

III. Brand Values

“Open Possible,” with its promise of doing what does not seem possible, inspires Taiwan Mobile to strive to open up new possibilities for its customers. Whether it’s connecting people or providing new perspectives, the Company aims to inspire and empower users to live smarter and more fulfilled lives. We integrate technologies into a new ecosystem and open up infinite possibilities for people to help them fulfill their wishes. By providing a new generation of solutions, we help every customer open up unlimited possibilities and reach greater heights.

Brand Spirit

We open up more possibilities for each customer through these four commitments:

- Integration: Create an integrated platform to provide technological solutions to make lives more convenient, safer and healthier.
- Intelligence: Leverage Taiwan Mobile's advantages, capabilities and data to build a smarter and connected system that can transcend physical and mental limitations.
- Individuality: Customize products and services according to customers' needs to give them better control and satisfaction.
- Inspiration: Provide richer content to open up new thinking and perspectives for people.

Brand Personality

- Optimistic: We are full of hope for the future and maintain an ever-optimistic attitude in facing various challenges.
- Proactive: We always keep track of the latest trends, develop critical solutions and take concrete action.
- Humanity: We develop technological innovations to provide customers with better services. We always put customers first, as their needs form the core of our work.

IV. Date of Incorporation

The Company was founded on February 25, 1997.

V. Significant Events

Status of mergers and acquisitions and affiliated companies

Refer to page 89 “Shares issued for mergers and acquisitions.”

Refer to page 130 “Affiliates.”

Changes in shareholdings of directors and major shareholders

Refer to page 79 “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 2022 up to the publication date in 2023

February	2023	Ranked among the top 5% in S&P Global's "The Sustainability Yearbook 2023."
December	2022	Earned top honors as an "A" certified company for the third year in a row from the Carbon Disclosure Project (CDP).
December	2022	Selected as a constituent of the Dow Jones Sustainability World Index for the sixth consecutive year, ranking among the top two in the telecommunication sector.
December	2022	Won seven awards at the 2022 National Store Manager Excellence Awards organized by the Taiwan Chain Stores and Franchise Association, with two Taiwan Mobile staffers receiving top honors as outstanding managers.
December	2022	Collaborated with National Cheng Kung University, J-MEX Inc. and Kaohsiung Veterans General Hospital to develop a "children's sensory integration smart cloud," which won the Enterprise Innovation Award at the National Industrial Innovations Awards.
November	2022	Won a Gold Sponsorship Award and a Long-Term Sponsorship Award at the Sports Administration's Sports Benefactor Awards for the sixth straight year.
November	2022	Won a Top 10 Model Enterprises award at the Taiwan Corporate Sustainability Awards, as well as four individual awards for climate leadership, sustainable supply chain management leadership, talent development leadership and social inclusion leadership, in addition to a platinum award for its corporate sustainability report and a silver award for its global corporate sustainability report.
September	2022	Won an Excellence in Corporate Social Responsibility Award from <i>CommonWealth Magazine</i> for the 15th time, with Taiwan Mobile ranking eighth among large enterprises and topping the list of telecommunication companies for the seventh time.
July	2022	Ranked fifth in the second edition of the Greater China Business Sustainability Index and first among Taiwan-based enterprises.
June	2022	Recognized as the No. 1 telecommunication company in Asia (excluding China) and named as one of the most respectable businesses by <i>Institutional Investor</i> magazine, with President Jaime Lin topping the list of Best Executive Officers, and Vice President/CFO Rosie Yu selected as the Best Financial Officer.

May	2022	Won an award at <i>Global Views</i> magazine's 2022 CSR and ESG Awards, making the Annual Honor Roll for the first time and garnering the Model Award in the Human Resources Development category.
April	2022	Ranked among the top 5% of companies that have undergone a Corporate Governance Evaluation for the eighth year in a row, and among the top 10% of companies with a market value of over NT\$10 billion for the fourth straight year.
February	2022	Certified by SGS Qualicert for the 10th consecutive year.
February	2022	Received a Silver Award at S&P Global's "The Sustainability Yearbook 2022."

Milestones

February	2023	The Board of Directors approved the adjustment of its share swap ratio for the merger with Taiwan Star Telecom Co., Ltd. and plans to issue 204 million Taiwan Mobile shares.
November	2022	Gained exclusive distribution rights to the world's most popular game, "League of Legends," in Taiwan.
November	2022	Showcased new technology applications at IT Month, targeting the virtual business opportunities of Metaverse through its MyMoji digital avatar service.
October	2022	Announced a NT\$200 million investment into USPACE, making Taiwan Mobile its largest investor.
October	2022	Launched the new brand "OP Life," creating multiple layers of tailor-made entertainment for customers.
August	2022	Teamed up with Taiwan Web Service Corp. (TWS), Intel Corp. and Asustek Computer Inc. to launch the "5G AI Ready Platform and Co-Lab" – the first cloud network integration platform for private enterprises in Taiwan.
May	2022	Board of Directors officially passed the Company's Net Zero plan to fully eliminate greenhouse gas emissions by 2050, and submitted its science-based targets at the end of 2022.
May	2022	Formally established a board-level ESG Steering Committee and appointed the Company's chairman as committee chairman and five independent directors as committee members to supervise all aspects of ESG decision-making.
May	2022	Participated in the 5G Private Network Exhibition in Asia at the New Bay Area in Kaohsiung, setting a precedent in the country by using a standalone network environment and displaying solutions to support smart patrols and cities.