		Egypt	34
60		Lebanon	34
61		Vietnam	34
62		India	33
63		Venezuela	33
64		Indonesia	33
65		Morocco	33
66		Algeria	32
67		Ecuador	31
68		Ghana	29
69		Kenya	29
70		Nigeria	29
71		Botswana	29
72		Namibia	29
73		Paraguay	26
74		Tanzania	25
75		Uganda	25
76		Bolivia	25
77		Pakistan	25
78		Bangladesh	24
79		Ethiopia	23

Most countries have embarked on the road to a digital economy, but they are at different stages

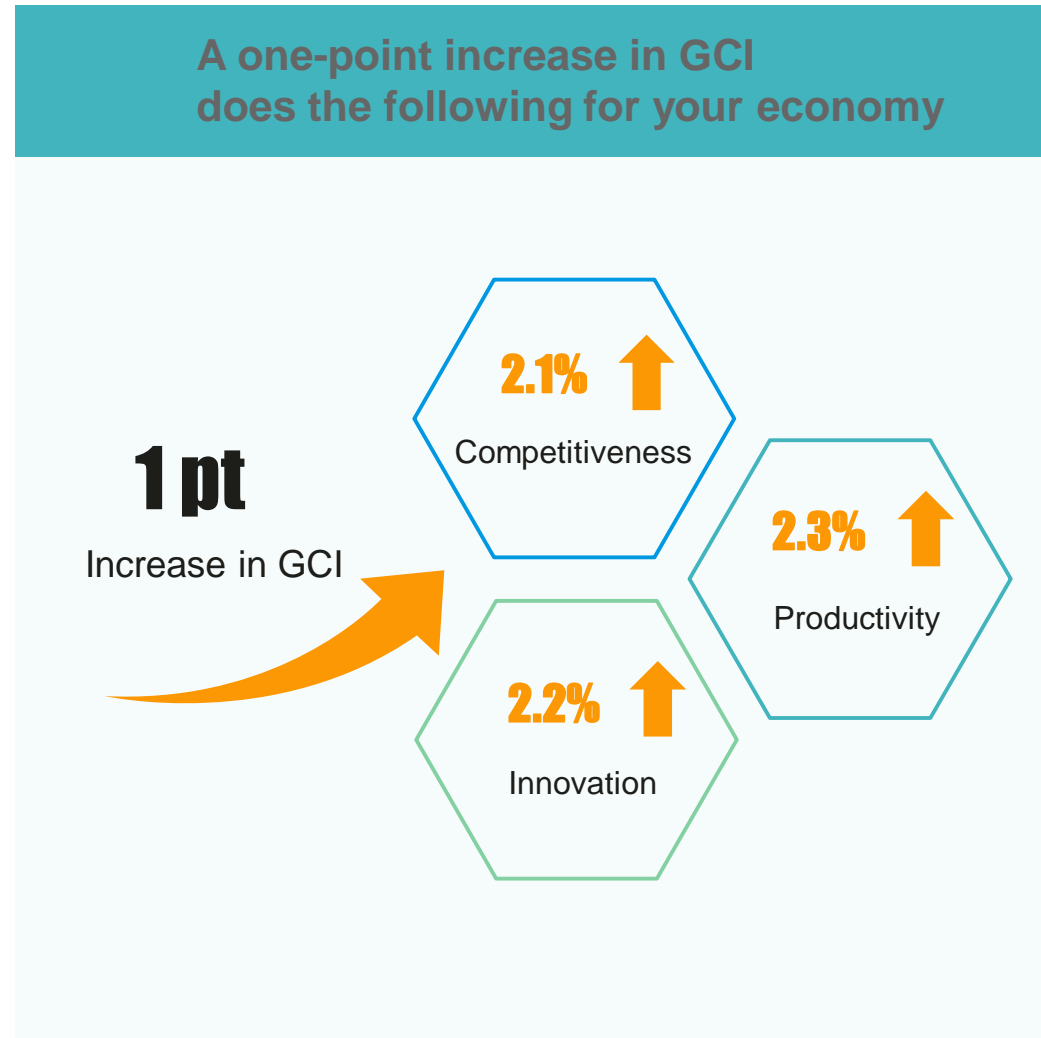


The “Matthew Effect” – the digital divide becomes a digital chasm

An expansion of the S-curve (GCI score vs. GDP) shows the widening inequality between Starters, Adopters, and Frontrunners



