

Dell in China: Partnering for Shared Success

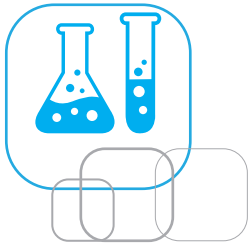
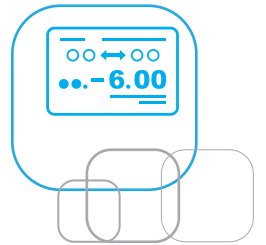


Through all of its business activities in China over the last 15 years, Dell has been committed to putting customers' needs first. Dell's mission is to "provide consistently reliable, flexible and affordable solutions to all its partners and clients." By maintaining this people-first approach, Dell is proud that its business has organically come to support many of China's national priorities. Dell shares deep-rooted values on how sustainability and corporate social responsibility can improve the lives of ordinary people – and many of Dell's research and development efforts align seamlessly with the technology priorities of the Chinese government.

In 2013, Dell contracted two independent third parties to provide an external assessment of its business in China. The report examines this organic alignment between Dell's solutions and corporate values, Chinese national priorities and the needs of the Chinese people. It demonstrates how these three stakeholders – company, government and people – are poised to enjoy shared success in the years ahead.

Dell's commitment to China's economy, industry and society

Economic Development: A Measureable Difference. Dell has helped advance China's economic ambitions in measurable ways by boosting China's GDP, creating job opportunities both directly and indirectly, and contributing to revenue through taxes.



Technological Leadership: Re-Defining Innovation. Dell shares the Chinese government's belief in the power of innovation to transform an economy and society. For this reason, Dell offers end-to-end enterprise solutions to Cloud computing, Healthcare and Education IT.

Sustainable Development: Powering the Possible. Dell shares the Chinese Government's objectives to move the country towards sustainable growth and aims at giving back to communities, fostering environmental stewardship, empowering team members and promoting supplier responsibility.



“ China seems to have come out of the crisis stronger than other countries, faster, and the government's pretty rapid action seems to have caused a positive demand condition, ”

Michael Dell, CEO

National priorities

Economic Development

- Promote domestic and foreign investment in the ICT sector
- Boost domestic demand and Chinese exports
- Increase employment in the ICT sector

Technological Leadership

- Become a global Cloud computing powerhouse
- Expand access to quality healthcare to all citizens by 2020
- Education reforms: a strong country with strong human talent

Sustainable Development

- Reduce energy and waste
- Bridge the education development gap between urban and rural areas
- Charity: China disaster relief efforts

Dell's contribution to China's industry, economy and society

USD 20 billion purchased from China

Creating: USD 35-40 billion in GDP growth, 1 million job opportunities USD 2.5 million in tax revenue.



35-40 billion
GDP growth



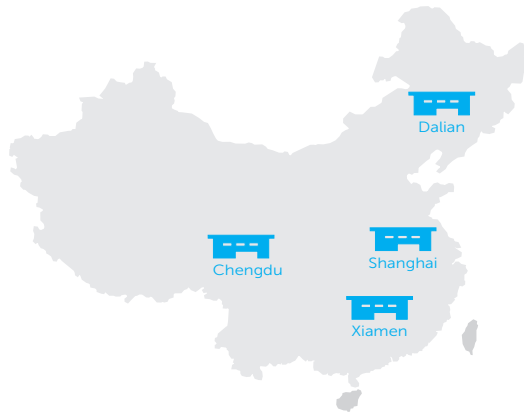
1 million
Job opportunities



2.5 million
Tax revenue

Investments

Strategic investments in Xiamen, Shanghai, Chengdu, and Dalian.



Achievements

Over 10,000 national sales outlets in 2,200 cities. Dell is China's top supplier of x86 servers and one of China's largest computer suppliers.



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Direct Sales

Active role of Dell's direct sales model in enabling Chinese domestic enterprises to explore international market opportunities.



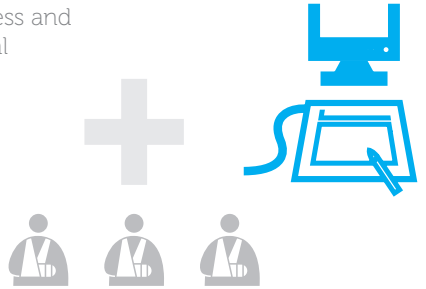
Clouds

Numerous partnerships set up by Dell in China to develop public and private clouds and form joint-venture cloud computing platforms.



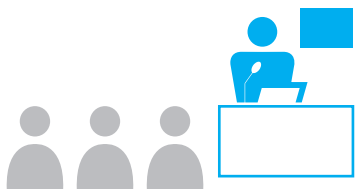
End-to-end Electronic Medical Records

Development of end-to-end Electronic Medical Records solutions for Chinese hospitals (e.g. Dell Unified Clinical Archive (UCA) to improve the quality of patient care by enabling easy access and secure sharing of all clinical information).



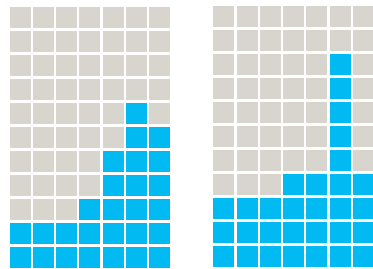
Increasing IT use in China's schools,

Development of solutions to increase IT use in China's schools, including state-of-the-art connected classrooms, digital management systems and IT research and development labs



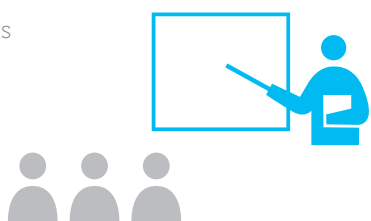
Reduction of electricity consumption and package material

Reduction of electricity consumption by 657 million kw/h over the course of 365 days and over 8000 tons of packaging material saved.



China Education Development Foundation & Robotics Program

China Education Development Foundation which directly benefited 40,000 students in 15 provinces. USD 500,000 donated to carry out a robotics program in 10 Dell Learning Centers for 1000 students and 250 young teachers;



Winner of the Ministry of Civil Affairs 2012 "China Charity Award"

USD 100 million donated to disaster relief, education, healthcare, and innovation in China. Dell named as winner of the Ministry of Civil Affairs 2012 "China Charity Award".

