

Chapter 1 Company Highlights

Vision

The Company's core vision is to provide customers with the best user experience and become a leader in digital convergence. Maintaining integrity as a core value of the Company ensures that corporate social responsibility takes root, thereby enhancing its ability to maximize the interests of its shareholders as it strives to become a top-tier company globally.

Core Competency

The Company has established a cross-media platform, integrating mobile communications, fixed-line, cable TV and broadband services. Through integration, the Company is able to provide seamless digital convergence services across "multiple screens and a cloud" to meet the demands of the consumers, household and enterprise markets for excellent service and information security. TWM has become a leading player in TIME: telecommunications, internet, media and entertainment.

Brand Image

Changing the way we live and embracing a better future

Technology empowers us with the courage and impetus to move forward. Faced with a rapidly changing world, Taiwan Mobile has always striven to stay a step ahead of the competition. With this in mind, the Company has rapidly built out its 4G network, leading the industry in developing various digital applications and changing the way people connect with the world. The Company's goal is not only to create a rich mobile experience, but also to provide total solutions for its customers as it seeks to transform the face of communication and help consumers embrace a better future.

With its customer-centric approach, Taiwan Mobile has simplified complex technologies into simple, practical, user-friendly services to give customers the most satisfying mobile lifestyle possible. By providing top-notch localized but world-class quality service, Taiwan Mobile has become an integral part of each user's daily life.

Date of Incorporation

The Company was founded on February 25, 1997.

Milestones

March	2015	Granted an additional license for a 5MHz x 2 spectrum in the 700MHz band by the National Communications Commission (NCC), making TWM the sole proprietor of the largest contiguous 20MHz on the 700 frequency band.
August	2014	Awarded 1800MHz license and was the first to adopt carrier aggregation on the 700/1800 frequency bands for LTE services.
June	2014	Launched 4G services on the 700MHz band.

June	2014	Richard Tsai and Daniel Tsai were re-elected Chairman and Vice Chairman, respectively, at the first meeting of the seventh Board of Directors.
April	2014	Received approval from the NCC to apply for 4G network roll-out.
January	2014	James Jeng was appointed President at the 16 th meeting of the sixth Board of Directors.
November	2013	Internet Data Center (IDC), which received an Uptime Institute Tier III certification for design and construction, began operations.
October	2013	Won two 15MHz x 2 blocks on the 700MHz (spectrum A4) and 1800MHz (spectrum C1) bands in the 4G auction.
November	2012	Launched mobile video service, myVideo.
May	2012	Launched an instant messaging service, M+ messenger.
August	2011	Company's capital was down to NT\$34.2bn after a capital reduction of NT\$3.8bn.
June	2011	Richard Tsai and Daniel Tsai were re-elected Chairman and Vice Chairman, respectively, at the first meeting of the sixth Board of Directors.
April	2011	The Board of Directors approved the acquisition of a 51% stake in Fubon Multimedia Technology (also known as momo) for NT\$8.35bn through TWM's 100%-owned subsidiary Wealth Media Technology.
October	2010	Cliff Lai and Vivien Hsu were appointed Co-Presidents at the 17 th meeting of the fifth Board of Directors, effective January 1, 2011.
May	2010	TFN Media Co., Ltd. (TFNM), a TWM affiliate, acquired a 45% stake in Taiwan Kuro Times Co., Ltd. TFNM raised its stake to 100% in August 2011.
January	2009	Founded Taipei New Horizon Co., Ltd. (a 49.9% holding) with Fubon Land Development Co., Ltd. to develop a cultural park at the site of the old Songshan tobacco plant under a 50-year BOT contract with the Taipei City Government.
June	2008	Richard Tsai and Daniel Tsai were re-elected Chairman and Vice Chairman, respectively, at the first meeting of the fifth Board of Directors.
February	2008	Introduced three new brands – Taiwan Mobile, TWM Broadband and TWM Solution – to provide consumers, households and enterprises with integrated telecommunication services, including wireless communication, cable TV and fixed-line services.
December	2007	Company's capital was down to NT\$38bn after a capital reduction of NT\$12bn.
August	2007	Acquired a 45% stake in Taiwan Telecommunication Network Services Co., Ltd. (TTN). TWM raised its stake to 100% in August 2008 and merged it into Taiwan Fixed Network Co., Ltd. (TFN).
April	2007	Acquired an 84% stake in TFN. TWM acquired full ownership of TFN in December 2007.
January	2007	Launched 3.5G (HSDPA) services.

