

An aerial photograph of a white lighthouse situated on a dark, rocky island in the middle of the ocean. The lighthouse has a glass-enclosed lantern room at the top. Several white lines representing fiber optic cables crisscross the scene, extending from the lighthouse towards the right side of the frame. A single red line also crosses the scene, running from the bottom left towards the right. The water is a deep blue-green color with white foam from the waves crashing against the rocks.

Building a Better
connected Ireland



BUILDING A BETTER CONNECTED IRELAND

Our Story	2
Developing Ireland	4
Consumer Business Group	6
Ireland Research Centre	7
Carrier Business Group	8
Enterprise Business Group	10
Developing Sustainability	11
Tech4All	12
Corporate Social Responsibility	13
Huawei Vision for the Future	14



OUR STORY

Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. We are committed to bringing digital to every person, home and organization for a fully connected, intelligent world. We have more than 194,000 employees, and we operate in more than 170 countries and regions, serving more than three billion people around the world.

Huawei is a private company wholly owned by its employees. Through the Union of Huawei Investment & Holding Co., Ltd., we implement an Employee Shareholding Scheme involving 104,572 employees. Only Huawei employees are eligible to participate. No government agency or outside organization holds shares in Huawei.

Externally, we rely on our customers and partners. Customers are at the center of everything we do, and we create value for them with innovative products. Internally, we rely on our hard-working and dedicated employees. At Huawei, those who contribute more get more.

We work with stakeholders including suppliers, partners, industry organizations, open source communities, standards organizations, universities, and research institutes all over the world to cultivate a broader ecosystem that thrives on shared success. In this way we can help drive advancements in technology and grow the industry as a whole.

We create local employment opportunities, pay taxes, and comply with all applicable laws and regulations in the countries where we operate. We also help local industries go digital, and openly engage with governments and the media.

We are a force that drives the digital transformation of all industries, thereby fostering economic growth and greatly improving the quality of people's lives. Our ability to maintain an unwavering focus on our main business is a result of our core values of staying customer centric, inspiring dedication, persevering, and growing by self-reflection.

HEALTHY OPERATING RESULTS & STRONG financial position

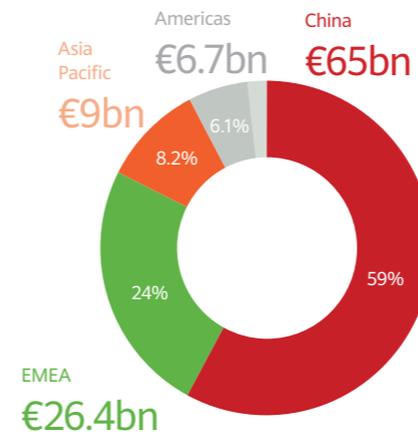
€110.1 billion
IN REVENUE

€8 billion
NET PROFIT

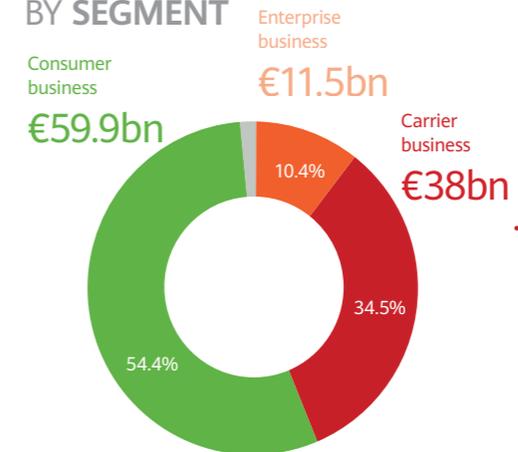
€11.7 billion
CASH FLOW FROM OPERATING ACTIVITIES

Huawei 2019 Annual Business Report.

