

	Mobile business	Cable business	Fixed-line business	Retail business
Market position	Second-largest mobile operator in a five-player market, with a market share of around 29% 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 180K cable broadband subscribers from the cable business)	Ranked among the top three in both online shopping and TV home shopping
Subscriber base	<ul style="list-style-type: none"> ● 7,225K mobile subscribers 	<ul style="list-style-type: none"> ● 584K CATV subscribers ● 180K cable broadband subscribers 	<ul style="list-style-type: none"> ● Around 80K ADSL/FTTx internet access users 	Not applicable

* Source: 2013 financial reports. The difference between the sum of each division and consolidated number was due to inter-division adjustments and eliminations.

Operating Results Review

Consumer Business Group

Benefiting from a continuous increase in mobile data subscriptions bundled with smartphones, the Company's mobile internet adoption rate among postpaid subscribers rose to 54% from 42% a year ago, boosting its VAS revenue as a percentage of mobile service revenue to 39%. As a result, mobile service revenue grew 6% YoY. This, together with handset sales, lifted CBG's total revenue by 8% from a year ago.

Home Business Group

HBG's 2013 revenue rose 2% from a year ago due to revenue growth from its digital TV and cable broadband businesses. Growth is attributed to an expanding digital TV penetration rate and higher adoption rate for high-speed cable broadband services.

Enterprise Business Group

EBG's 2013 revenue grew 3% YoY, largely due to an expanding client base, which boosted its enterprise mobile revenue by 13% YoY. EBITDA rose 9% from a year ago due to rising revenue and strict cost/expense control.

Fubon Media Technology

momo's main growth driver came from the continuous expansion of its online shopping business. Revenue from online shopping grew 43% YoY in 2013, while EBITDA increased close to 30%.