

2025

TAIWAN MOBILE
ANNUAL REPORT

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\$mnn

	Telecom business		Cable TV business	Retail business
	Mobile business	Fixed-line business		
Market position	Ranked second in a three-player market, with a market share of around 32% in terms of mobile subscribers (excluding 040 prefix)	Top three fixed-line business service provider	Fourth-largest multiple system operator (MSO), covering about 11% of households in Taiwan	Ranked first in B2C e-commerce
2025 revenue*	89,388		5,932	108,666
2025 EBIT*	15,606		2,317	3,352

* Source: 2025 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 with mobile voice and data services, the Consumer Business Group offers a wealth of value-added services, exclusive games and devices. This includes video and music streaming, cloud gaming, mobile devices, IoT-related services and Smarter Home services. OP Life and Double-Play packages were launched to offer users the ultimate innovative audiovisual experience.

Meanwhile, the Mycharge electric vehicle charging service was integrated with smart parking partner USPACE to provide a one-stop “parking + charging + payment” smart mobility service. The Company optimizes its eSIM platform to support applications in connected vehicles, wearable devices and pure eSIM devices, integrating digital identity verification services to strengthen mobile service’s data protection and expanding the value of digital lifestyle scenarios. Furthermore, the Company leverages its resources to support the development of emerging technology ventures, focusing on the potential of Web3 and blockchain technology in areas such as digital assets and decentralized applications (dApps). While ensuring regulatory compliance, TWM affiliates explore related platform services to expand the possibilities of the digital financial ecosystem.

Enterprise Business Group

The Enterprise Business Group has implemented and strengthened the “6C Strategy for enterprise customers” – Connectivity, Cloud & Computing, Client Solutions & AI, Cybersecurity, Carbon & Energy Services, and Consulting & Managed Services – to offer one-stop ICT solutions to corporate clients.

2. Telecom revenue breakdown

Unit: NT\$mnn

Item	Year	2025	
		Revenue	% of total
Service revenue		63,938	72%
Device sales		25,450	28%
Total		89,388	100%

3. New telecom products and services

Consumer Business Group

- (1) OP Life one-stop solution: Expand OP Life’s product coverage and negotiate exclusive contracts with developers and device makers, such as mobile games/VR game consoles, e-book readers and other tech products.
- (2) Multi-service bundling for mobile plans: Continue to deepen resource integration with momo.com and plan for OTT media service bundles. This aims to offer more diverse packages to attract users to subscribe to 5G.
- (3) MyCharge charging platform: Increase installation of electric vehicle charging facilities, with over 100 stations and more than 550 charging piles currently in operation to provide users with faster charging services.
- (4) MyVideo streaming service: Expand smart TV models and in-vehicle systems supporting MyVideo, increase user base, build TWM’s brand image by continuously releasing original Taiwanese dramas, and negotiate exclusive brand partnerships with global entertainment companies to provide richer audio-visual services.
- (5) Buy Now, Pay Later (BNPL): Continue expanding BNPL application scenarios by integrating telecom billing and diversified channels, offering users more flexible payment options, supporting cross-platform usage, and enhancing overall customer experience and service stickiness.

Enterprise Business Group

- (1) Connectivity: Strengthen the core telecommunications business, including mobile subscriptions, broadband service, fixed-line resources and submarine cables; reinforce TWM’s leading advantage in the Internet of Vehicles market and expand product application coverage; and leverage our IoT management platform to develop smart meters – for power, water and gas – to facilitate the advancement of smart cities.
- (2) Cloud and Computing: Leverage inherent expertise in telecommunications operations to establish an AI data center compliant with international standards. This facility utilizes energy-saving cooling techniques to support high-density computing power and offers a flexible GPU-as-a-Service (GPUaaS) model. Furthermore, cloud consultancy and managed services are being expanded to construct a comprehensive cloud ecosystem, providing AI model development technologies to assist enterprises in accelerating digital transformation.
- (3) Client Solutions & AI: Continually deepen group resources and the 5G ecosystem to drive cross-industry vertical applications. Future initiatives include cultivating enterprise-level AI solutions that optimize automated and intelligent processes through on-premises architecture, speech recognition and enterprise brain technologies to empower industries’ digital transformation and create innovative value.