

## Ch.1 Company Highlights

### Vision

The Company's core vision is to provide the best communication experience for its customers. Its aim is to become a leader in digital convergence, offering integrated information, telecommunication and media services to enhance the Company's value and maximize shareholders' interests.

### Core Competency

The Company has expanded its communication platform to cover mobile, fixed-line, cable TV and broadband services. Through innovation, the Company is able to provide integrated "Quadruple Play" services that meet the demands of the consumer, home and corporate markets for excellent service and information security.

### Company Profile

Taiwan Mobile Co., Ltd. was incorporated in the Republic of China ("ROC") on February 25, 1997. The first non-state owned company to receive a GSM 1800 license, TWM was



also the first private telecommunications company to go public and the first wireless operator to launch 3G services using Wideband Code-Division Multiple Access (WCDMA) technology.

To expand its operational scale, the Company acquired southern regional operator TransAsia Telecommunications Inc. in July 2001 and central regional operator Mobitai Communications in August 2004, lifting its combined market share to around 30% of telecom service revenue. The Company further acquired Taiwan Fixed Network Co. Ltd. and Taiwan Telecommunication Network Services Co., Ltd. in 2007, allowing it to offer a "Quadruple-Play" of services covering mobile, fixed-line, cable TV and broadband.

Taiwan Mobile's shares began trading on the ROC's Over-the-Counter Securities Exchange in 2000. In 2002, the Company's shares were listed on the Taiwan Stock Exchange (Ticker: 3045) and included in the Taiwan 50 Index and Morgan Stanley Composite Index. The Company's commitment to improving corporate governance won recognition in 2004 and 2006, with citations for "Best Corporate Governance" in Taiwan by *Euromoney*. It was also granted "CG6001" and "CG6002" certifications from the Corporate Governance Association in 2006 and 2007, respectively, and awarded the "Excellence in Corporate Social Responsibility" and ranked No. 1 in corporate governance by *CommonWealth magazine* for the second year in a row since 2007.

Since its inception, the Company has strived to provide customers with products that best meet their needs, as well as high-quality and secure communication services. Taiwan Mobile was the first company worldwide to obtain an ISO 27001 Information Security Management System certification, demonstrating its dedication to protecting customer privacy and providing world-class security. The Company's customer service has also won numerous commendations from different media outlets. In 2004, the Company won *Next magazine's* "Best Customer Service Mobile Telecom Operator in Taiwan" award. The following year, the Company garnered the "2005 Excellent Service Award" from *Global Views Monthly* and was ranked No.1 in Taiwan's telecommunications service sector. The Company was also a recipient of *Reader's Digest's* "Gold Trusted Brand Award" from 2004 to 2008. Moreover, the Company was ranked in Taiwan's top 10 of "Asia's 200 Most-admired Companies" by *The Wall Street Journal*. Taiwan Mobile was the sole telecom awardee.

While insisting on providing premium services, Taiwan Mobile is also committed to further enhancing corporate governance and promoting employees' well-being. Looking ahead, the Company will continue to strengthen its competitiveness to achieve its goal of becoming the most reliable telecom operator in Taiwan and create a paradigm for telecom services in the new era.

In 2007, Taiwan Mobile was awarded the "Excellence in Corporate Social Responsibility" and ranked No.1 in corporate governance sector by *CommonWealth magazine*. In the same year, It also received *Global Views Monthly's* third annual "Corporate Social Responsibility Award – Service Sector Category" for its exemplary achievements in strategy, management, financial transparency and corporate social responsibility.





Hosted the Fifth Members Forum for Bridge Mobile Alliance



Established Taiwan Mobile Cloud Leopards Basketball Team



## Milestones

### 2008

#### January

Introduced a revolutionary rate plan – “My Hour” – which allows users to choose a time slot when they can make 8 or 12 hours of free intranet calls.

