

## Chapter 4 Operational Highlights

### Performance by division

	<b>Consumer Business Group</b>	<b>Enterprise Business Group</b>	<b>Home Business Group</b>	<b>Retail Business</b>
Brand name	Taiwan Mobile	Taiwan Mobile Enterprise Services	TWM Broadband	momo
Services	<ul style="list-style-type: none"> <li>● Voice, data and mobile value-added services for consumers</li> </ul>	<ul style="list-style-type: none"> <li>● Voice and data mobile services for enterprises</li> <li>● Fixed-line services</li> <li>● Cloud and enterprise total solutions</li> </ul>	<ul style="list-style-type: none"> <li>● Pay TV services (CATV/DTV)</li> <li>● Cable broadband services</li> <li>● Others</li> </ul>	<ul style="list-style-type: none"> <li>● E-commerce</li> <li>● TV home shopping</li> </ul>

Unit: NT\$m

	<b>Telecom business</b>		<b>Cable TV business</b>	<b>Retail business</b>
	<b>Mobile business</b>	<b>Fixed-line broadband business</b>		
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 (excluding 040 prefix)	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
2022 revenue*	65,692		6,333	103,436
2022 EBIT*	10,134		2,170	4,285

\* Source: 2022 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 customers mobile voice and data services, the Consumer Business Group also offers diversified value-added services and exclusive games and devices. These value-added services include video and music streaming, online cloud gaming, mobile devices, instant messenger, IoT-related services, and smart home services. In October 2022, the Company launched “OP Life” – a one-stop integrated service – to give users the ultimate innovative audiovisual experience.