

Chapter 1 Company Highlights

Vision

With the advent of the IoT, AI and 5G era, Taiwan Mobile (“TWM”) has transitioned into an internet company, and has introduced its core brand spirit “Open Possible.” The Company has adopted a “Super 5G” strategy that embraces innovative technologies to build up a diverse business encompassing “T.I.M.E.” – Telecom, Internet, Media & Entertainment, and E-Commerce. Bearing in mind the greatest common interests of its eight key stakeholders, TWM provides “Integration” for tech solutions, “Intelligence” for applications, “Individuality” for personal experiences, and new “Inspiration” and perspectives.

In addition, TWM is determined to pursue world-class sustainability standards, and started its “Zetta Connected 2030” Project to enhance corporate governance, environmental sustainability and social collaboration. Guided by its philosophy of “Think Sustainable, Act Responsible,” TWM is committed to supporting users’ efforts to fulfill their visions and dreams, as well as creating greater value for its shareholders, employees and the public, aiming to open endless possibilities for future generations.

Core Competencies

Taiwan Mobile focused on six core competencies (6C) – Coverage, Convergence, Content, Channel, Cloud and Corporate social responsibility (CSR) – to bolster its competitiveness. To realize its goals, the Company has adopted a Super 5G strategy: leveraging its 7.3 million user base and big data (Gift); promoting synergy among group companies, such as cable TV giant Kbro, e-commerce leader momo, and startup accelerator AppWorks (Group); implementing a 10-to-15-year long-term plan to develop a Super 5G ecosystem (Grit); fulfilling our fundamental love for Taiwan, humanity and the Earth (Green); and expanding our vision by developing into an international enterprise serving Greater Southeast Asia (GSEA).

TWM kicked off its re-branding project in 2020 and formally introduced 5G services on July 1. By the end of 2020, the Company had a wider 5G coverage than its local peers, with 6,000 3.5GHz super high-speed “true 5G” base stations, while 5G subscribers surged to over 500,000 within seven months. Apart from targeting users who need both mobile internet and fiber optic internet with its Double Play discount package, TWM collaborated with various partners to develop new applications using 5G platform and technologies. The Company teamed up with Riot Games to launch mobile games in Taiwan, including “League of Legends: Wild Rift.” TWM also teamed up with global GPU graphics chip giant NVIDIA to bring the GeForce NOW (GFN) cloud gaming platform to Taiwan. As for corporate users, apart from displaying smart stadium applications at Xinzhuang Baseball Stadium, TWM also joined forces with Formosa Plastics Transport Corp. — a member of the Formosa Plastics Group — along with other companies, start-ups and universities to develop self-driving vehicles for industry and commerce.

On top of that, TWM has adopted world-class standards of corporate sustainability. In 2020, the Company was selected as a constituent of the DJSI World Index for the fourth consecutive year, ranking first among global telecommunication companies. TWM will continue to leverage its strengths in operations, innovation and other core resources to boost its competitiveness on a broader scale, and strive to open more possibilities.