

	<b>Mobile business</b>	<b>Cable business</b>	<b>Fixed-line business</b>
Market position	One of the top three mobile operators among five players in the market, with a market share of around 27% in terms of mobile service revenue	Fourth-largest multisystem operator (MSO), covering about 11% of the households in Taiwan	A market share of around 2% for ADSL/FTTx business. Second-largest internet service provider (ISP), with a market share of 6% (including 170K cable broadband subscribers from its cable business)
Subscriber base	7,012K mobile subscribers	580K CATV subscribers 170K cable broadband subscribers	Around 100K ADSL/FTTx internet access users

\* Source: Financial reports

## **Operating Results Review**

### **Consumer Business Group**

Mandatory tariff cuts imposed by the NCC weighed on mobile voice revenue in 2012. However, with mobile data revenue surging 39% from a year ago – accounting for 33% of overall mobile service revenue – mobile service revenue still grew 5% YoY. This, together with handset sales, lifted CBG's total revenue by 8% from a year ago.

### **Home Business Group**

HBG's 2012 revenue rose 4% from a year ago due to revenue growth from its pay TV (including analog and digital channels) and cable broadband businesses. Growth is attributed to an expanding subscriber base, higher digital TV penetration rate, increased channel leasing and higher adoption rate for high-speed cable broadband services. EBITDA climbed 7% YoY due to expanded economies of scale.

### **Enterprise Business Group**

EBG's 2012 revenue grew 5% YoY, largely from an 11% YoY increase in enterprise customers' mobile revenue from a larger customer base. In addition, EBG's 2012 EBITDA rose 22% from a year ago because of rising revenue and strict cost/expense control.