REVENUE BY REGION



REVENUE BY SEGMENT



Huawei 2019 Annual Business Report. Unit: EURO Billion. Converted into euro using the closing rate at the end of 2019 of EUR1.00 = CNY7.7991



174

COUNTRIES & REGIONS



194,000

EMPLOYEES WORLDWIDE



96,000

EMPLOYEES WORKING IN THE R&D SECTOR



49th

ON FORTUNE 500 GLOBAL RANKING



100%

OWNED BY ITS OWN EMPLOYEES



15%

OF SALES REVENUE INVESTED IN R&D



89,000

PATENTS HELD BY HUAWEI

DEVELOPING IRELAND



Tony Yangxu
CEO - Huawei Ireland

With four offices across Dublin, Cork and Athlone, Huawei employs 480 highly skilled professionals, all focused on building a more prosperous, productive and connected future for Ireland.

For more than 30 years, Huawei has committed to pushing the boundaries of information and communications technology and driving its global adoption. Our operations in Ireland started from humble beginnings in 2004, selling mobile dongles to consumers and businesses who needed fast, reliable broadband connectivity on the go. Over the past 16 years we have played a leading role in delivering Ireland's digital infrastructure, working in partnership with carriers to build networks across the

island, enabling Irish companies to go digital. Together, we have connected more than 3 million people across the country. Now in 2020, we are proud to be supporting our long-term customer, eir, in the roll out Ireland's largest 5G network.

By 2025, 5G will serve 58% of the world's population, combining with technologies like 4K and higher definition video, VR/AR, AI, and cloud to transform our personal lives, homes, and workplaces in ways we have never imagined. A set of truly immersive experiences will emerge, like ultra-high-definition live broadcasts, smart classrooms, remote education, online healthcare, and virtual entertainment. 5G will also allow crucial industries like manufacturing, electricity, transportation, finance, and many others to go digital, embrace artificial intelligence, and deliver new value for their customers. All told, these technologies will have a much broader spillover effect as ICT has become a new economic force, sparking a new wave of economic growth.

HUAWEI MILESTONES



CONSUMER BUSINESS GROUP

Huawei provides smartphones, tablets, personal computers, wearable devices, converged home devices, as well as the applications and services on these devices for consumers and businesses globally. Our consumer business continues to see robust growth, with more than 240 million smartphones shipped in 2019.

In Ireland, there are over 1.3 million active Huawei device users and Huawei holds a 22% share of the mobile phone market, and we are on a steady growth trajectory, with the recent launch of the P40 Series and expansion of the ecosystem with new audio and fitness wearables. The new additions to the P Series have ensured Huawei continues to innovate, push boundaries and make premium imaging hardware accessible to the market in Ireland.

HarmonyOS made waves in 2020, and Huawei Mobile Services is providing a great option for consumers in Ireland and an alternative to Android. Photography and our partnership with Leica continue to make Huawei a favoured smartphone brand in Ireland, radically expanding mobile photography and video capture possibilities for consumers.

At Huawei, we continuously push the limits of our technology by developing incredible innovations, features, and devices, and we know Irish consumers are using our products to improve their lives in many ways.



Highest camera rating ever achieved.

Ranking of 128 from DxOMark on Huawei P40 Pro.



VISION

TOGETHER IN JUST ONE TAP

One Tap connectivity with Huawei Share

SOUND X

MATEPAD PRO

MATEBOOK X PRO

HUAWEI X GENTLE MONSTER EYEWEAR

WATCH GT2

FREEBUDS 3

P40 PRO

TOGETHER

consumer.huawei.com

Product colour, shape, interface and functions are for reference only. The actual product may vary.

EXPLORE IT ON AppGallery

Pushing limits OF TECHNOLOGY

- . SMARTPHONES
- . LAPTOPS
- . TABLETS
- . WEARABLES
- . AUDIO
- . ACCESSORIES AND MORE



IRELAND RESEARCH CENTRE

Innovation has been fundamental to Huawei's survival and development over the past three decades. In this time we have continuously invested over 10% of our annual revenue back into research and development (R&D). In recent years, our investment has exceeded 14%. And it's with long-term R&D investment that we have been able to lead the pack in multiple technology domains.

