

Chapter 1 Company Highlights

Vision

With the advent of the IoT, AI and 5G era, Taiwan Mobile ("TWM") has transitioned into a new internet technology company. TWM has adopted a new "Super 5G" strategy to embrace technologies that will facilitate innovation and accelerate its transformation into a regional enterprise:

- Gift - Unlock digital capacity across Taiwan Mobile's assets
- Group - Maximize synergies by joint combating with Fubon, Kbro, momo and AppWorks
- Grit - Take 10 to 15 years view in developing ecosystem
- Green - Love for Taiwan, for humanity, and for the Earth
- GSEA (Greater Southeast Asia) - Transform into a regional company anchored in Taiwan

TWM is focused on promoting world-class sustainability management by adhering to the philosophy of "Think Sustainable, Act Responsible" to advance its "Zetta Connected 2030" Project to enhance corporate governance, environmental sustainability and social collaboration. In facing the challenges of the 5G era, TWM has always prioritized the greatest common interests of its eight stakeholders, starting its foray into 5G with the most reasonable price and spectrum combination, and gradually expanding its 5G spectrum resources according to customer needs to continue its leading role in boosting Taiwan's international visibility.

Core Competencies

Taiwan Mobile (TWM) has diversified its business into four areas – Telecom, Internet, Media & Entertainment, and E-Commerce, or T.I.M.E. – supported by its core competencies in 6C – Coverage, Convergence, Content, Channel, Cloud and CSR – to strengthen its competitiveness. In 2019, the Company introduced a new "Super 5G" strategy, integrating enterprises such as audio-visual giant Kbro, e-commerce leader momo, and AppWorks, Southeast Asia's largest startup accelerator, and deploying in-house big data and innovative services like myVideo, myMusic, myBook and myAir. Longer term, TWM hopes to achieve fuller operating synergy in 10 to 15 years to enhance its overall competitiveness.

In 2019, TWM secured its position as the most profitable in terms of EPS in the telecommunications industry. With robust revenues from subsidiary momo serving as its second growth driver, TWM is actively building up its third and fourth growth engines. In November, TWM announced a closer alliance with AppWorks, a leading startup accelerator and venture capital in the greater Southeast Asian region. The Company is also working on incorporating its affiliated telecom, fiber broadband, cable TV and e-commerce businesses to enter the smart home market. These strategic partnerships are critical to building an ecosystem and developing innovative services and applications to lead it beyond the telecommunications field.

On top of that, TWM has adopted world-class standards in cultivating corporate governance, social participation and a sustainable environment. In 2019, it was selected as a constituent of the DJSI World Index for the third consecutive year, ranking second in the world and first in Taiwan in the telecommunications industry. The Company continues to strive to meet the UN's 17 Sustainable Development Goals, transforming its core competencies into engines for achieving corporate sustainability to bring a more positive impact to the world.