# **Chapter 4 Operational Highlights**

# Performance by division

	Consumer	Enterprise	Home	Retail
	Business Group	Business Group	Business Group	Business
Brand name	Taiwan Mobile	TWM Business Solution	TWM Broadband	momo
Services	Voice, data and mobile	Voice and data mobile	Pay TV services	E-commerce
	value-added services	services for enterprises	(CATV/DTV)	TV home shopping
	for consumers	Fixed-line services	Cable broadband	
		Cloud and enterprise	services	
		total solutions	Others	

Unit: NT\$mn

	Telecom business		Cable TV business	
	Mobile business	Fixed-line broadband business	(CATV)	Retail business
Market position	Second-largest mobile operator in a five-player market, with a market share of around 25% in terms of mobile subscribers	One of top three internet service providers (ISP), with a market share of 4.5%	Fourth-largest multiple system operator (MSO), covering about 11% of households in Taiwan	Ranked first in B2C e-commerce
2019 revenue*		67,385	6,090	51,830
2019 EBIT*		13,257	2,092	1,656

<sup>\*</sup> Source: 2019 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**

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/smart home devices.

### **Enterprise Business Group**

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