Huawei has three R&D centres across the country in Dublin, Cork and Athlone. R&D efforts in Ireland focus on the areas of video analysis, big data, cloud computing, artificial intelligence and site-reliability engineering. Since entering the Irish market, Huawei has substantially grown its R&D presence and we are committed to our future in Ireland. We will invest at least €70 million in Irish R&D over the next three years to support our important research work and collaborations. Partnering with local third-level institutions like Dublin City University, Trinity College, University College Dublin, University College Cork, and University of Limerick, Huawei contributes the growth and development of Ireland's innovation ecosystem while increasing productive capacity and providing new technological solutions for Irish consumers and businesses.

"This project will help industry generate the best possible software over the four years of the strategic research partnership."

Lero Director, Professor Brian Fitzgerald



1st

WORLD-LEADER IN PATENTS FOR 5G TECHNOLOGY



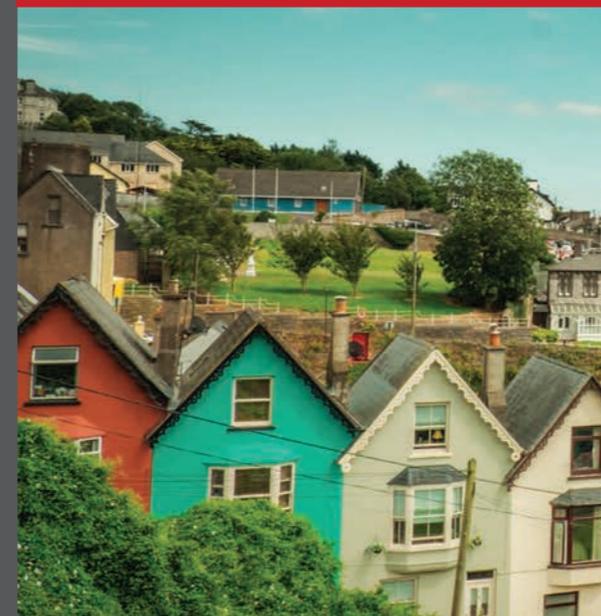
3,524

IN 2019, OVER 3,524 PATENTS WITH THE EUROPEAN PATENT OFFICE



5th

IN THE 2019 EU INDUSTRIAL INVESTMENT SCOREBOARD



€70million

INVESTED IN IRISH R&D OVER THE NEXT 3 YEARS

CARRIER BUSINESS GROUP

5G development is gaining real momentum around the world. Industry digitisation powered by 5G and AI will be the core driving force behind the development of the global ICT industry over the next decade, providing new impetus for socioeconomic development.

In the carrier market, Huawei is committed to continuously creating value for customers. We strive to become the best partner for carriers worldwide, and help them maximise network value. With a continuous focus on our customers, we will make ongoing R&D investments and innovations in the carrier market in order to help carriers achieve sustainable growth.



\$4bn

INVESTED IN 5G RESEARCH OVER THE PAST DECADE

Huawei's Carrier Network Business Group provides integrated products, services, and business solutions to help build networks capable of delivering an optimal experience and coping with the challenges presented by ICT transformation.

Huawei's strategy is to help carriers build ubiquitous broadband networks and empower them to develop the key capabilities required for ICT transformation. We also provide operators with network planning consulting and engineering services to improve operational efficiencies.



Partnering with SIRO for the roll out of 100% fiber-optic broadband technology in Cork.



5G smart cellular network antenna base station.



Huawei base station in Mount Everest.

GREEN 5G

Huawei's 5G Massive MIMO uses the Active Antenna Unit (AAU) design, which integrates traditional antennas and RF units. This eliminates the need to install feeders and waterproof materials. In addition, Huawei's 5G AAUs are designed for 'design for recovery' and continuously optimized. The latest-generation 5G Massive MIMO is lighter, has fewer components, and has a simpler structure than the previous-generation 5G Massive MIMO. The number of screws is reduced by 50 pcs, and the power consumption is reduced by 15%.



