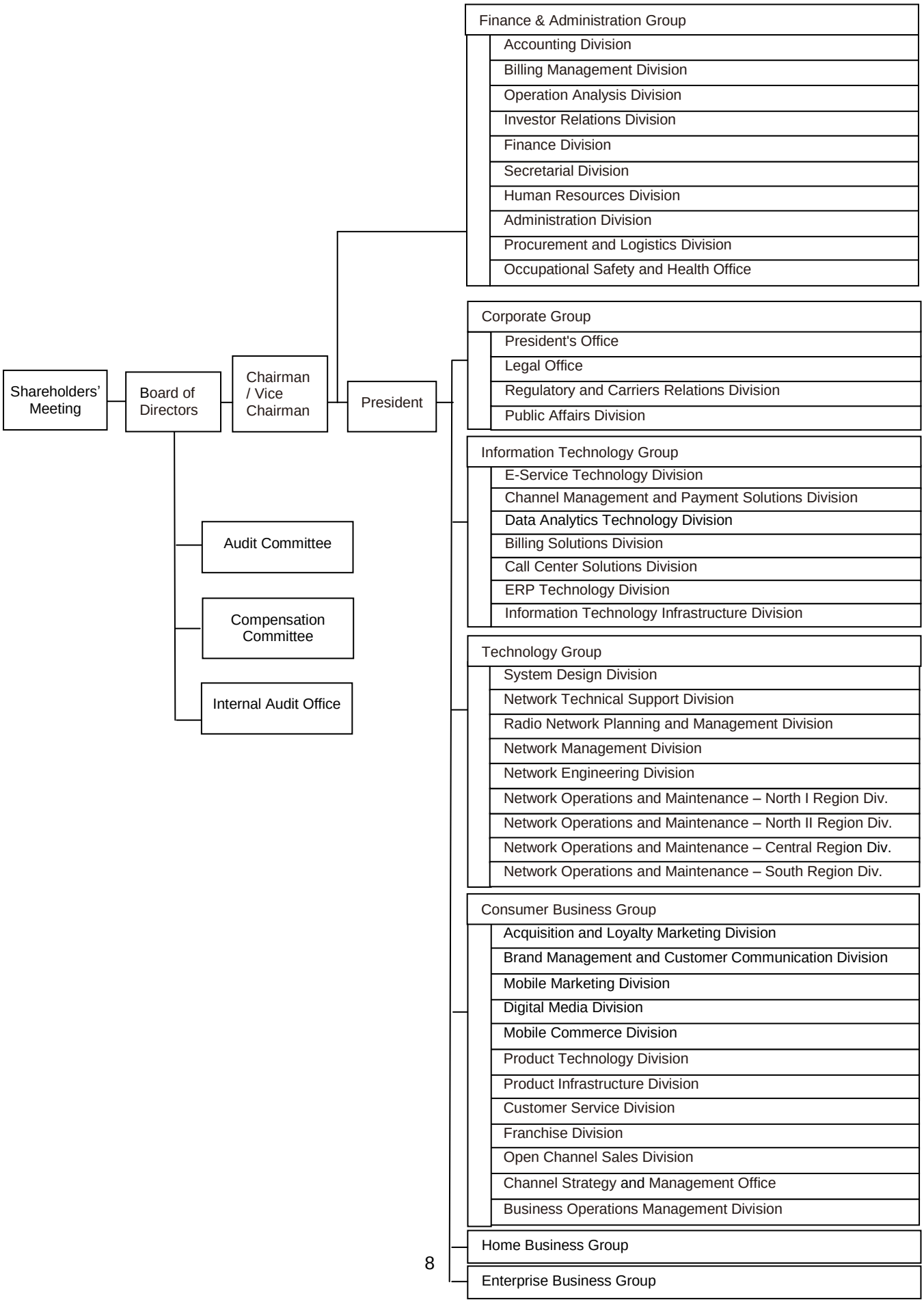
Chapter 2 Organization and Corporate Governance

Organization

Organization Chart

As of March 20, 2014



Divisional Scope of Responsibilities

Division		Scope of responsibilities
Internal Audit Office		Audit of the Company and its subsidiaries Monitor and examine effectiveness and efficiency of the Company's internal control system Develop, manage and oversee information security management
Corporate Group	President's Office	Corporate strategy and investment evaluation Develop new businesses and strategic alliances Enhance corporate management mechanism and cross-department project management Ensure customer satisfaction with Taiwan Mobile's network quality
	Legal Office	Legal counsel, company litigation and legal document review
	Regulatory and Carriers Relations Division	Regulatory matters, government relations and inter-carrier relations
	Public Affairs Division	Corporate image promotion and management Media communication, news agenda, press release and crisis management Corporate social responsibility strategy planning and execution Website maintenance for the Company and TWM Foundation
Finance & Administration Group	Accounting Division	Accounting information management Tax planning and compliance Preparation of financial reports
	Billing Management Division	Billing, receivables collection and settlement Credit check and risk management
	Operation Analysis Division	Analysis of operating performance, review of financial forecasts/annual budget, and cost & benefit analysis of capex project
	Investor Relations Division	Timely disclosure of the Company's operating and financial status, management strategy, future business plans and developments to investors Communication between the Company and investors
	Finance Division	Treasury management Monitor investments and subsidiaries' business activities Finance-related project evaluation, planning and execution
	Secretarial Division	Board meeting and shareholders' meeting facilitation Corporate registration affairs and corporate share registrar management Company seal custodian Receipt/transmission of corporate documents
	Human Resources Division	Human resources planning, staffing, employee compensation and benefits, training and relations coordination between employees and the Company
	Administration Division	Office machinery and equipment management General and administrative affairs coordination Base station administration and related expense payments
	Procurement and Logistics Division	Procurement policy and system planning Handling procurement-related activities Suppliers evaluation and management Contract negotiations and signing
	Occupational Safety and Health Office	Occupational safety and health management Site area safety management Environmental protection management Workplace health promotion