### 2007

#### December

Taiwan United Communications Co., Ltd. (TUC), a subsidiary of the Company, increased its stake in Taiwan Telecommunication Network Services Co., Ltd. (TTN) up to 99.53%.

#### December

Taihsing International Telecommunications Co., Ltd. (TIT), a subsidiary of the Company, acquired 100% holdings in TFN.

#### December

To simplify investment structure, Mobitai Communications Co., Ltd merged into TransAsia Telecommunication Inc. (TAT).

#### December

The Company's capital reduced to NT\$38bn after a capital reduction of NT\$12bn.

#### October

Hosted the Fifth Members Forum for Bridge Mobile Alliance – Asia Pacific's largest mobile alliance group – which was held in Taiwan for the first time.

#### October

Signed an agreement with Hurray! Holdings to acquire Hurray! Times Communications Co. in China to facilitate development of mobile content.

#### September

Established Taiwan Mobile Cloud Leopards Basketball Team to join the Taiwan Super Basketball League (SBL).

#### August

Acquired a 45% stake in Taiwan Telecommunication Network Services Co., Ltd. (TTN), one of the top three Internet service providers in Taiwan, to expand its footprint in the corporate market.

#### June

Announced NT\$12bn capital reduction plan to raise its return on equity.

#### April

Acquired an 84% stake in Taiwan Fixed Network, combining telecommunications and media businesses to enhance its competitiveness.

#### March

Announced to tender offer TFN at NT\$8.3 per share through the Company's subsidiary, Taihsing International Telecommunications Co., Ltd. (TIT).

#### January

Launched 3.5G (HSDPA) service which allows maximum access speeds of 3.6Mbps in Taipei and Hsinchu.

### 2006

#### December

Became the first in Taiwan to provide BlackBerry service, the world's No.1 mobile email solution.

#### August

Richard Tsai and Daniel Tsai were elected as Chairman and Vice Chairman, respectively, at the tenth session of the fourth Board of Directors.

#### June

Acquired full ownership of TransAsia Telecom by purchasing the remaining minority stake.

#### January

Launched a revolutionary rate plan called “my Zone” which allows customers to select one of five zones as their home zone and enjoy discounted rates when making calls to people within this designated zone.

#### January

Acquired full ownership of Mobitai by purchasing the remaining minority stake.

### 2005

#### August

Launched OneNet service with TransAsia Telecommunications and Mobitai to provide discounted intranet calls and uniform services to customers of all three companies.

#### June

Merged Taiwan Tele-Shop and integrated 132 of TTS' employees.

#### May

Soft launch of its 3G services – “catch 3! catch your eyes!” – to symbolize the start of a new era in mobile communications in Taiwan.

#### April

Changed its English name from Taiwan Cellular Corp. to Taiwan Mobile Co., Ltd., (TWM) and instituted a colorful, new logo symbolizing the Company's customer and service-oriented approach as Taiwan enters the 3G era.