1 Energy efficiency

A high-capacity, ubiquitous and low-latency 5G network increased energy efficiency



2 Power solution

According to the results of a trial between Huawei and one of its Chinese customers, this solution can save up to 4,130 kWh of electricity per site per year. A similar trial with a European customer suggests that 5G Power can reduce energy use in each site by more than 50%.



3 AI

Especially in the smart city scenarios where 5G can fully interact with other emerging technologies, including AI analytics, edge computing and massive IoT



4 Smart city programmes

Smart-city programmes, like those of the C40 Cities* in Europe, for instance, London, Berlin and Madrid have reduced GHG emissions of motor vehicles by 30% each from their peak rates, and Copenhagen by 61%.





49th

ON FORTUNE 500
GLOBAL RANKING

ENTERPRISE BUSINESS GROUP

The Enterprise Business builds a digital infrastructure by using new ICT technologies such as artificial intelligence, cloud, big data, Internet of Things, video and data communication to provide products and services that help industries (such as government, public utilities, finance, energy, transport, motor vehicle, etc) go digital.

The progress of Huawei Enterprise was fuelled by customer demand for new ICT solutions and our group remains committed to building a sustainable and win-win ecosystem by developing open, flexible and secure platforms based on innovative technologies to drive customer success.

Our enterprise business continues to support the digital transformation of customers across industries as we help lay the foundations for the digital world. Globally, more than 228 Fortune Global 500 companies have chosen Huawei as their digital transformation partner.



228
Fortune500
companies

HAVE CHOSEN HUAWEI
AS THEIR DIGITAL PARTNER



DEVELOPING SUSTAINABILITY

Huawei prioritises sustainability in our development strategy, using the UN's Sustainable Development Goals (SDGs) as a basis for setting goals and plans. We promote sustainable development by focusing on strategic initiatives and providing energy-efficient green ICT solutions that reduce carbon emissions and drive economic growth. Since 2008, we have released annual sustainability reports which disclose our performance so that the public can better understand our strategy, approach, and implementation.

-16%

Carbon emissions
intensity per million
RMB of revenue by 2025

2.5X

Huawei's mainstream
product energy
efficiency by 2025

TOP100

Suppliers to set carbon
emission reduction
targets by 2025

* Baseline year: 2019

Innovative ICT products and solutions are playing an increasingly important role in conserving energy and reducing emissions in various industries and contributing to a green and low-carbon society. We are driving the wider adoption of our smart PV solution worldwide and helping countries transition from fossil fuels to clean energy.



TECH4ALL

Huawei believes that no one should be left behind in the digital world, so we developed TECH4ALL – our long-term, digital inclusion initiative for using technology, applications and skills to empower people and organisations everywhere.

Using AI and augmented reality, we created StorySign - the world's first literacy platform for deaf children. Learning to read can be difficult for any child, but for small children who are severely or profoundly deaf, it can be an overwhelming challenge.

StorySign is a free mobile app that aims to help deaf children read by translating the text from selected books into sign language. Through the power of AI and augmented reality, StorySign brings these books to life and helps deaf children enjoy storytime as every child should.

In 2019, Huawei Ireland worked closely with the Irish Deaf Society to further promote StorySign and to raise awareness of deaf literacy issues. Our aim was to develop the app as a long-term resource that grows over time and continues to benefit the deaf community in Ireland.

“Education tools that enhance the use of Irish Sign Language at home are vital when tackling early development of language, cognition and literacy. The Irish Deaf Society are proud to support Huawei with its long-term vision to help open the world of books to Deaf children”

John Sherwin
CEO Irish Deaf Society,



Conserving marine lives with ORC Ireland

Huawei has partnered with Cork based NGO Ocean Research Conservation Ireland to launch Ireland's first real-time monitoring marine acoustics project which will allow researchers map and monitor whales, dolphins and other marine life off the southern coast of Ireland.

This project will use Huawei's artificial intelligence and machine learning technology to analyse in real-time the marine life off Ireland's southern coast. Researchers will be able to better understand the behaviour of whales, dolphins, and other marine life and their relationship with the marine environment. Whales and dolphins are notoriously difficult to study through field observations due to their highly mobile nature and the fact that they can dive for great durations, e.g. a sperm whale can dive for up to 2 hours at depths of 2500m.

