

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 ● Cable broadband services 	<ul style="list-style-type: none"> ● E-commerce ● TV home shopping

Unit: NT\$m

	Telecom business		Cable TV business (CATV)	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 28% in terms of mobile service revenue	One of top three internet service providers (ISP), with a market share of 4.4%	Fourth-largest multiple system operator (MSO), covering about 11% of households in Taiwan	Ranked first in B2C e-commerce
2018 revenue*	70,031		6,345	42,017
2018 EBITDA*	26,192		3,188	1,743

* Source: 2018 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)

Besides providing basic mobile voice and broadband services, the Company also offers diversified value-added services to meet customers' needs for entertainment and smart living. These value-added services include video and music streaming, mobile commerce, instant messenger, IoT related services and wearable devices.

Enterprise Business Group (EBG)

The Enterprise Business Group offers information and communication integrated total solutions to enterprise clients. Backed by its solid experience in telecoms, ranging from mobile and fixed-line voice & data to internet and cloud services, TWM can serve as a partner in AI, IoT, cloud, ICT and information security services for enterprise clients.