Strong ICT infrastructure improves the quality of economic growth



AI is turning Intelligent Connectivity into a gateway for a new economic growth cycle



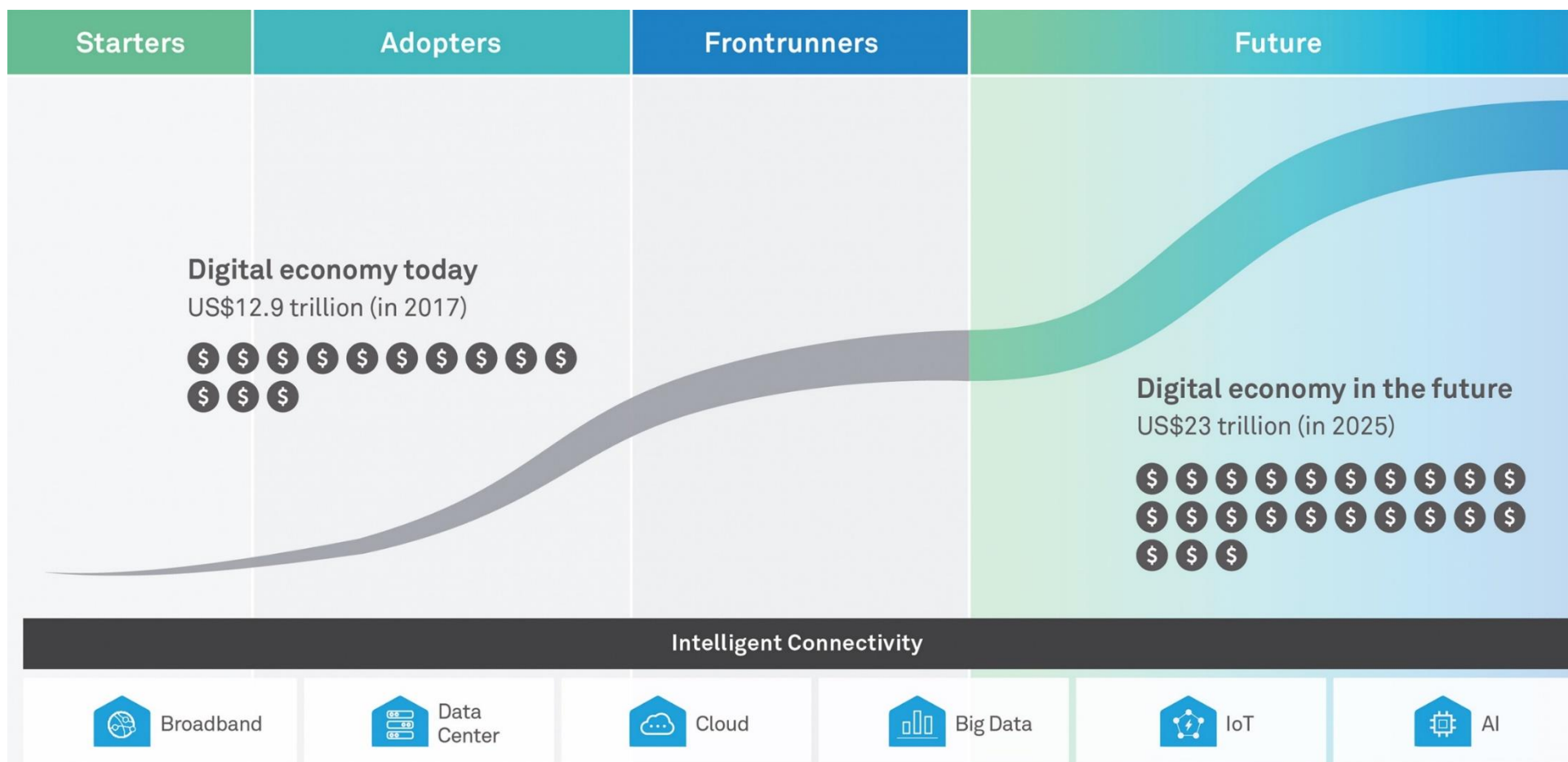
6.7x

ROI in ICT vs. other sectors

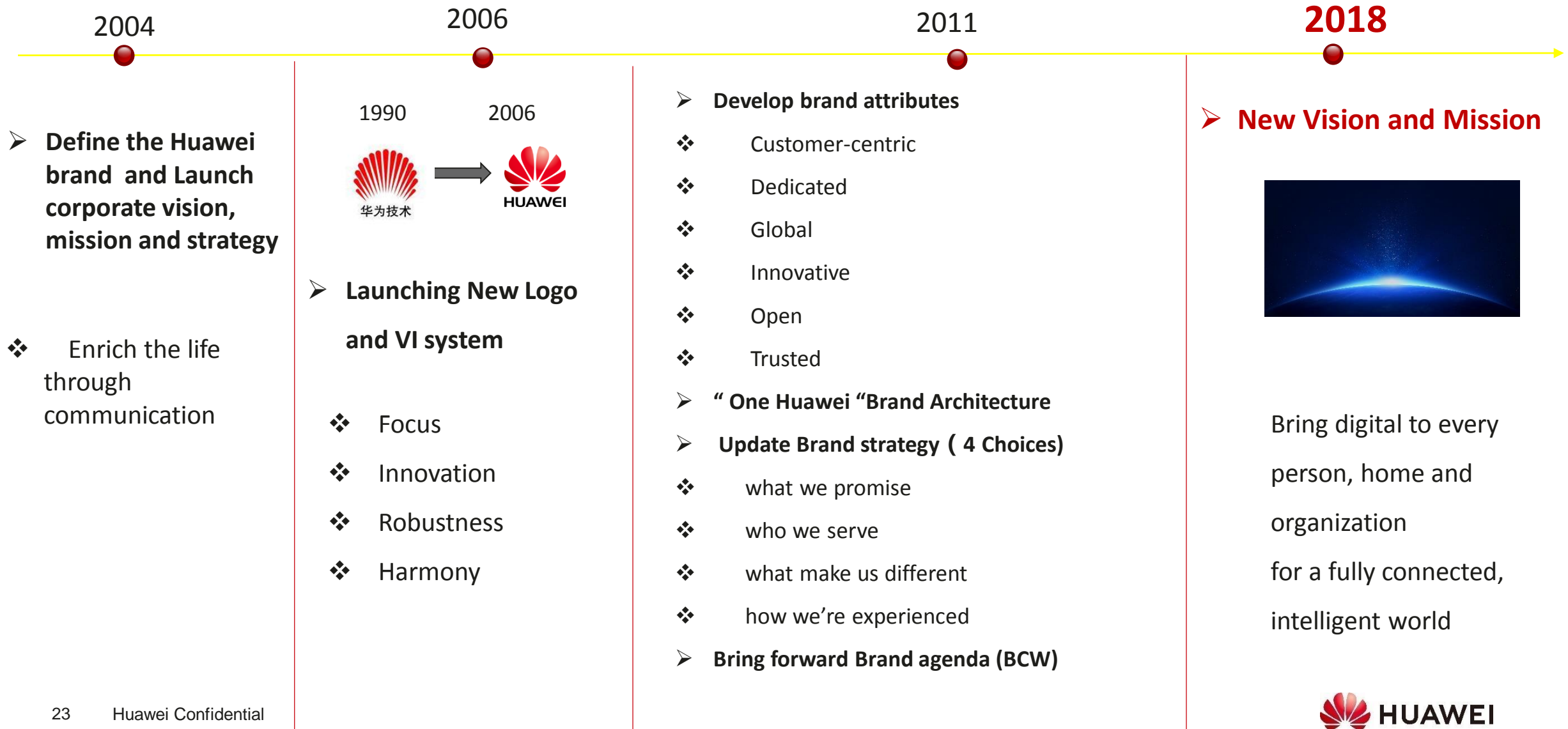
Digital
Assets



Digital
Spillover



Milestones of Huawei Brand Strategy



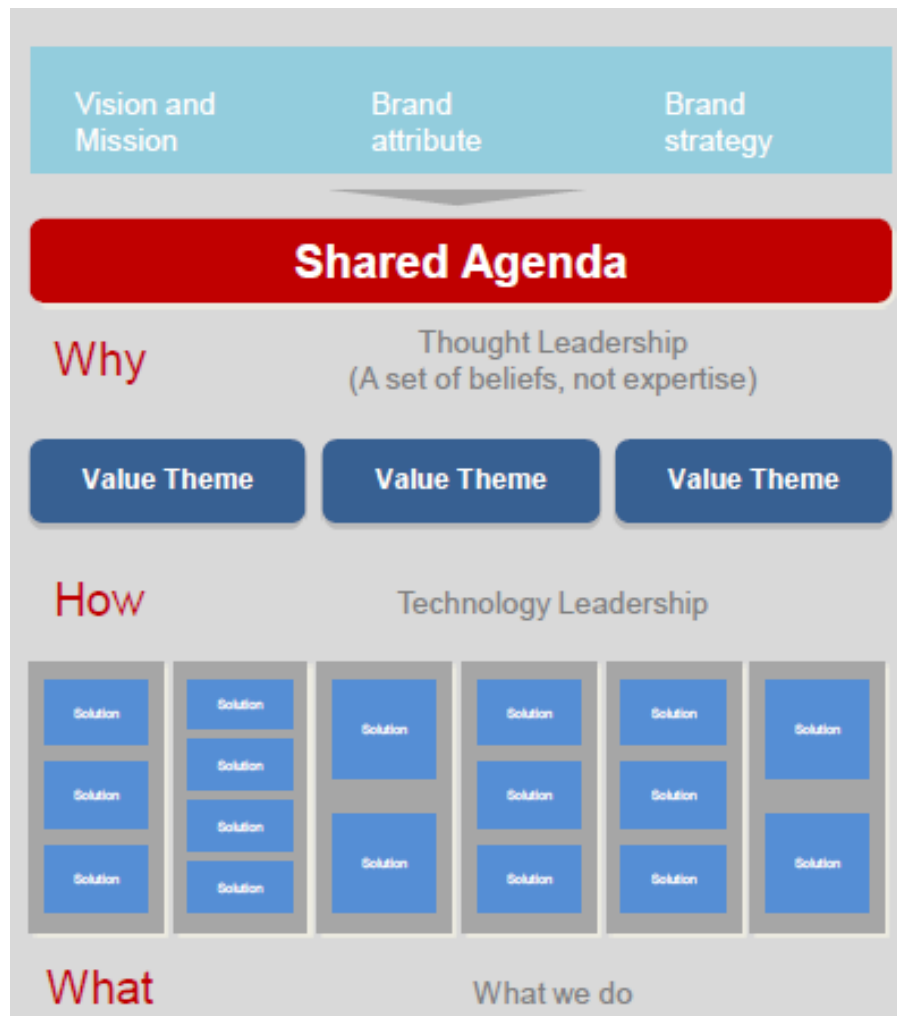
Huawei Brand Agenda Framework

Trends

Customers Needs

Value Theme

Huawei Capabilities



构建
Building
万物互联的智能
a Fully Connected, Intelligent
世界
World

Huawei Brand Agenda Framework

Vision
Mission →

Bring digital to every person, home and organization for a fully connected, intelligent world

Brand
Agenda →

构建万物互联的智能世界
Building a Fully Connected , Intelligent World

Value
Themes →

Ubiquitous Connectivity
无处不在的连接

Connectivity will be ubiquitous, empowered by networks that can intelligently sense the needs of people and machines, and provide connectivity services in ways that are proactive, intuitive, and secure and without the need for further human intervention.

Pervasive Intelligence
无所不及的智能

Intelligence everywhere: in industries, in products, and in solutions

Intelligence will change how businesses operate and create value.

Intelligence will lead to more resilient networks with enhanced security for critical services and data..

Personalized Experience
个性化体验

Personalized experience will be available for all, thanks to AI, cloud, and other new technologies that businesses can leverage to better understand customer needs and innovate on services agilely.

Industries drive large-scale innovation through integration and collaboration.

Digital Platform
数字平台

Digitization will impact every person, home, and organization. It will empower people. It will enrich home life. It will inspire innovation within organizations.

