

Chapter 1 Company Highlights

Vision

The Company's core vision is to provide customers with the best communications experience. Its aim is to become a leader in digital convergence, offering integrated information, telecommunications and media services to enhance the Company's value and maximize shareholders' interests.

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, household and corporate markets for excellent service and information security.

Excellent Brand Image

The Company has taken a human-centric approach in building up its three major brands – Taiwan Mobile, TWM Broadband and TWM Solution – with an emphasis on "integrity, innovation, passion and simplicity." TWM has transformed advanced technologies into simple, practical, user-friendly mobile communications services that can be accessed anytime, anywhere, and via any device to meet the different needs of individual customers and allow them to enjoy the ease, convenience, joy and comfort of a high-tech, mobile lifestyle.

"Together with you" is TWM's brand vision – a reflection of its commitment to customers.

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: Wealth Media Technology Co., Ltd., a subsidiary of the Company, acquired a 51% stake in Fubon Multimedia Technology Co., Ltd. (also known as momo) in July 2011.
 - 2) Status of affiliates: Please refer to Chapter 2 "Direct and indirect investments in affiliated companies".
2. Status of the Company's reorganization: Not applicable
3. Significant changes in shareholding of directors, supervisors and major shareholders: None
4. Changes in management control: None
5. Changes in operation or business scope: None
6. Other major items sufficient to influence shareholders' rights or the Company: None