

Chapter 4 Operational Highlights

Performance by division

	Consumer Business Group	Enterprise Business Group	Home Business Group	Retail Business
Brand name	Taiwan Mobile	TWM Business Solution	TWM Broadband	momo
Services	<ul style="list-style-type: none"> ● Voice, data and mobile value-added services for consumers 	<ul style="list-style-type: none"> ● Voice and data mobile services for enterprises ● Fixed-line services ● Cloud and enterprise total solutions 	<ul style="list-style-type: none"> ● Pay TV services (CATV/DTV) ● Cable broadband services ● Others 	<ul style="list-style-type: none"> ● E-commerce ● TV home shopping ● Mail order

Unit: NT\$m

	Telecom business		Cable business	Retail business
	Mobile business	Fixed-line broadband business		
Market position	Second-largest mobile operator in a five-player market, with a market share of around 30% in terms of mobile service revenue	One of top three internet service providers (ISP), with a market share of 4.4%	Fourth-largest multisystem operator (MSO), covering about 11% of households in Taiwan	Ranked in the top 2 in B2C e-commerce
2017 revenue*	77,372		6,392	33,239
2017 EBITDA*	27,516		3,276	1,515

* Source: 2017 financial reports. The difference between the sum of each division and consolidated numbers was due to inter-division adjustments and eliminations.

Scope of Business

Business overview

Telecom Business

1. Telecom products and services

Consumer Business Group (CBG)

The Consumer Business Group is mainly engaged in providing mobile communication services to individual users. The Company offers a wide range of products, including SIM cards for postpaid subscribers, SIM and reloadable cards for prepaid subscribers that can be used for making/receiving calls, and value-added services, such as short messaging service (SMS), data and multimedia. Communication services related to Internet of Things products, such as wearable devices, have also emerged in recent years.