

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 its ability to maximize the interests of its shareholders 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 consumers, household and enterprise markets for excellent service and information security. TWM has become a leading player in TIME: telecommunications, internet, media and entertainment.

Brand Image

Changing the way we live and embracing a better future

Technology empowers us with the courage and impetus to move forward. Faced with a rapidly changing world, Taiwan Mobile has always striven to stay a step ahead of the competition. With this in mind, the Company has rapidly built out its 4G network, leading the industry in developing various digital applications and changing the way people connect with the world. The Company's goal is not only to create a rich mobile experience, but also to provide total solutions for its customers as it seeks to transform the face of communication and help consumers embrace a better future.

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

Date of Incorporation

The Company was founded on February 25, 1997.

Milestones

March	2015	Granted an additional license for a 5MHz x 2 spectrum in the 700MHz band by the National Communications Commission (NCC), making TWM the sole proprietor of the largest contiguous 20MHz on the 700 frequency band.
August	2014	Awarded 1800MHz license and was the first to adopt carrier aggregation on the 700/1800 frequency bands for LTE services.
June	2014	Launched 4G services on the 700MHz band.