A digital platform, with unmatched openness, flexibility, ease of use, and security,

Key words of business capabilities by value theme

Products and solutions focused on ICT infrastructure and smart devices

New Logo & Corresponding Visual Identity

OLD LOGO



NEW LOGO



Exploration: Huawei actively embraces the world, explores the future, and advocates openness



Intelligence: Huawei embraces AI and people-machine interaction



Beacon: Huawei is a bold explorer with an open mindset



Leader: Huawei embodies the fighting spirit to explore markets and make progress



Innovation: Huawei committed to technological innovation and to build a fully connected, intelligent world



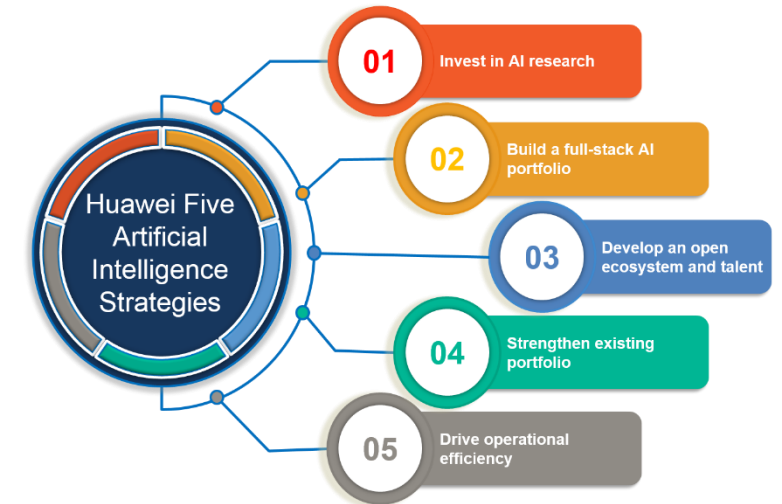
Ascending: Huawei is passionate and dedicated, working with partners to achieve shared success and reach new heights



Huawei Connect 2018: Active Intelligence



- Largest single annual gathering of Huawei customers, partners, developers and stakeholders
- Key auxiliary events: Partner Night, Digital Economy Forum
- Activate Intelligence with Huawei AI Strategy Rollout



DigitALL Night: Connecting with new young Europeans



- Live and on-line digital engagement (platform) for Huawei to engage with millennials, start-ups, ICT companies, developers, KOLs
- Engage with our Brand, convey our messages, connect, debate digital topics, showcase innovative ideas and talents
- Tailored to young people interests, language and style – modern look and feel, intense, inspiring, motivating, entertaining, social focused



DigitALL Debate:

"AI Should be part of every education"
 "AI will make our lives better. Or worse."



DigitALL Discussion:

"How to shape a successful digital future in Italy - in terms of talents, skills, education?"



Market Expansion: Focus on India Market

- Huawei to focus on the offline retail channel as a standalone brand by setting up **100 exclusive experience zones** through its retail partners for flagship devices taking the count to 1000 by 2020.
- New stores with showcase Huawei smartphones and smart devices like smartwatch, laptops and smart speakers.
- The latest **retail expansion** is being executed under its \$100 million investment plan for the Indian market. Besides, the investment is already going towards R&D and marketing.

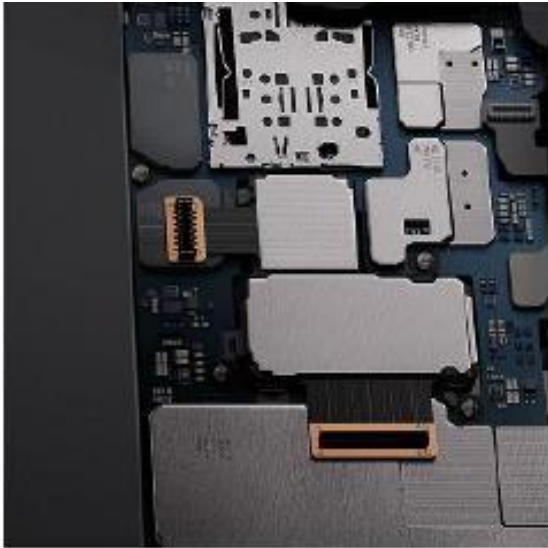


StorySign: AI Helping to Make a Positive Impact on Society



What is StorySign?

