

Chapter 1 Company Highlights

Vision

The Company's core vision is to provide customers with the best user experience and become a leader in digital convergence. Maintaining integrity as a core value of the Company ensures that corporate social responsibility takes root, thereby enhancing the company's ability to maximize the interests of its stakeholders as it strives to become a top-tier company globally.

Core Competency

The Company has established a cross-media platform integrating mobile communications, fixed-line, cable TV and broadband services. Through integration, the Company is able to provide seamless digital convergence services across "multiple screens and a cloud" to meet the demands of the consumer, home and enterprise markets for excellent service and information security. TWM has become a leading player in TIME: telecommunications, internet, media and entertainment.

Excellent Brand Image

Brand-new experience to embrace 4G era

Continuing to pursue innovation, TWM has been leading the market by launching mobile cloud services – including myVideo (cloud video), myMusic (online music) and myPlay1 (mobile app games) – to let customers experience the variety of a digital life. Digital convergence lies at the heart of the Company's business strategy, integrating telecom, media, cloud service, and physical/virtual channel resources, to meet the new generation's demand for top-quality 4G high-speed mobile broadband services. In addition, TWM provides cross-platform, seamlessly integrated media and mobile application services to offer users a brand-new experience.

With its customer-centric approach, TWM has simplified complex technologies into simple, practical, user-friendly services to give customers the most satisfying digital experience possible. By providing localized but world-class quality service, TWM has become an integral part of each user's daily life.

Date of Incorporation

The Company was founded on February 25, 1997.

Milestones

1. The Company's merger and acquisition activities and status of affiliates:

- 1) Merger and acquisition activities: None
- 2) Status of affiliates: Please refer to Chapter 7 "Affiliates"

2. Status of the Company's reorganization: Not applicable

3. Significant changes in shareholdings of directors, supervisors and major shareholders:

Please refer to Chapter 2 “Changes in shareholdings of directors, managers and major shareholders”

4. Changes in management control: None

5. Changes in operation or business scope: None

6. Other major items that may significantly influence shareholders’ rights or the Company: None

January	2014	James Jeng was appointed President at the 16 th meeting of the sixth Board of Directors.
November	2013	Internet Data Center (IDC), which received an Uptime Institute Tier III certification for design and construction, began operations.
October	2013	Won two 15MHz x 2 blocks on the 700MHz (spectrum A4) and the 1800MHz (spectrum C1) bands in the 4G auction.
May	2013	Launched mobile app version of myfone online shopping service.
November	2012	Launched mobile video service, myVideo.
August	2012	Approved the acquisition of a 20% stake in Taiwan Pelican Express Co., Ltd. for NT\$344mn through Fubon Multimedia Technology (also known as momo).
May	2012	Launched instant messaging service, M+ messenger.
May	2012	Launched first own-brand smartphone, the Amazing A1.
August	2011	Company’s capital dropped to NT\$34.2bn after a capital reduction of NT\$3.8bn.
June	2011	Richard Tsai and Daniel Tsai were elected Chairman and Vice Chairman, respectively, at the first meeting of the sixth Board of Directors.
April	2011	The Board of Directors approved the acquisition of a 51% stake in Fubon Multimedia Technology for NT\$8.35bn through TWM’s 100%-owned subsidiary Wealth Media Technology.
October	2010	Cliff Lai and Vivien Hsu were appointed Co-Presidents at the 17 th meeting of the fifth Board of Directors, effective January 1, 2011.
May	2010	TFN Media Co., Ltd. (TFNM), a TWM affiliate, acquired a 45% stake in ezPeer of Taiwan Kuro Times Co., Ltd. TFNM raised its stake to 100% in August 2011.
January	2009	Founded Taipei New Horizon Co., Ltd. (49.9% holding) with Fubon Land Development Co., Ltd. to develop a cultural park at the site of the old Songshan tobacco plant under a 50-year BOT contract with the Taipei City Government.
June	2008	Richard Tsai and Daniel Tsai were elected Chairman and Vice Chairman, respectively, at the first meeting of the fifth Board of Directors.

