

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”.

Other matters of material significance that could affect shareholders' equity and the Company: none

Awards and recognitions from 2019 up to the publication date in 2020

January	2020	Received a Silver Class Distinction in sustainability investment specialist SAM's 2020 yearbook.
January	2020	Recognized as an A-list climate change enterprise by CDP, the world's largest carbon disclosure organization.
January	2020	Recognized for its Excellent Performance in the Executive Yuan's 2019 National Critical Infrastructure Protection drills, the only telecom company to receive such a distinction
December	2019	Received the second-highest award and a special award from the 2019 Buying Power – Social Innovation Products and Services Purchase Reward Program by the Small and Medium Enterprise Administration, Ministry of Economic Affairs.
December	2019	Received internationally renowned Swiss firm SGS' Qualicert certification for its direct stores channel, myfone and customer services for the eighth time in a row.
December	2019	Received an award for Best in Water Conservation by a Non-industrial Company from the Water Resources Agency, Ministry of Economic Affairs.
December	2019	Two myfone store managers honored with Excellent Store Manager Awards by the Taiwan Chain Stores and Franchise Association.
November	2019	Received 10 recognitions at the 2019 Taiwan Corporate Sustainability Awards: corporate sustainability, transparency and integrity, social inclusion, climate leadership, supply chain management, people development, creativity in communication, top 50 corporate sustainability reports (platinum award in the ICT sector), English report, and the most prestigious Top 10 Models for Corporate Sustainability.
November	2019	Received an award for "voluntary energy conservation" from the Bureau of Energy, Ministry of Economic Affairs.
September	2019	Selected as a constituent of the Dow Jones Sustainability World Indices (DJSI World), ranking top two in global telecommunications. Also selected as a constituent of the DJSI emerging market indices for the eighth year in a row.
September	2019	Received commendation at the 2019 Sports Promoter Awards – Sponsorship Award Gold Class and Long-term Corporate Supporter – from the Sports Administration, Ministry of Education's Sports Administration.

September	2019	Received the following commendations at the 2019 Asian Excellence Award – Best Investor Relations Company, Best CEO and Best CFO – from Corporate Governance Asia magazine.
August	2019	Received the Excellence in Corporate Social Responsibility Award in the telecommunications industry from Commonwealth magazine for the 12th consecutive year.
August	2019	Won an SGS Information Security Management Excellence Award.
Jun	2019	The only telecommunications company in Taiwan to pass the greenhouse gas emission reduction targets set by the Science-Based Targets Initiative (SBTI).
May	2019	Ranked among the top 5% of listed companies in “Corporate Governance Evaluation” for the fifth year in a row by the Taiwan Stock Exchange and Taipei Exchange.
April	2019	Honored with the 2019 Annual CSR Survey – Telecom Service Industry and Outstanding Solutions – Public Welfare Awards at the 15th CSR Award organized by Global Views magazine.
April	2019	Selected as a constituent of the FTSE4Good TIP Taiwan ESG Index.
January	2019	Received a Silver Class Distinction in sustainability investment specialist SAM’s 2019 yearbook.

Milestones

February	2020	Secured the spectrum blocks F22 to F27 in the 3.5GHZ band and G24 to G25 in the 28GHZ band at the location bidding.
January	2020	Secured 60MHz of spectrum in the 3.5GHz band and 200MHz in the 28GHz band at the quantity bidding.
November	2019	Invested NT\$600 million (US\$20M) in AppWorks Fund III, which is managed by AppWorks, making it a major investor of this VC fund.
August	2019	Hosted its first Circular Economy Forum, with TWM president Jamie Lin and 14 strategic partners signing a "Circular Economy Cooperation Declaration."
July	2019	2018 TLPGA Taiwan Mobile Ladies Open made the Guinness World Records for “the most holes-in-one in a single tournament.”
July	2019	Built a 5G super league with nearly 100 high-tech business operators, making it the largest smart ecosystem in Taiwan.
July	2019	Established the momo TV channel in cooperation with Fubon Group, making it the first 4K TV family channel in Taiwan
January	2019	Launched myAir, a portable PM2.5 detector.