Information Technology Group	E-Service Technology Division	Corporate website and e-service systems Service-oriented architecture and enterprise service bus (SOA/ESB) Fixed network application systems IT governance, enterprise architecture, software development process and basic architecture software/tools development and management
	Channel Management and Payment Solutions Division	Sales, channel services and commission system solutions Enterprise management information system solutions Member center and payment service solutions
	Data Analytics Technology Division	Data analytics system solutions, including data warehouse and business intelligence solutions Telecom network assets management, warehouse management, repair and maintenance management system solutions
	Billing Solutions Division	Billing systems operation and development
	Call Center Solutions Division	Call center infrastructure and operational management solutions
	ERP Technology Division	TWM's customer care application systems Enterprise resource planning (ERP) and human resources solutions Front-end customer management, sales management, and order and provision solutions for fixed-line business
	Information Technology Infrastructure Division	Data center, systems and network infrastructure construction and operations management Implementation of information security policy
Technology Group	Systems Design Division	Plan and design core, IP and transmission network systems for mobile and fixed networks Verification testing of network elements
	Network Technical Support Division	Mobile network technical support Fixed network technical support IP-based network technical support
	Radio Network Planning and Management	Radio network strategy development Radio network planning Site planning and performance management Radio network quality management
	Network Management Division	24-hour supervision of mobile/fixed network management System design and maintenance of network management system Technical support for network issues from customers Network security management of Technology Group
	Network Engineering Division	Mobile telecom and fixed network business infrastructure budget, control and management Supervision of outsourced engineering and construction projects Cable, conduit management for government agencies Fixed network service management, project evaluation and coordination
	Network Operations and Maintenance – North I, North II, Central and South Regions	2G/3G and fixed network construction, expansion, operation, maintenance and optimization, including core, transmission and radio networks Network construction management and technical support
	Acquisition and Loyalty Marketing Division	Develop and execute strategies to acquire new customers, increase customer loyalty and lower churn rates Strategy development for prepaid business
	Brand Management and Customer Communication Division	Manage brand identity, strategic development, integrated marketing communication, and implement ad campaigns Execute store signage/interior design and customer retention plans Integrate marketing resources and cost control Integrate and operate Company website, including e-marketing, online sales and customer service

Consumer Business Group	Mobile Marketing Division	Establish leading content platforms, communication platforms, and mobile advertising solutions
	Digital Media Division	Business management and product quality assurance for online music, online bookstore, mobile gaming and legacy value-added services (VAS) Strategy setting, product planning, development and management of online music, online bookstore and mobile gaming services
	Mobile Commerce Division	Strategy planning, business development and operation management of mobile commerce and online video services Merchandising, digital content development, supply chain management, product mix, marketing promotion, member acquisition management of mobile commerce and online video services Development/management of payment system, logistics and information flows of mobile commerce and online video businesses
	Product Technology Division	Technical consultation and solution analysis for VAS products and CPE technologies Solutions design, systems development and delivery for VAS products and marketing promotions
	Product Infrastructure Division	Design, integrated construction and operation management of the cloud internet data center Design, integrated implementation and operation management of Infrastructure as a service (IaaS) product Design, integrated implementation and operation management of value-added services and innovated products
	Customer Service Division	Customer service and call center management Telemarketing sales and customer retention
	Franchise Division	Supervision of franchisees' product promotion, distribution and customer service
	Open Channel Sales Division	Open channel development, distribution and management of postpaid, prepaid products and agency / sales of mobile phones
	Channel Strategy and Management Office	Channel positioning and deployment, sales targets setting, performance evaluation and devising incentive schemes Planning and managing retail store layouts and displays, sales materials and special campaigns Setting up training programs Products and services promotions, sales skill certifications and sales support
	Business Operations Management Division	Front-end sales/service operation process planning and implementation Back-end resource management and channel performance awards management Sales channel logistics and service fulfillment
Home Business Group		CATV/DTV, broadband internet access (cable modem/FTTx), and connected TV services Implementation of integrated technology solutions for the development of new products and VAS to increase video and broadband internet access penetration rates and overall revenue Expansion of two-way optical network to broaden coverage and ensure better internet access quality and stable cable signals
Enterprise Business Group		Strategy development and business analysis Direct sales and channel development, and customer relationship management Enterprise ICT solutions planning, marketing and execution Enterprise customer service and billing IDC and cloud service development Inter-carrier relations and international business (including international roaming) planning and implementation