

Chapter 1 Company Highlights

Vision

Moving towards its 22nd anniversary, Taiwan Mobile (“TWM”) not only sets a new corporate standard but also shifts from a traditional telecommunications operator into an integrated technology, media and telecommunications company to meet the innovations and challenges of the IoT, AI and 5G era. Going forward, TWM will continue to apply its 6C strategy by actively embracing technologies that will facilitate innovation and help it face the challenges of a digital economy, while adopting its 5“G”+ strategy (Gift – digital transformation based on in-house big data, user base, and online-offline channel operations; Group – more synergy with momo, AppWorks and other strategic partners; Grit – long-term vision of an ecosystem beyond 5G; Green – environmental awareness and corporate sustainability; GSEA(Greater South East Asia)– expanding footholds in South East Asia to become a regional enterprise).

TWM is focused on promoting world-class sustainability management by adhering to the philosophy of “Think Sustainable, Act Responsible.” TWM will strive to advance its “Zetta Connected 2030” Project to enhance corporate governance, environmental sustainability and social collaboration to create the best value for its shareholders, employees and the public, and to continue to lead cross-generational dialogues to boost Taiwan's international competitiveness.

Core Competency

Taiwan Mobile applies its core 6C -- Coverage/Convergence/Content/Channel/Cloud/CSR – strategy to provide customers with the best service quality via the fastest network speed and the widest coverage, exploits its advantages by fully integrating Fubon Group’s resources, maintains its leadership in the market through its creative “my” apps, and develops AI/Big Data/IoT/IoV and cloud services, as well as 5G technology and applications, and the 5“G”+ strategy, 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 was also selected as a constituent of the Dow Jones Sustainability World Indices (DJSI World) for two years in a row, ranking first in the telecommunications industry.

Brand Value

As Taiwan Mobile will soon mark its 22nd anniversary, the Company has not forgotten where it started and is now embracing change, striving to shape a brighter future for all of our stakeholders. To welcome the new connected era of 5G, and aspiring to become an international sustainable corporation, TWM is proactively integrating all core knowledge and resources. As its CSR Blueprint “Zetta Connected 2030” suggests, the Company aims to create seven crucial values for stakeholders: ethical operation, sustainable partnerships, brand excellence, innovative accomplishments, environmental sustainability, a happy workplace and social inclusion. In doing so, the Company aspires to build a sustainable value chain and make the most positive impact on our brand.

Innovation and change are integral components of the Company’s transformation, and they will be the keys to supporting its entry into a new era. Preparing for its 5G transformation, the Company is leveraging integration with the Fubon Group

and utilizing the abundant resources of its partners to build industrial internet-of things (IIoT), artificial internet-of-things (AIoT) and AI supercomputers, while creating a cloud platform. Apart from preparing for the transition to 5G in 2020, these initiatives also offer a diversity of approaches in how we use technology in our daily lives, from communication and banking to environmental quality monitoring management. For example, M+ (Mobile is your Desktop Phone) forms our mobile extension service, while M+ Red Envelope and MyAir pocket PM2.5 detectors are products of IoT and cloud technology. These innovations are giving consumers brand new experiences in their technological lives.

Taiwan Mobile is also actively constructing a multimedia streaming platform, where it will produce its own programs and combine myVideo/myMusic/myBook with new content services. In this way, consumers will be able to enjoy an all-around multimedia experience. The Company is proud to be the leader of sustainable digital streaming providers, as it diversifies into the four business areas of T.I.M.E. (Telecom, Internet, Media & Entertainment, and E-commerce). This should entice clients and our stakeholders into a brand new technological experience and facilitate the Company's leap into the new digital era.

Starting with technology and human nature and welcoming the ever-changing 5G era, Taiwan Mobile will continue to have "Innovation" as the core value of the company and to adopt the 5"G"+ strategy, as it continues to aim for the maximization of its values and bring a brighter future to its stakeholders.

Date of Incorporation

The Company was founded on February 25, 1997.

Awards and recognitions from 2018 up to the publication date in 2019

January	2019	Received a Silver Class Distinction from sustainability investment specialist RobecoSAM in its 2019 yearbook.
December	2018	First Taiwanese telecommunications company rated Prime by ISS-oekom.
December	2018	Received internationally renowned Swiss firm SGS' Qualicert certification for its direct stores channel, myfone and customer services for the seventh time in a row.
December	2018	Two myfone store managers honored with Excellence Store Manager Awards by the Taiwan Chain Stores and Franchise Association.
December	2018	Received the top award for 2018 Buying Power – Social Innovation Products and Services Purchase Reward Program by the Small and Medium Enterprise Administration, Ministry of Economic Affairs.