However, sounds cetaceans emit can be detected from anywhere between a few up to tens of kilometres. By listening to the sounds produced by these animals it is possible to determine which species inhabit a given area, provide an estimate on the number of individuals present, understand what they are doing in the study site and how they exploit available resources, in addition to providing a greater understanding of the impacts of such as oil and gas exploration or shipping.

CORPORATE SOCIAL RESPONSIBILITY

Seeds for the future programme

Our Ireland 'Seeds for the Future' programme involves us taking talented STEM undergraduates to China. To date, Huawei has hosted over 50 students from Irish universities since the programme launched in 2015. The programme allows students to visit Beijing and experience a new culture, as well as learning new ICT skills at Huawei HQ in Shenzhen.

Cuala GAA

Huawei has been involved with the South County Dublin club since 2017, through the sponsorship of its senior hurling team. We are proud to support local initiatives that promote positive community engagement. The Cuala senior hurling team set an example for the younger academy players in the club and are great role models for the next generation.



“The Adult Hurling Section is delighted to have Huawei as the primary sponsors of the Cuala Senior Hurling Team for 2020. Having already been a sponsorship partner since 2017, it was a major boost when they agreed to become the team's lead sponsor”

Damien McKeown,
Cuala GAA Chairman



“Getting to push myself out of my comfort zone, learning Mandarin, meeting with diplomatic dignitaries and business leaders, along with gaining access to ICT training that I would never have encountered in my undergraduate work were all new and hugely exciting opportunities. I made friendships with not only my Irish co-participants but also the participants from Malaysia, Brunei and New Zealand”

Fionn Bracken
UCC student and 2019
Seeds for the Future participant

HUAWEI VISION FOR THE FUTURE

We have been a trusted partner for over 16 years in Ireland, we remain committed to the growth of Ireland's national digital infrastructure and Huawei will continue to fund cutting-edge research through our partnerships with Ireland's top universities and leading researchers.

We started from zero employees and now Huawei employs over 480 people in Ireland and we plan to grow even more in the coming years. Our people are key to our success. Their tireless efforts as they demonstrate dedication and perseverance every day for our customers and partners helps us to consistently deliver for the business. The future success of Huawei in Ireland relies strongly on the passion, energy and commitment shown by all our employees and we look forward to their ongoing contribution.

Huawei Ireland has a resilient business model, providing an essential service and our engineers worked throughout the period of the lockdown, to help ensure mobile and broadband networks could deal with the increased demand. During these times, we all can see the value of staying connected whether that is working from home or communicating with family and friends. Our first priority since the emergence of the virus has been the wellbeing of our people and we are continuing to follow the health and safety recommendations of the local and national authorities in the regions in which we operate.

As we enter into the 'new normal' and the world adapts to new ways of living, learning, working and communicating, technology will play an even greater role in our lives. There is a long road ahead for us all and no one should be left behind. Huawei Ireland remains committed to our vision and mission to bring digital to every person, home and organization for a fully connected, intelligent world. To make this goal a reality, we will keep focusing on ICT infrastructure and smart devices, collaborating openly with partners to enable the digital and intelligent transformation of industries. Together, we will create greater value for our customers and society, extending the benefits of digital technology to everyone.



www.huawei.com

Huawei Technologies - Huawei Ireland, Mespil Court Mespil Rd, Ballsbridge - Dublin 4 +353 1 8597853
Copyright © 2020 HUAWEI Technologies (IRELAND) CO. LTD. All Rights Reserved. Produced October 2020.

GENERAL DISCLAIMER: The information in this document may contain predictive statements including, without limitation, statements regarding the future financial and operating results, future product portfolio, new technology, etc. There are a number of factors that could cause actual results and developments to differ materially from those expressed or implied in the predictive statements. Therefore, such information is provided for reference purpose only and constitutes neither an offer nor an acceptance. Huawei may change the information at any time without notice.