

# Chapter 1 Company Highlights

## Vision

### 20 Years of Glory, Innovation beyond Imagination

The year 2017 represents a new milestone in Taiwan Mobile's history as the Company marks its 20th anniversary by commemorating "20 Years of Glory, Innovation Beyond Imagination" and continues its mission to blaze new trails with unprecedented innovations. As a pioneer of digital convergence in Taiwan, TWM is not only a telecommunications operator, but also an internet company. Facing the challenges of a rising digital economy, TWM is focusing its efforts on four big industries – Telecom, Internet, Media and Entertainment (TIME) – to retain its lead in the field of digital convergence, providing customers with brand new experiences in the digital era, while fulfilling its corporate social responsibility (CSR).

## Core Competency

Taiwan Mobile's new "6C" – Coverage/Convergence/Content/Channel/Cloud/CSR – strategy is designed to enhance its competitiveness as a leader in digital convergence and corporate social responsibility. The Company aims to provide the best services with the fastest download speed and the widest coverage; lead the market with creative "my" apps and Internet of Things (IoT) services; create the best user experience through in-depth research and development of 5G technology and applications to provide world-class information security; and promote corporate governance, environmental sustainability and social collaboration to create the best value for its shareholders, employees and the public.

## Brand Image

The past two decades have witnessed Taiwan Mobile's transformation from a pure telecom operator into an internet company focusing on digital convergence. The Company is actively integrating its core competencies and resources to achieve its aim of becoming a sustainable enterprise. It is committed to advancing the 17 Sustainable Development Goals of the United Nations by promoting ethical governance, environmentally friendly practices and social engagement to establish TWM's brand image based on a sustainable value chain where it can exert a positive influence.

Aside from higher bandwidths and faster download speeds, digital convergence and cloud-based applications and services are the keys to creating a mobile lifestyle in the 4G era.

With the firm belief that technology can make life richer and more convenient, Taiwan Mobile has never stopped its quest to provide new services and technologies that are ahead of the curve. In 2016, TWM launched Wali the smart wallet, a mobile app that can be used as an MRT EasyCard or iPASS card. Wali leads the mobile payment market with the highest number of users. TWM's myVideo and myBook are also the leaders in their markets.

To meet consumers' needs and demands, TWM has turned complex technologies into simple, practical and user-friendly services. The Company is committed to pursuing the highest standards in providing services to our customers.