For Immediate Release

Huawei Showcases Latest ICT Infrastructure Innovation at #CeBIT 2014

Connecting Business Opportunities in A Better Way

Hannover, Germany, March 10, 2013 – Huawei, a leading information and communications technology (ICT) solutions provider, showcased its comprehensive ICT product and solution portfolio and ICT infrastructure innovations at CeBIT 2014. Under the theme, "Connecting Business Opportunities in A Better Way", Huawei's solution portfolio will help to enable ICT as a core competence of enterprises, supporting enterprises to achieve savings in various aspects and increase revenue through connecting mutually beneficially opportunities across multiple industry segments.

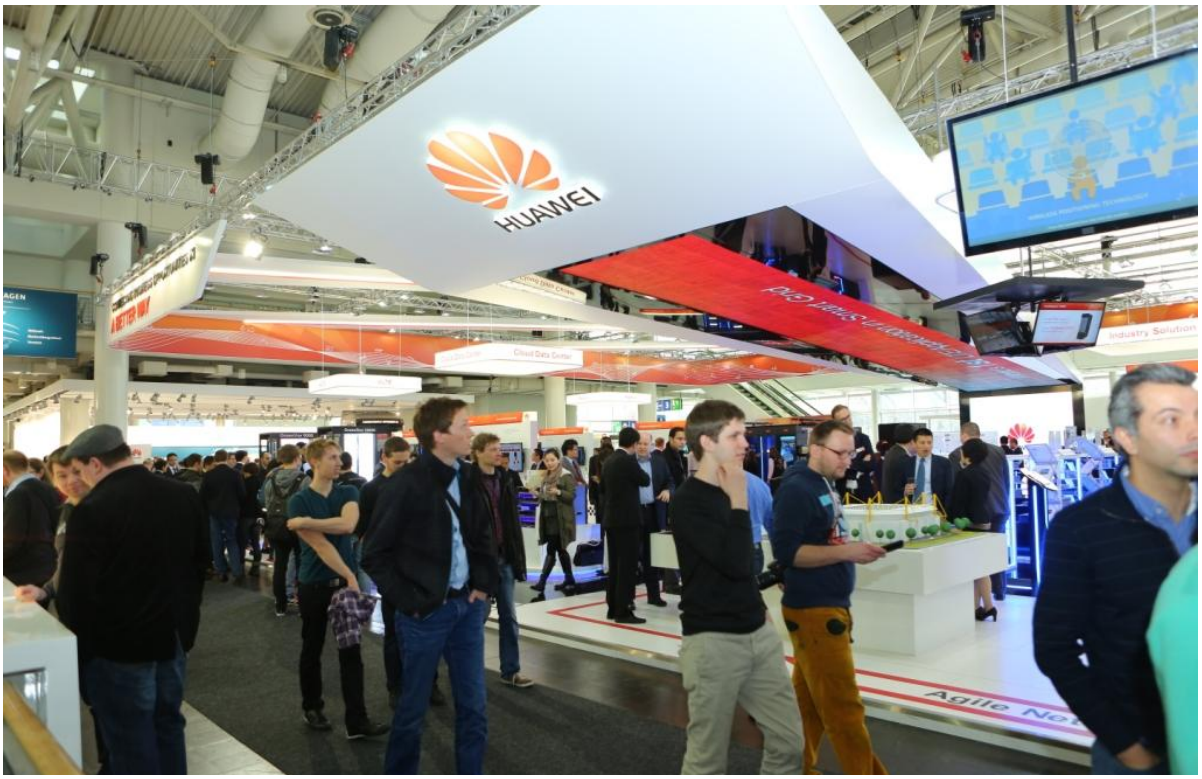

Photo Caption: Huawei Showcases Latest ICT Infrastructure Innovation at #CeBIT 2014

"CeBIT is one of the most important trade shows of the ICT domain. It is a key platform for Huawei to engage with our customers, partners, the media and analysts around the world," said Mr. Patrick Zhang, President, Marketing and Solutions, Huawei Enterprise Business Group. "The convergence of the physical and digital worlds, among other things, is giving rise to the era of big data, where ICT

infrastructure is becoming a core competence for enterprises. The massive number of devices and applications push the amount of data transmission even further, bringing new development opportunities for ICT industries. Moving forward, Huawei will continue our unwavering commitment to customer-centric innovation, and leverage the opportunities brought about by big data to deliver industry-leading products and solutions. Our strategy is to become the industry leader of ICT infrastructure and enterprises' optimal partner for enterprise ICT innovation."

Huawei ICT Solutions: A Better Way

During CeBIT 2014, Huawei will showcase its advanced ICT technologies in four key ICT domains: agile networking, cloud computing and data center storage, collaboration and mobility.

- **Product and solution portfolio**: Hands-on experience on a number of latest products and solutions, including the industry's most advanced series agile switch, Huawei S12700, the world's biggest data center core switch, Huawei CE12800, and OceanStor 18800 high-end storage system, FusionCube solution, distributed cloud data center, telepresence system, Huawei's TE series of new generation endpoint videoconferencing system, enterprise LTE （eLTE） broadband trunking solution 3.1, as well as bring your own device (BYOD) solutions, will be provided at the Huawei booth during CeBIT.