- 2004**  
**November** Joined Bridge Mobile Alliance, the largest mobile alliance in Asia.  
**August** Acquired a 67% stake in Mobitai, increasing its subscriber base to 8.2 million.
- July** Launched “myfone” corporate identity and marketing campaign.
- 2003**  
**July** Harvey Chang was appointed as President at the 15th session of the Third Board of Directors.  
**July** Daniel Tsai and Richard Tsai were elected as Chairman and Vice Chairman, respectively, at the second session of the Third Board of Managing Directors.  
**June** Taiwan Telecom Group’s operating model was discontinued.
- 2002**  
**November** Included in the MSCI INDEX.  
**October** Included in the TAIWAN 50 INDEX.  
**August** Moved from the OTC exchange to the TSE mainboard.  
**May** C. S. Chen was appointed as President at the second session of the Third Board of Directors.  
**May** Set up Taiwan Telecom Group to centralize administration of TCC, Taiwan Fixed Network and other affiliates. Group Chairman, Vice-Chairman, CEO, COO and CSO were Jack T. Sun, Richard Tsai, Joseph Lee, S. T. Chang and Ray-Ying Fan, respectively.  
**April** Jack T. Sun and Joseph Lee were re-elected as Chairman and Vice Chairman, respectively, at the first session of the Third Board of Directors.
- February** Granted 3G license.
- 2001**  
**September** Founded Taiwan Infotainment Co., Ltd. to provide electronic yellow page directory services.  
**July** Teamed up with an affiliate to acquire 95.62% of TransAsia Telecommunications, boosting its subscriber base to 6.42 million.  
**June** Set up operating affiliates Taiwan Teleservices & Technologies to handle its customer services and Taiwan Elitec to take charge of its information technology businesses. Invested in Howin Technologies to handle network operations and maintenance service.
- 2000**  
**December** Subscriber base surpassed five million.  
**November** Ray-Ying Fan was appointed as President at the eighth session of the Second Board of Directors.
- September** Became the first private telecoms operator to start trading on Taiwan’s Over-the-Counter market.
- 1999**  
**June** Jack T. Sun and Joseph Lee were re-elected as Chairman and Vice Chairman, respectively, at the first session of the Second Board of Directors.
- 1998**  
**November** Subscriber base surpassed one million.  
**August** Set up Taiwan Tele-Shop Co. Ltd. (TTS) to handle TCC’s franchises and handset procurement businesses.  
**January** Launched commercial service and mobile numbers with the “0935” prefix.
- 1997**  
**December** Became the first nationwide private operator to obtain a GSM 1800 network operating license.  
**February** Taiwan Cellular Corp. (TCC) incorporated.  
**January** Jack T. Sun and Joseph Lee were elected as Chairman and Vice Chairman, respectively, while Lai-Ting Zou was appointed as President at the first session of the First Board of Directors.
- 1996**  
**May** Preparation for the Company’s incorporation.



台灣固網



Announced to tender offer TFN



Introduced a revolutionary rate plan – “My Hour”

## Awards & Recognitions

### 2008

- April** Received the "Gold Trusted Brand" by *Reader's Digest* for the fifth year in a row.
- March** Recognized as Taiwan's top 10 in "Asia's 200 Most-admired Companies" by *The Wall Street Journal*. Taiwan Mobile was the sole telecom awardee.
- March** Awarded "Excellence in Corporate Social Responsibility" by *CommonWealth magazine* for the second year in a row.

### 2007

- August** Received the "Happy Worker – Best Employer Award" in Taiwan and Asia – the sole telecom operator honored with the award – from *Cheers Magazine's* 2nd annual survey.
- July** Received an "A+" rating in "Transparency & Information Disclosure" along with 14 other enterprises from Taiwan's Securities and Futures Institute for the second year in a row.
- May** Awarded *Global Views Monthly's* third annual "Corporate Social Responsibility Award – Service Sector Category," for its exemplary achievements in strategy, management, financial transparency and corporate social responsibility.
- April** Received the "2007 Information Security Contribution Award" by *iSecuTech Magazine* and the Executive Yuan's Research, Development and Evaluation Commission for its outstanding contribution to the field of information security. Taiwan Mobile was the sole telecom awardee.
- April** Awarded the "Gold Trusted Brand" by *Reader's Digest* for the fourth year in a row.
- March** Received "CG6002 certification" from the Corporate Governance Association for the second year in a row.
- March** Awarded the "Excellence in Corporate Social Responsibility" and ranked No.1 in corporate governance sector by *CommonWealth magazine*.

