

## **Brand Value**

To welcome the new connected era of 5G, TWM proactively integrated all core knowledge and resources in 2019. As its CSR Blueprint “Zetta Connected 2030” suggests, the Company aims to create seven crucial values for stakeholders: ethical operations, sustainable partnerships, brand excellence, innovative accomplishments, environmental sustainability, a happy workplace and social inclusion. In doing so, it aspires to build a sustainable smart value chain and make the most positive impact on the brand.

With “Super 5G” as its principal strategy, TWM is actively deploying in the fields of AI, big data and IoT services, investing innovative R&D capabilities into the construction of a 5G infrastructure and the development of killer applications to provide consumers with the ultimate smart living experience. In January, TWM showcased its 5G capabilities, becoming the first telecom operator in Taiwan to send out signals on 5G 3.5GHz. In the same month, it introduced the myAir portable PM2.5 detector, the first-ever IoT product designed and developed by TWM. In March, it surpassed its peers in introducing the Cloud PBX, putting the traditional switchboard into the cloud. In July, it worked with a hundred corporate partners to form the “5G super league” – covering areas like 5G communications, smart stadium and smart living. In August, it joined hands, once again, with Asustek and Quanta in the expansion project of Taiwan 2 – NARLabs’ AI and big data computing machine – demonstrating TWM’s strength and capability in data technology.

Sustainable benchmarking is an important brand value for TWM. In 2019, the Company earned plaudits at home and abroad for corporate governance, environmental-friendly practices and social participation. In terms of corporate governance, it led the telecommunications industry in EPS for the eighth consecutive year and was included in the top 5% of listed companies in the “Corporate Governance Evaluation” conducted by the Taiwan Stock Exchange and Taipei Exchange for the fifth time. In social participation, TWM promoted technology education and assisted charity groups in implementing digital applications, working with myBook and major publishers in March to launch the “Digital Wings” project, helping 10,000 disadvantaged teenagers boost their digital competitiveness and foreign language abilities. With regards to environmental sustainability, the Company adopted energy-saving and carbon-reduction initiatives, trumping its peers in June when it received recognition for passing SBT (Science Based Targets) inspection, setting a role model for sustainability in Taiwan’s telecom industry. TWM also participated in GeSI’s Digital with Purpose: Delivering a SMARTer2030 research report and presented the world with TWM myAir, a base station smart energy-saving system, HomeSecurity and other services, highlighting TWM’s positive values and contributions to global sustainable development.

Dare to change and magnify the world. In 2020, TWM is boldly moving forward with its “Super 5G” strategy to highlight the positive impact of its brand value and usher in the greatest value and best lifestyle for its eight main stakeholders.

## **Date of Incorporation**

The Company was founded on February 25, 1997.

## **Changes in shareholdings of directors and major shareholders**

Refer to page 67 “Changes in shareholdings of directors, managers and major shareholders”.