

# Chapter 1 Company Highlights

## Vision

On the 20th anniversary of its founding last year, Taiwan Mobile (“TWM”) announced its strategic shift from a traditional telecommunications operator into an integrated technology, media and telecommunications company to meet the innovations and challenges of the Internet of Things (IoT) and 5G era. Its 6C – Coverage/Convergence/Content/Channel/Cloud/CSR – strategy is designed to enhance its competitiveness and maintain its lead as the most profitable telecommunications company. The Company strives to meet world-class standards by leveraging off its core competencies and resources to achieve the goals of “CSR Vision 2020” ahead of schedule. Furthermore, TWM is developing its CSR Blueprint for 2030 named “Zetta Connected! 2030” to enhance corporate governance, environmental sustainability and social collaboration to create the best value for its shareholders, employees and the public.

## Core Competency

Taiwan Mobile applies its core 6C strategy to provide customers with the best service quality via the fastest network speed and the widest coverage, exploit its advantages by fully integrating all Fubon Group resources, maintain its leadership in the market through its creative “my” apps, and develop IoT/big data services as well as 5G technology and applications to create multiple and diverse business opportunities. A model for international standards in corporate sustainability, TWM was the first company in Taiwan to comply with the 17 targets of the UN Sustainable Development Goals. The Company is also a constituent of the Dow Jones Sustainability World Index (DJSI World), ranking second in the global telecoms industry. With the anticipated arrival of the IoT and 5G era, TWM aims to be the leader in digital convergence by adhering to the philosophy of "Think Sustainable, Act Responsible."

## Brand Image

With "Think Sustainable, Act Responsible" as its central philosophy, Taiwan Mobile has integrated its core competencies and resources to promote seven crucial values: ethical operation, sustainable partnerships, brand excellence, innovative accomplishments, environmental sustainability, a happy workplace and social inclusion.

To prepare for the IoT and 5G era, TWM is building a forward-looking network, including the construction of a telecommunications cloud platform, a virtual cloud network and small cells infrastructure to provide more application services for digital convergence and cloud technology. The Company has expanded cooperation across industries through Internet of Vehicles (IoV) and IoT services. Leveraging off the Group's resources, TWM has expanded its investment in a multinational entertainment agency to enrich its sports and entertainment video content, and introduced the industry's first multi-screen integrated video platform that provides consumers, at home or away, an integrated and synchronized all-round audio-visual entertainment experience, creating new opportunities for Taiwan's film and television industry. In addition, the Company has developed Taiwan's first instant messaging mobile payment service that connects directly to banks, providing users with a brand new and convenient smart payment experience.

With “Simplicity, Innovation, Passion and Integrity” as its guiding principles, Taiwan Mobile is committed to pursuing new technologies and service innovations. The Company's goal is to turn complex technologies into simple, practical and user-friendly services to bring a whole new experience and create more value-added services for our customers. Taiwan