Opens the worlds of books to 32 million deaf children worldwide - a free app that reads selected children's books and translates them into sign language



The power of Huawei AI



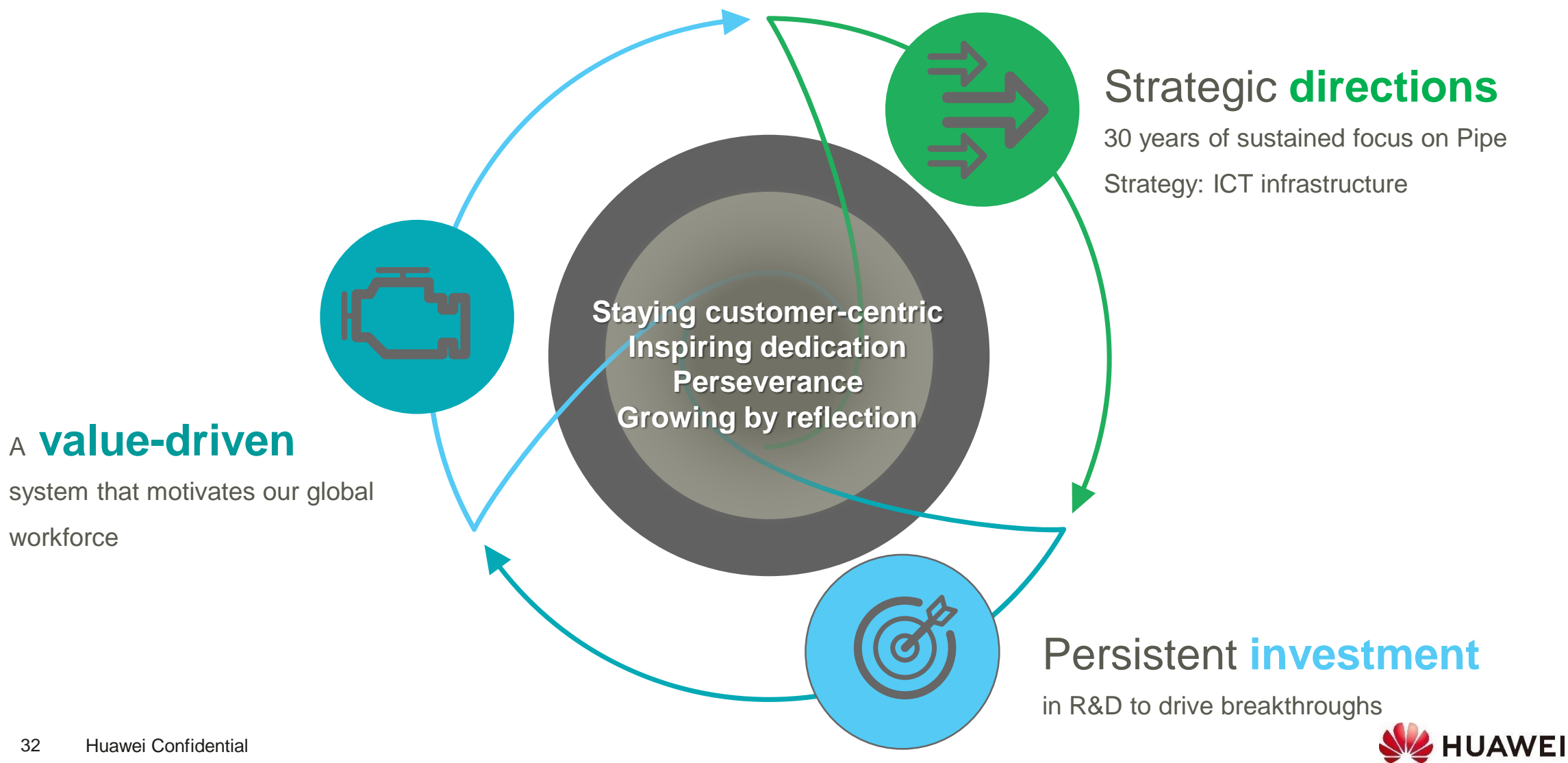
Our Christmas Campaign



Help our Charity Partners



Drivers Behind Huawei Sustained Growth



Thank you.

Bring digital to every person, home, and organization for a fully connected, intelligent world.

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