

# Chapter 1 Company Highlights

## **Vision**

Taiwan Mobile's mission is to provide customers with the best user experience and become a leader in digital convergence. Our core values – “Think Sustainable, Act Responsible” – underlines our commitment to corporate social responsibility. With the launch of the “CSR Vision 2020 Project,” we have endeavored to promote corporate governance, environmental sustainability and community/social engagement to create the best value for the Company's shareholders, employees and society as we strive to become a top-tier company globally.

## **Core Competency**

Leveraging on its 5C (Coverage/Convergence/Content/Channel/Cloud) core resources, TWM has integrated virtual and physical channels, telecommunications, media and digital convergence to create more digital benefits that meet society's demands. The Company provides customers the best service with the fastest download speed, the widest 4G coverage, innovative research and development, and world-class information security. TWM has become a leader in TIME: telecommunications, internet, media and entertainment.

## **Brand Image**

With the firm belief that technology can make life richer and more convenient, TWM has never wavered in its quest to develop new and innovative services and technologies. Thanks to its superior network quality, it is able to provide clients with a richer and more enjoyable mobile experience.

Adopting a people-centric approach, TWM has turned complex technologies into simple, practical and user-friendly services. To stay ahead of the competition, the Company launched VoLTE (Voice over LTE) HD Voice with SRVCC (Single Radio Voice Call Continuity) technology, enabling phone connections with enhanced voice quality in a split second; Wali, a smart wallet app that employs NFC technology to enable the mobile phone with smartcard capabilities; and Time Capsule Message, an app that allows people to send messages into the future.

All these services require a fast and stable internet connection – a challenge that TWM has met since the launch of its 4G services. The Company was the winner of the “2015 Taiwan's Fastest Mobile Network” award from the world-renowned speed test platform Ookla Speedtest, based on nearly 12 million speed test challenges from users of all carriers across the nation.

TWM has always placed customers' needs as its top priority, as it continues its quest to be the first in quality and service to make it an integral part of each user's daily life.

## **Date of Incorporation**

The Company was founded on February 25, 1997.