August	2006	Richard Tsai and Daniel Tsai were re-elected Chairman and Vice Chairman, respectively, at the 10 th meeting of the fourth Board of Directors.
June	2005	Richard Tsai and Daniel Tsai were re-elected Chairman and Vice Chairman, respectively, at the first meeting of the fourth Board of Managing Directors.
May	2005	First in Taiwan to launch 3G (WCDMA) services.
November	2004	Joined the Bridge Mobile Alliance, the largest mobile alliance in Asia.
August	2004	Acquired a 67% stake in Mobitai, increasing its subscriber base to 8.2 million. TWM acquired full ownership of Mobitai In January 2006 and merged it into TransAsia Telecommunications (TAT) in December 2007.
July	2003	Harvey Chang was appointed President and CEO at the 15 th meeting of the third Board of Directors.
July	2003	Daniel Tsai and Richard Tsai were elected Chairman and Vice Chairman, respectively, at the 2 nd meeting of the third Board of Directors.
August	2002	Listed on the Taiwan Stock Exchange.
May	2002	C. S. Chen was appointed President at the 2 nd meeting of the third Board of Directors.
April	2002	Jack T. Sun and Joseph Lee were re-elected Chairman and Vice Chairman, respectively, at the 1 st meeting of the third Board of Directors.
February	2002	Granted a 3G license.
July	2001	Acquired a 95.62% stake in TransAsia Telecommunications (TAT), boosting its subscriber base to 6.42 million. TWM acquired full ownership of TAT in June 2006 and merged it into TWM in September 2008.
November	2000	Ray-Ying Fan was appointed President at the 8 th meeting of the second Board of Directors.
September	2000	First private telecom operator to trade on Taiwan's OTC market.
June	1999	Jack T. Sun and Joseph Lee were re-elected Chairman and Vice Chairman, respectively, at the 1 st meeting of the second Board of Directors.
January	1998	Started commercial operations.
December	1997	First nationwide private operator to obtain a GSM 1800 network operating license.
February	1997	Company was incorporated.
January	1997	Jack T. Sun and Joseph Lee were elected Chairman and Vice Chairman, respectively, while Lai-Ting Zou was appointed President at the 1 st meeting of the first Board of Directors.
May	1996	Prepared for the Company's incorporation.

Awards and recognitions from 2014 up to the publication date in 2015

March	2015	Received honors in the categories of Taiwan's Best Managed Public Companies, Best Corporate Governance, Best Investor Relations and Best Committed to Paying Good Dividends in <i>FinanceAsia</i> magazine's 2015 Asia's Best Companies Poll.
December	2014	Received the internationally renowned Swiss SGS Qualicert certification for its quality direct stores channel, myfone, for the second time.
November	2014	Received the following awards from the Taiwan Institute for Sustainable Energy Research: "Taiwan's Top 10 Role Model Company for Sustainability," the "Integrity and Transparency Award," the "Role Model Award for Community Service and Outreach" and the "2014 Taiwan's Top 50 Corporate Sustainability Report Award – Gold Award in Telecom Sector".
October	2014	Received "The Best of Asia: Icon on Corporate Governance, Taiwan region" award for the second consecutive year, making it eight years in a row that TWM has received an award from <i>Corporate Governance Asia</i> magazine.
September	2014	TWM's internet data center (IDC) received an ISO 27001 certification on information security management.
September	2014	TWM's cloud computing service received the EuroCloud Star Audit IaaS 4-star certificate.
September	2014	Selected as a member of the Dow Jones Sustainability Indices' Emerging Markets Index for the third year in a row.
August	2014	First telecom operator in Taiwan to receive the International Standards on Assurance Engagements (ISAE) 3000 certification for its 2013 CSR report.
July	2014	Received the highest "A++" rating and ranked as one of the top five listed companies in "Transparency and Information Disclosure" from Taiwan's Securities and Futures Institute for the ninth year in a row.
June	2014	Received the "Trusted Brand Gold Award" for the eleventh consecutive year from <i>Reader's Digest</i> .
May	2014	Winner of the "Corporate Social Responsibility Award" by <i>Global Views Monthly</i> for the seventh time.
April	2014	Sole Taiwanese recipient of the "Brill Awards for Efficient IT" for its IDC's green and energy-saving design.
January	2014	Received ISO 50001 certification for its IDC's energy-efficient management.