### 2006

- November** Received the "Best Social Responsibility Award – Corporate Category" and the "Outstanding Management Award" for its CEO, Harvey Chang, during the Fourth Taiwan Business Awards, marking the first time that a company received multiple awards at the annual event.
- September** Ranked No. 1 by *Euromoney* for "Best Corporate Governance in Taiwan" – the second time Taiwan Mobile received such recognition.
- July** Taiwan Mobile and TWM Foundation won the 8th WenXin Gold and Silver awards from the Council of Cultural Affairs in recognition of the Company's contribution to local cultural affairs.
- May** Won distinctions for Best Managed Company, Best Corporate Governance and Best Commitment to Strong Dividends by *Finance Asia's* "Taiwan's Best Managed Companies Poll."
- April** Received a "Gold Trusted Brand Award" from *Reader's Digest* for the third year in a row.
- March** Taiwan Ratings Corp. raised its long-term corporate credit rating and its unsecured corporate bond rating of Taiwan Mobile from 'twAA' to 'twAA+'.
- February** Received the first CG6001 certification from the Corporate Governance Association.
- January** TWM and its subsidiary, Taiwan Teleservices & Technologies Co., Ltd., obtained the first worldwide ISO 27001 Information Security Management System certification. Also received certifications from England, Sweden and Norway, demonstrating the Company's commitment to providing information security.



"Gold Trusted Brand", *Reader's Digest*



"Excellence in Corporate Social Responsibility", *CommonWealth magazine*

**2005**

- November** Led Taiwan delegation in participating in the first World Cyber Game Mobile Tournament and won one gold and one silver medal. Also won first and second place in the first Asia Mobile Tournament held by SingTel.
- October** Awarded "2005 Most Admired Company in Taiwan" by *CommonWealth magazine* and ranked No.1 in Taiwan's telecommunications services sector.
- October** Awarded "2005 Excellent Service Award" by *Global Views Monthly* and ranked No.1 in Taiwan's telecommunications services sector.
- May** Awarded the "Corporate Social Responsibility Award" by *Global Views Monthly* and ranked No.1 in Taiwan's service sector.
- April** Awarded the "Gold Trusted Brand Award" by *Reader's Digest* for the second year in a row.

**2004**

- December** Taiwan Ratings Corp. raised TWM's long-term corporate credit rating and its unsecured corporate bond rating from 'twA+' to 'twAA'.
- October** Ranked No.1 by *Next magazine* for "Best Customer Service Mobile Telecom Operator in Taiwan."
- September** Ranked No. 1 by *Euromoney* for "Best Corporate Governance in Taiwan."
- July** Ranked No. 1 by *Institutional Investor* for "Most Improved Corporate Governance."
- June** Ranked No. 1 by the Directorate General of Telecommunications for "Best Telecommunications Company" in respect to personal information and privacy.
- April** Awarded the "Gold Trusted Brand Award" by *Reader's Digest*.

**2003**

- December** Ranked No. 3 by *The Asset* for "Best Corporate Governance in Taiwan."
- December** Ranked No. 1 and No. 2 by *Asiamoney* for "Most Improved Corporate Governance" and "Most Improved Investor Relations," respectively.

**2002**

- April** Ranked No. 6 by *CommonWealth Magazine* for Top 500 companies in Taiwan's service sector.
- January** Ranked as the most desirable brand among telecommunications operators in Taiwan by *Breakthrough Marketing magazine*.

**2001**

- December** Ranked as one of the top 10 companies in Taiwan by *Far Eastern Economic Review magazine*.
- October** Voted by mobile subscribers as the "Best Mobile Service Provider" in Taiwan in a poll conducted by the Institute for Information Industry.
- September** Ranked the 7th largest mobile operator in Asia Pacific by *Asia Pacific Mobile Analyst*.
- January** Selected by *Asiamoney magazine's* poll as the "Best New Taiwan Listed Company."

**2000**

- March** Network engineering management accredited with ISO 9002 certification.

**1999**

- December** Rated "excellent" by the Directorate General of Telecommunications for service quality, based on three criteria – downtime, blocking rate and coverage in tunnel.
- July** Customer service system accredited with ISO 9002 certification.



"Corporate Social Responsibility Award – Service Sector Category", *Global Views Monthly*



"Happy Worker – Best Employer Award", *Cheers Magazine*



"2007 Information Security Contribution Award", *iSecuTech Magazine*