Chapter 4 Operational Highlights

Performance by division

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

Unit: NT$mn

	Telecom business		Cable TV business	Retail business
	Mobile business	Fixed-line broadband business		
Market position	One of top three mobile operators in a five-player market, with a market share of around 24% in terms of mobile subscribers (w/o 040)	One of top three internet service providers (ISP)	Fourth-largest multiple system operator (MSO), covering about 11% of households in Taiwan	Ranked first in B2C e-commerce
2021 revenue*	64,012		6,237	88,397
2021 EBIT*	9,600		2,176	4,042

* Source: 2021 financial reports. The difference between the sum of each division and consolidated numbers was due to interdivisional 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 Consumer Business Group also offers diversified value-added services to create an integrated mobile entertainment user experience. These value-added services include video and music streaming, mobile commerce, instant messenger, IoT-related services and smart home services.

Enterprise Business Group

The Enterprise Business Group offers a full range of information and communications technology (ICT) integration service solutions to enterprise clients. In addition to providing basic telecommunication services, the Enterprise Business Group can