



**MEDIA KIT**



# HUAWEI TECHNOLOGIES

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**Huawei is a leading telecom solutions provider, owned entirely by its employees. Through continuous customer-centric innovation, we respond quickly to customers' needs with a comprehensive, customized set of offerings.**

Huawei's products and solutions are deployed in over 100 countries and serve 45 of the world's top 50 operators, as well as over one billion users worldwide. In 2009, Huawei recorded unaudited revenue of 21.5 billion. As at end of December 2009, Huawei has over 95,000 employees with 27,000 employees based outside China, and an average localization rate of 65%.

As a progressive organization, Huawei is committed to management transformation benchmarked against industry best practices. Since 1997, IBM, the Hay Group, PricewaterhouseCoopers, Fraunhofer-Gesellschaft and Accenture have served as Huawei's consultants in such areas as corporate management, human resources management, employee shareholding plan, financial management, and quality control. In addition, Huawei's financial reports are audited by KPMG.



## Broad Product Portfolio

In line with the industry's vision of an All IP network and Fixed Mobile Convergence (FMC) environment, Huawei offers one of the broadest end-to-end product portfolios including:

### • Radio Access Network Products

- LTE
- UMTS
- HSPA
- EDGE
- GPRS
- GSM,
- CDMA2000 1X EVDO
- CDMA2000 1X
- TD-SCDMA
- WiMAX

### • Core Network Products

- IMS
- Mobile Softswitch
- NGN
- Packet Switch
- USC
- Signaling Network

### • Network products

- FTTX
- xDSL
- WiFi
- MSTP
- WDM/OTN
- PTN
- Microwave Radio
- Routers
- LAN Switch

### • Software solutions

- BSS
- Digital Home
- SDP
- Mobile Office
- RCS (rich communication suites)
- IPCC

### • Device Products

- Handset
- Mobile Broadband [data card, USB dongle, embedded module etc.]
- Convergence Terminal
- Video Conferencing Terminal



## Continuous Innovation

46% of employees are engaged in R&D activities. Each year, Huawei invests about 10% of its revenues into R&D and operates innovation centers across the world that is part of an integrated product development processes. Huawei has 17 global R&D centres including:

### **Huawei has 17 global R&D centres including:**

- 1 Bangalore, India - Software technology/ platform
- 2 Dallas, USA - ASIC technologies and wireless algorithm
- 3 San Diego, USA - Terminal technologies and chipsets
- 4 Bonn, Germany - Wireline Network
- 5 Stockholm, Sweden - Base Station system design RAN technologies
- 6 Moscow, Russia - Algorithm and RF
- 7 Shanghai, China - RAN, terminal, ASIC chipset
- 8 Beijing, China - Packet Core Network, GW, Terminals

In line with its commitment to intellectual property rights, Huawei leads the world in terms of patent applications filed in 2009. By the end of Dec, 2009, Huawei had applied for 42,543 patents in aggregate.

Huawei also drives the development of industry standards through active participation in 123 standardization organizations and board member of OMA, IEEE, ATIS, WiMAX Forum, while it holds 148 leadership positions.





## Strategic Partnerships

Huawei has established joint ventures with Nokia-Siemens in TD-SCDMA solutions, Symantec in security and storage appliances and Global Marine in submarine network solutions. Additionally, Huawei partners with industry leading players through joint labs with companies such as Intel, Motorola, Sun Microsystems, Qualcomm, Microsoft and Infineon, amongst others.





## Strong Market Position

Industry analysts continue to acknowledge Huawei's market leadership across multiple domains:

- Ranked No.2 in telecoms equipment market with 20% market share (Dell O'ro, 2009 Q3)
- Positioned in Leaders Quadrants in Gartner's Softswitch Architecture Magic Quadrant (Gartner, 2008)
- Ranked No.1 in the mobile Softswitch market with 43.7% market share (In-Stat, 2008)
- Ranked No. 1 in DSL with 30.5% market share (Broadbandtrends, 2008 Q3)
- Ranked No. 1 in NGN shipments (Dittberner, 2008)
- Ranked No.1 in new-signed WCDMA contract quantities (In-Stat, 2008)
- Ranked No. 1 in Mobile Broadband industry (ABI research, April 2008)
- Ranked No.2 in global GSM shipment and vendors' share (In-Stat, 2008)
- Ranked No.2 in GPON with 22% market share (Infonetics, 2008 Q3)
- Ranked No.2 in Global Optical Networks with 16.5% market share (Ovum-RHK, 2008 Q3)
- Ranked No.3 in Global Service Provider Router with 14.5% market share by revenue (Dittberner, 2008 Q3)
- Ranked No.3 in shipments for Packet Core (Heavy Reading, 2008)



