

The ZTE logo is displayed in a bold, blue, sans-serif font. The letters 'Z', 'T', and 'E' are connected, with the 'T' having a unique shape where the horizontal bar is slightly offset. The logo is centered within a white square.

# ZTE

Leading 5G Innovations

A nighttime photograph of a city skyline, likely Shenzhen, China, featuring a prominent skyscraper and other illuminated buildings. In the foreground, there is a large body of water reflecting the city lights. The entire image has a blue color overlay.

# ZTE

We offer solutions  
to more than  
500 operators  
in 160 countries  
worldwide

**ZTE Corporation**, founded in Shenzhen (China) in 1985, is a leader provider of telecommunications products and services and it offers its solutions to more than 500 operators in 160 countries worldwide.

The company, listed on the Shenzhen and Hong Kong Stock Exchanges, boasts innovative and customized solutions tailored to the specific needs of each customer, develops mobile devices and business enterprise solutions and invests more than 13% of its annual turnover in research and development activities, positioning itself among the first international companies that actively participate in the definition of new Telecommunications standards.





## ZTE in Italy

ZTE Corporation, present in the European market for over 15 years, began its activity in Italy in 2005, creating ZTE Italy (now **ZTE Italia**), which operates throughout the country by its offices in Rome, Milan and Turin. In 2017 it also founded a new branch, ZTE Service Italy, whose activities concern ICT infrastructures, IOT solutions and peripherals.

Partner and main supplier of **China Mobile**, **China Telecom** and **China Unicom** in the Chinese market, ZTE has important partners even at a global level, partners such as **British Telecom**, **France Telecom**, **Vodafone** and **Telecom Italia**.

In recent years **ZTE Italia** has also been the protagonist of several important agreements and strategic operations in the sectors of network infrastructures and mobile devices. In particular, in our Country ZTE started a partnership with **WindTre** in December with the aim of creating the unique WindTre “**Golden Network**” network, which will allow the technological conversion of 5G-oriented modernization across the Country. ZTE Italia has also signed an important partnership with **Open Fiber** for the creation of the ultra-wideband network in Italy.

Today Italy is the reference point, which has become **Europe Hub** of ZTE, with Milan as the European “capital” of the Chinese multinational.



## Social Commitment Sustainability

According to ZTE, the culture of social commitment is based on the concept of an essential synergy between the progress of the Company and its commitment and responsibility towards the environment.

In order to provide highly efficient network solutions, that guarantee energy saving and environmental protection, ZTE has developed an eco-sustainable business strategy that is committed to reducing CO2 emissions at various levels in technological innovations.

**Innovation, Convergence** and **Green Solutions** are the three pillars on which is based ZTE's development strategy, which is implemented in all the

company processes that include the optimization of technological standards, the research, the production and engineering and logistics; all of this is achieved through the use of solar and wind energy, and through the commitment of providing eco-sustainable networks through the use of all-IP technologies.

In addition, **ZTE in Italy** is associated with ecoR' it, a consortium that manages the proper management of electrical and electronic equipment waste (WEEE) for professional and domestic use and batteries and accumulators waste.

**eco-  
sustainable  
networks**



**solar energy  
wind energy  
all-IP technologies**



# Ethics and sustainability, environmental responsibility and opportunities

are the three pillars of CSR VISION in ZTE:

To put ethics and sustainability on the base of the company's work, in order to guarantee the protection and progress of human rights, health and safety, well-being and development to all the people who contribute every day, directly or indirectly, to the growth of the company.

To act responsibly towards the environment and contribute actively to the present and future ecological challenges at a global level.

To offer customers the opportunity to get the best from a world that is constantly evolving; to create value for the society in all the countries where ZTE operates.



## CSR

ZTE's strategy is to develop social commitment on the base of the best practices in the sector, with a view to improving and becoming a global leader in terms of CSR (Social Corporate Social Responsibility).

In 25 years of company history, ZTE has established itself placing the corporate social responsibility among the guiding principles of the company and its business. This is precisely why ZTE Corporation actively participated in the reconstruction of the tsunami-affected areas in the Indian Ocean in 2006 and the areas destroyed by the earthquake

in Sichuan in 2008. The Group has also created the **Children Caring Special Fund**, one of the main fund dedicated to the assistance of children in difficulty. In February 2009, **ZTE Corporation** officially became a member of the **United Nations Global Compact**. Since then, the Ten Principles of the Global Compact became the basic concepts of ZTE's corporate culture and a way of operating in the market, both of which are characterized by **their commitment on promoting synergies between the economy, the environment and the society based on harmonious development**.

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## Research and technology: the role of school and University

**ZTE Corporation** is going to consolidate and expand its activities, in order to make Italy one of the key countries in its strategy, also through the collaboration with the Italian academic world. Recently, ZTE decided to set up a **Research and Innovation Center in L'Aquila**. The Center is going to develop 5G networks and improve customer user experience through the new digital technologies.

