

Chapter 1 Company Highlights

Vision

The Company's core vision is to provide customers with the best communications experience with an aim to become a leader in digital convergence. Maintaining integrity as a core value of the Company ensures that corporate social responsibility take root, thereby enhancing the company's ability to maximize the interests of its stakeholders while striving 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

TWM is dedicated to the pursuit of innovation to continuously offer users a new experience:

- 1) New services: Initiated a mobile customer service app, where online, telephone and in-store customer services are integrated to provide a more comprehensive customer experience.
- 2) New products: Introduced the first localized multiple mobile cloud services, including M+ messenger, myVideo online video streaming, myBook e-book, myMusic online music streaming, myPlay1 mobile games and Evernote cloud note etc.
- 3) New channels: Upgraded myfone direct stores not only to offer digital and repair services but also integrate virtual channels to provide online and mobile shopping platforms for digital 3C (computer, communications and consumer electronics) products.

In addition, TWM is committed to integrating digital convergence and upholding the new TIME philosophy, where seamless digital communication is made possible through any mobile device. This has allowed TWM to outperform its peers to win recognition as the "Most Prestigious Company" in the telecom industry in a 2012 survey by *CommonWealth* magazine, and to be ranked No.1 in *Business Next* magazine's selection of Taiwan's top 100 technology firms.

TWM's passion is to achieve customer satisfaction, pursue innovations that make life easier for its users and establish a strong foothold to ensure world-class quality service. At TWM, we are committed to bringing mobility into each customer's life.

Date of Incorporation

The Company was founded on February 25, 1997.