## Recognition

- Presented with the Outstanding Performance Award in 2007 and Supplier of the Year 2008 by Vodafone in recognition of its delivery of highly competitive products and services.
- Awarded the “Green Mobile Award” with Grameenphone from the GSM Association in November 2009 for joint efforts to transform a legacy mobile network in Bangladesh into an environmentally friendly network.
- Received the Financial Times “Boldness in Business Award” in March 2009 for its performance in and contribution to emerging markets
- Received the 2009 IEEE Standards Association Corporate Award in recognition of the company’s contribution in partnering with industry operators and other vendors to ensure the success of broadband and mobile network standardization
- From 2004 to 2009, Huawei won Frost & Sullivan Asia Pacific ICT Awards in multiple categories for five consecutive years, and was the only company to receive three accolades at 2009
- Named by BusinessWeek as one of the world’s most influential companies, Dec 2008



## Corporate Social Responsibility

- Huawei is a member of the UN Global Compact and is committed to fulfilling its responsibilities as a good corporate citizen.
- Huawei is a member of the Global e-Sustainability Initiative (GeSI), the most influential environmental protection organization in the global Information and communication technology (ICT) industry.
- Huawei is committed to looking after the environment by designing environmental friendly products such as The Green Sites Solution which can reduce the power consumption of a base station by up to 60% and which is able to be integrated with environmentally-friendly energy sources such as wind, solar power, and methane.
- Huawei contributes to local economies by increasing employment and training local engineers in advanced technical skills. Huawei has established 36 training centers worldwide in order to enhance our ability to transfer our professional knowledge in various fields.
- Donations in times of natural disasters: USD 3 Mln in value to typhoon-hit regions in Myanmar; USD 11.5 Mln to earthquake-hit regions in Sichuan, China; USD 5.5 Mln to tsunami-affected countries in Southeast Asia
- USD 246 million welfare allowance expenses in 2009



## HUAWEI AUSTRALIA

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**Huawei is a leading provider of commercial public use telecom solutions, chosen as a partner by 36 of the World's top 50 operators.**

Established in Australia in 2004, Huawei Australia currently employs more than 200 staff, of which more than 80% are locals.

The Sydney office serves as a hub for operations across Australia, New Zealand, and the South Pacific. Huawei Australia is focused on providing next generation end-to-end solutions for mobile and fixed line operators and enterprise networks.

Huawei Australia's customers include some of the largest operators in the region, such as:

- Australia (VHA, Optus)
- New Zealand (Vodafone, NZCL)
- Samoa (SamoaTel)
- PNG (Telikom PNG)
- Fiji (TFL)
- FSM (Telecom Micronesia)



# HUAWEI MILESTONES



## 2004

- Established representative office in Australia with 20 staff



## 2005

- Awarded 3-year contract with Optus Australia
- Huawei signed USD 7.5 million 3G deal with ECONET NZ



## 2006

- Established office in New Zealand
- Awarded CDMA Project with Fiji TFL worth USD 7 million
- Awarded frame contract with PNG Greencom worth USD 10.90 million



## 2007

- Became No 1 supplier of data cards for Optus, Vodafone and Hutchinson "3"
- Awarded USD 48 million UMTS-GSM contract with NZCL
- Awarded contract with Powerlink for a total value of USD 15 million
- Chosen by Optus to deliver the radio infrastructure network for the continued roll out of its 3G network across Australia
- Listed as one of the World's Most Respected Companies, compiled by The Reputation Institute and published by Forbes magazine



## 2008

- Deployed fixed network solutions for Optus, Vodafone and Hutchinson "3"
- Total contract sales exceeded USD 254 million
- Named by BusinessWeek as one of the World's Most Influential Companies
- 2004 to 2008, Huawei won InfoVision awards in multiple categories, presented by the International Engineering Consortium (IEC)



## 2009

- Awarded WiMAX network equipment supply contract with VIVIDWIRELESS
- Vodafone's Supplier of the Year Award and Global Supplier Award for Outstanding Performance
- Financial Times "Boldness In Business" Award for its performance in, and contribution to, the emerging markets



## 2010

- Huawei to construct GSM-R network for NSW RailCorp
- Since 2004, Huawei has won 15 Frost & Sullivan Asia Pacific ICT Awards in multiple categories, including Wireless Infrastructure Vendor of the Year, Broadband Equipment Vendor of the Year, Optical Vendor of the Year, NGN Infrastructure Vendor of the Year and Vendor of the Year
- Huawei Australia signs a Memorandum of Understanding (MOU) with the University of Melbourne's Institute for a Broadband-Enabled Society (IBES)



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