Another important partnership was signed in July between **Zte Italia** and the **University of Rome Tor Vergata**, in order to establish the "**Zte-University of Rome Tor Vergata Joint Training Center**" (**Jtc**), a high training center aimed to the development and

promotion of managerial training, through to the collaboration of the **Engineering Department** of the Roman University.

The pole will become part of **Zte University**, a worldwide circuit composed of 15 other centers, created to provide advanced training services for customers, employees and partner companies: a network that today includes almost 500 thousand people and more than 400 companies worldwide.

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## ZTE is getting ready to the 5G: Artificial Intelligence

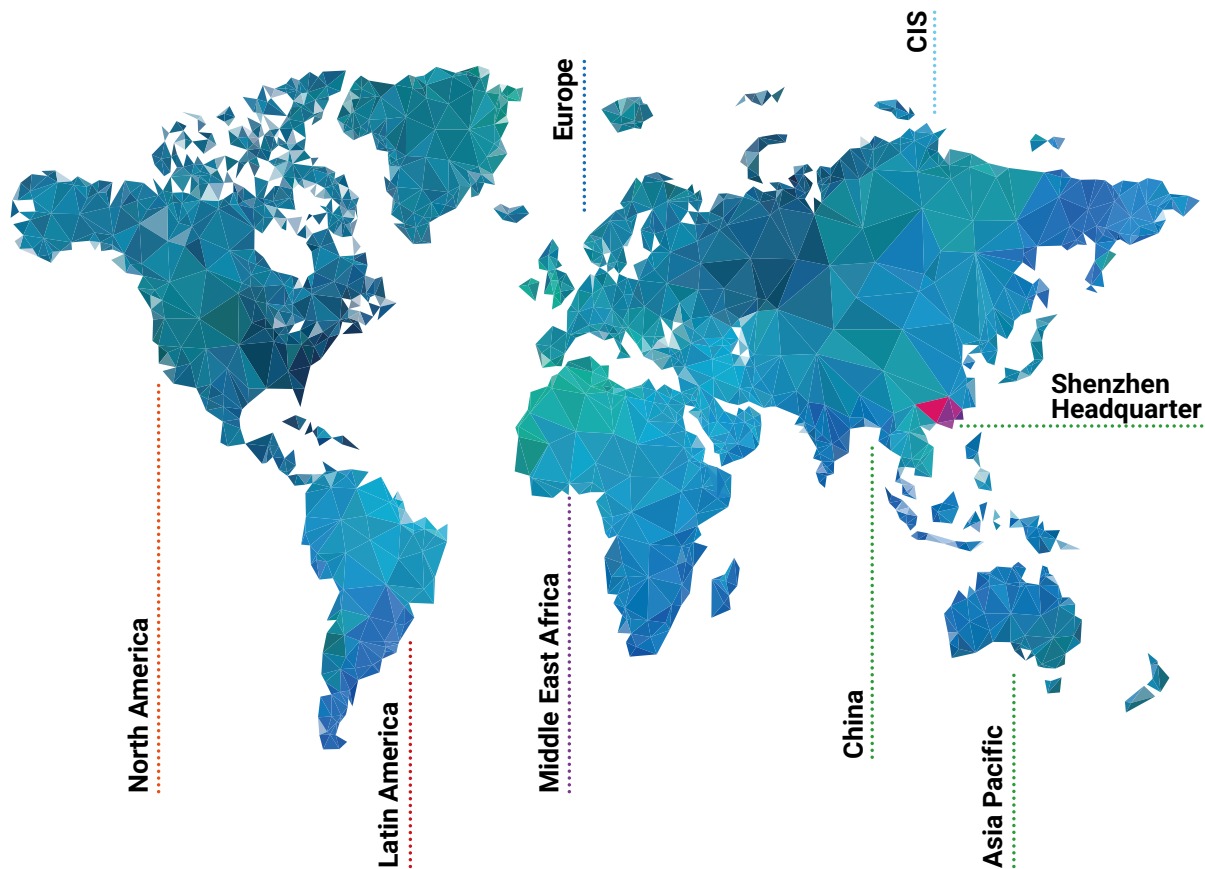
A vast technological development plan, the one that **ZTE Corporation** is successfully carrying out, which also boasts a revolutionary project presented in China just in these days: **a new technology based on the innovative use of artificial intelligence**, aimed to support operators in the construction of next-generation networks.

With a single platform, ZTE's solution provides diverse applications for cloud services, Smart Networks, components and devices.

Artificial intelligence-based cloud provides video and voice services based on a range of next-generation technologies, such as facial and voice recognition, human and vehicle identification and Natural Language Processing (NLP) technologies.







ZTE in the World - Global Sales Outlets

**ZTE**

Leading 5G Innovations

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