

3. Value-added services:

Project Name	Details	Status	Completion date
IMS - IP Centrex	Develop an IP Centrex using VoIP technology to replace legacy private branch exchange (PBX) system for enterprise customers. Primary benefits include: 1. Savings in both capital and operating costs. 2. System and equipment installed at carrier's premises, instead of customer's, to enhance service reliability. 3. Choice of more varied devices, including mobile phones, desk phones and PC software.	Planning and designing system specifications.	Sep. 2008
SDMP Phase III: VAS Transaction Management System (VTXM)	Develop a more flexible system for calculating and managing fees and charges for both pre-paid and post-paid customers as telecom value-added services become more complex. This includes an advice on charging (AOC) mechanism that would make transactions more transparent and could facilitate the development of more price-competitive VAS.	Planning and designing system specifications.	Oct. 2008
Near Field Communication(NFC) Mobile Wallet	Form partnerships with banks and merchants to provide Mobile Wallet service using NFC technology to develop universal SIM cards that incorporate the functions of a credit card, transportation ticket, membership card, coupons, vouchers, etc. into a single card.	Planning and designing system specifications.	Jun. 2008
2G/3G Sports Lottery	Provide online betting service for 2G/3G users, as well as a more user-friendly interface that integrates live broadcast of games with a betting menu via 3G mobile phones.	Planning and designing system specifications.	Jul. 2008
Synchronization Markup Language (SyncML) Phonebook Backup	Set up a web interface that allows subscribers to edit, manage and back up their handset-based phonebooks, as well as access other value-added systems.	Planning and designing system specifications.	Jun. 2008

Corporate Social Responsibility

Corporate social responsibility is not only a key measurement of a company's competitiveness, but also a demonstration of a company's core value. Taiwan Mobile formed a foundation in 1999 as a way of giving back to society and has received numerous recognitions for its efforts. These include the "Best Social Responsibility Award – Corporate Category" at the fourth Taiwan Business Awards ceremony in 2006 and the "Excellence in Corporate Social Responsibility" from CommonWealth magazine in 2007.

The Company allocates NT\$50 million to NT\$60 million annually to its corporate social responsibility division to undertake various social welfare activities, including education for children living in remote areas, development of teenagers' character and integrity, care for the disadvantaged, art and cultural activities, and environmental protection.

In 2007, the Taiwan Mobile Foundation devoted 63% of its budget to social welfare, 25% to telecom research, and 8% to emergency rescue. The major beneficiaries and targets were teenagers and children; minorities and the disadvantaged; and arts and culture promotion.

1. Green Company

In response to global warming, green policies have become a new indicator of corporate social responsibility. Taiwan Mobile has strived to promote energy-efficient measures and care for the environment through its environmental protection website (Green Life TWM) and campaigns such as “Energy conservation,” “Going paperless – e-monthly statements,” “Recycling of handsets and batteries” and “Environmental care and exchange project.” The Company hopes to contribute to the reduction of greenhouse gas emissions to comply with international and domestic regulations on environmental protection and build an environmentally friendly system.

2. Corporate Volunteers

Taiwan Mobile set up an official Corporate Volunteer Program in 2007 to encourage wider participation by Company employees, allowing them to serve in local communities and meet the need for volunteer services throughout the country. Hundreds of corporate volunteers took part in the “Telecom Exhibition for the Disabled” in June 2007 and “Caring for the Elderly Who Live Alone in Hualien” in January 2008. The Corporate Volunteer Program has successfully served as a platform for employees to contribute to society.

3. Social Care

Taiwan Mobile takes a proactive approach to helping the underprivileged. In June 2007, the Company held a Telecom Exhibition for the Disabled to provide exclusive premium services to benefit the disabled in Taiwan, which number about 1 million. In October 2007, Taiwan Mobile set up broadband services in remote villages such as Alishan’s Shanmei Village, Shizi Village and Chashan Village. The Company also allocated a budget and built a community network library to realize the dream of “Broadband for Every Village” on Alishan.

4. Promotion of Arts and Culture

In 2007, Taiwan Mobile organized the first “My-fone Mobile Composition Award,” encouraging participants to create quality SMS messages and ringtones for the new mobile platform. As part of the Company’s commitment to promoting a cultural renaissance, it has also sponsored big exhibitions, including “Splendor of the Baroque and Beyond” at the National Palace Museum and “Rodin in Taichung” at the Taichung City Government Building. Furthermore, the Company has held free local concerts in Hualien, Taichung, Taichung and Pingtung as part of its efforts to promote and popularize classical music.