- **Vertical industry solutions**: Huawei will showcase a broad portfolio of solutions in the vertical industry domain covering, smart cities, smart education, integrated healthcare solution, smart grids, media and entertainment industry solutions, and solutions for small to medium enterprises. These solutions target an array of industries, including government and public utilities, energy, large enterprises, and small to medium enterprises.

- **Huawei partnerships**: To encourage cross-industry innovation among industry stakeholders, Huawei has been collaborating with solution development partners, channel partners and professional service partners to provide ICT products and solutions that integrate with the industry

ecosystem easily. Huawei partners including, SAP, iSoftStone, Commvalut, Spectator, Respond, PDV, Blue Consult and ComNet, among others, will jointly showcase their latest innovations at CeBIT 2014.

Photo Caption: Mr. William Xu, Chief Strategy Marketing Officer of Huawei (front left) introduces

Huawei's high-performance switch, CE12800 to Mr. Jim Hagemann Snabe, Co-CEO of SAP (front right) at Huawei booth in CeBIT 2014.

- **Interactive simulations:** The Huawei interactive zone enables customers and visitors to experience first-hand the key features and uniqueness of Huawei's enterprise ICT products and solutions. A number of interactive simulated scenarios and games, including: a wireless intelligent stadium, an advanced internet of things (IoT) model for intelligent buildings, an eLTE-enabled emergency response system for smart cities and a Huawei desktop cloud virtual 3D car race simulation are among the interactive simulations that enterprise customers and visitors can experience firsthand at the Huawei booth.

Huawei CeBIT Events: Connecting Business Opportunities with Advanced ICT Capabilities

In the era of big data, ICT infrastructure will become the core competence of enterprises as they transform their business. During CeBIT, Huawei will hold in-depth discussions with enterprise customers, analysts, and media, on topics covering the transformation of enterprise businesses through ICT innovations, as well as the prospect of the development IT businesses. Huawei will host a number of activities, including:

- **Events at the Huawei booth**: During CeBIT, Huawei will organize a number of technology seminars open to all visitors. Huawei experts, partners and customers from different fields of the enterprise industry will share their perspectives, expertise and experience on industry hot topics, including agile network, IoT, distributed data centers, videoconferencing, BYOD, eLTE and smart cities. On March 12, soccer players from Borussia Dortmund GmbH & Co. KGaA will be visiting the Huawei booth to introduce ultra-high speed data download enabled by Huawei's agile WiFi in a simulated wireless intelligent soccer stadium scenario. To find out more and to register, please visit http://enterprise.huawei.com/topic/2014Cebit/webinar/register_online.html

Huawei Innovative Enterprise ICT Forum: On March 11, from 10:00 to 13:00 (GMT+1),

Huawei will host an Innovative Enterprise ICT Forum for customers, channel partners, media and analysts from different parts of the world. At the forum, Huawei will announce its key strategic partnership plans and launch a number of partner innovation projects, products and solutions. In addition, Huawei will also showcase its portfolio of innovative products and solutions in agile networks, data center and eLTE broadband trunking. Huawei's partners, including SAP, Intel and Microsoft will discuss how ICT infrastructure can facilitate business development. The forum will be available for viewing via webcast at 9:00 o 12.00 (GMT+1) on March 12. To register for the webcast, please visit http://enterprise.huawei.com/topic/2014Cebit/webinar/register_online.html

- **Huawei #CeBIT2014**: Huawei will host and participate in a series of seminars and speeches during CeBIT, sharing its perspective on leading topics such as, Big Data, SDN and Mobility. For details of Huawei's speakership schedule at CeBit please refer to the Appendix.

The Huawei booth is located at Booth C50, Hall 2. CeBIT 2014 runs from March 10 to 14, 2014 in Hannover, Germany. For more information about Huawei's participation at CeBIT 2014, please visit: http://enterprise.huawei.com/topic/2014Cebit/index.html

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Appendix: Schedule of Huawei's key speakerships during CeBIT:

Date & Time	Venue	Event	Theme	Spokesperson
10.15 – 11.00 March 10	Hall 6	CeBIT Special Conference	Enterprise Redefined, Mobility Your Way	Ajay Cupta Director of Product Marketing, Enterprise Networking Product Line, Huawei
11.40 – 12.05 March 11	Hall 11	CeBIT Special Conference	Ways to Implement SDN Network in Data Centers	Ian Foo Director of Marketing, Data Center Products and Solutions, Enterprise Global Marketing Department, Huawei
10.00 – 11.00 March 12	Hall 12	CeBIT Special Conference	Big Data for Big Security	Ajay Cupta Director of Product Marketing, Enterprise Networking Product Line, Huawei
10.00 – 11.00	Center	CeBIT Global	See Big Data in Action by Case	Joerg Karpinski

March 12	Stage, Hall 8	Conference	Studies	Sales Director of Huawei Enterprise Germany

About Huawei

Huawei is a leading global information and communications technology (ICT) solutions provider. Through the dedication to customer-centric innovation and strong partnerships, Huawei has established end-to-end advantages in telecom networks, devices and cloud computing. Huawei is committed to creating maximum value for telecom operators, enterprises and consumers by providing competitive solutions and services. Its products and solutions have been deployed in over 170 countries, serving more than one third of the world's population.

For more information, visit Huawei Enterprise Online: enterprise.huawei.com

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