April	2008	Acquired a 100% stake in Hurray! Times Communications (Beijing) Ltd.
February	2008	Introduced three new brands – Taiwan Mobile, TWM Broadband and TWM Solution – to provide consumers, homes and enterprises with integrated telecommunication services including wireless communication, cable TV and fixed-line services.
December	2007	Company's capital dropped to NT\$38bn after a capital reduction of NT\$12bn.
August	2007	Acquired a 45% stake in Taiwan Telecommunication Network Services Co., Ltd. (TTN). TWM raised its stake to 100% in August 2008 and merged it into Taiwan Fixed Network Co., Ltd. (TFN).
April	2007	Acquired an 84% stake in TFN. TWM acquired full ownership of TFN in December 2007.
January	2007	Launched 3.5G (HSDPA) service.
August	2006	Richard Tsai and Daniel Tsai were elected Chairman and Vice Chairman, respectively, at the 10 th meeting of the fourth Board of Directors.
May	2005	First in Taiwan to launch 3G (WCDMA) services.
November	2004	Joined the Bridge Mobile Alliance, the largest mobile alliance in Asia.
August	2004	Acquired a 67% stake in Mobitai, increasing its subscriber base to 8.2 million. TWM acquired full ownership of Mobitai In January 2006 and merged it into TransAsia Telecommunications (TAT) in December 2007.
July	2003	Harvey Chang was appointed President and CEO at the 15 th meeting of the third Board of Directors.
July	2003	Daniel Tsai and Richard Tsai were elected Chairman and Vice Chairman, respectively, at the 2 nd meeting of the third Board of Directors.
June	2003	TCC Group's operating model was discontinued.
August	2002	Listed on the Taiwan Stock Exchange.
May	2002	C. S. Chen was appointed President at the 2 nd meeting of the third Board of Directors.
May	2002	Set up TCC Group to centralize the administration of Taiwan Cellular Corp., TFN and other affiliates. Jack T. Sun was appointed Committee Chairman, Richard Tsai Committee Vice Chairman, Joseph Lee CEO, S. T. Chang COO and Ray-Ying Fan CSO.
April	2002	Jack T. Sun and Joseph Lee were re-elected Chairman and Vice Chairman, respectively, at the 1 st meeting of the third Board of Directors.
February	2002	Granted 3G license.
July	2001	Acquired a 95.62% stake in TransAsia Telecommunications (TAT), boosting its subscriber base to 6.42 million. TWM acquired full ownership of TAT in June 2006 and merged it into TWM in September 2008.
November	2000	Ray-Ying Fan was appointed President at the 8 th meeting of the second Board of Directors.
September	2000	First private telecom operator to be listed on Taiwan's OTC market.
June	1999	Jack T. Sun and Joseph Lee were re-elected Chairman and Vice Chairman, respectively, at the 1 st meeting of the second Board of Directors.

January	1998	Started commercial operations.
December	1997	First nationwide private operator to obtain a GSM 1800 network operating license.
February	1997	Company was incorporated.
January	1997	Jack T. Sun and Joseph Lee were elected Chairman and Vice Chairman, respectively, while Lai-Ting Zou was appointed President at the 1 st meeting of the first Board of Directors.
May	1996	Prepared for the Company's incorporation.

Awards and recognitions from 2013 up to the publication date in 2014

November	2013	Received the ISO 50001 certification for efficient energy management.
November	2013	Received the "2013 Taiwan Corporate Sustainability Award - Excellence in Telecom Sector" and the "Role Model Award for Community Service and Outreach" from the Taiwan Institute for Sustainable Energy Research.
October	2013	Recognized as the "2013 Most Prestigious Company in Taiwan" by <i>CommonWealth</i> magazine, ranking No.1 in the telecom sector.
September	2013	Selected once again as a member of the Dow Jones Sustainability Indices' Emerging Markets Index.
September	2013	Achieved ISO 14064-1 standards for greenhouse gas (GHG) emissions and removals.
September	2013	Received an award for excellence due to joining the Ministry of Economic Affairs' voluntary energy-saving program from 2011 to 2013.
August	2013	Awarded "Excellence in Corporate Social Responsibility" by <i>CommonWealth</i> magazine for the seventh consecutive year.
July	2013	Received the highest "A++" rating and ranked as one of the top 5 listed companies in "Transparency and Information Disclosure" from Taiwan's Securities and Futures Institute for the eighth year in a row.
June	2013	Named a recipient of "The Best of Asia: Icon on Corporate Governance, Taiwan region" award, marking the seventh year in a row that TWM received an award from <i>Corporate Governance Asia</i> magazine.
May	2013	Received the "Trusted Brand Gold Award" for the tenth consecutive year from <i>Reader's Digest</i> .

May	2013	Received the top prize of the “Corporate Social Responsibility Award” in the Education Promotion category from <i>Global Views Monthly</i> magazine.
March	2013	Received the internationally renowned Swiss SGS Qualicert certification for its quality direct store channel and customer service system.