

Chapter 1 Company Highlights

Vision

The Company's core vision is to provide customers with the best communications experience with an aim to become a leader in digital convergence. Maintaining integrity as a core value of the Company ensures that corporate social responsibility take root, thereby enhancing the company's ability to maximize the interests of its stakeholders while striving 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 consumer, home and enterprise markets for excellent service and information security. TWM has become a leading player in TIME (telecommunications, internet, media and entertainment).

Excellent Brand Image

TWM is dedicated to the pursuit of innovation to continuously offer users a new experience:

- 1) New services: Initiated a mobile customer service app, where online, telephone and in-store customer services are integrated to provide a more comprehensive customer experience.
- 2) New products: Introduced the first localized multiple mobile cloud services, including M+ messenger, myVideo online video streaming, myBook e-book, myMusic online music streaming, myPlay1 mobile games and Evernote cloud note etc.
- 3) New channels: Upgraded myfone direct stores not only to offer digital and repair services but also integrate virtual channels to provide online and mobile shopping platforms for digital 3C (computer, communications and consumer electronics) products.

In addition, TWM is committed to integrating digital convergence and upholding the new TIME philosophy, where seamless digital communication is made possible through any mobile device. This has allowed TWM to outperform its peers to win recognition as the "Most Prestigious Company" in the telecom industry in a 2012 survey by *CommonWealth* magazine, and to be ranked No.1 in *Business Next* magazine's selection of Taiwan's top 100 technology firms.

TWM's passion is to achieve customer satisfaction, pursue innovations that make life easier for its users and establish a strong foothold to ensure world-class quality service. At TWM, we are committed to bringing mobility into each customer's life.

Date of Incorporation

The Company was founded on February 25, 1997.

Milestones

1. The Company's merger and acquisition activities and status of affiliates
 - 1) Merger and acquisition activities: None
 - 2) Status of affiliates: Please refer to Chapter 2 "Direct and indirect investments in affiliated companies"
2. Status of the Company's reorganization: Not applicable
3. Significant changes in shareholdings of directors, supervisors and major shareholders: None
4. Changes in management control: None
5. Changes in operation or business scope: None
6. Other major items that may significantly influence shareholders' rights or the Company: None

November	2012	Launched mobile video service, myVideo.
August	2012	Approved the acquisition of a 20% stake in Taiwan Pelican Express Co., Ltd. for NT\$344mn through Fubon Multimedia Technology (also known as momo).
August	2012	Launched instant messaging service, M+ messenger.
May	2012	Launched the first own-brand smartphone, the Amazing A1.
August	2011	Company's capital dropped to NT\$34.2bn after a capital reduction of NT\$3.8bn.
June	2011	Richard Tsai and Daniel Tsai were 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 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 ezPeer of Taiwan Kuro Times Co., Ltd. TFNM raised its stake to 100% in August 2011.
January	2009	Founded Taipei New Horizon Co., Ltd. (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 elected Chairman and Vice Chairman, respectively, at the first meeting of the fifth Board of Directors.
April	2008	Acquired a 100% stake in Hurray! Times Communications (Beijing) Ltd.

February	2008	Introduced three new brands – Taiwan Mobile, TWM Broadband and TWM Solution – to provide consumers, homes and enterprises with integrated telecommunication services, including wireless communication, cable TV and fixed-line services.
December	2007	Company's capital dropped 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 subsequently.
January	2007	Launched 3.5G (HSDPA) service.
August	2006	Richard Tsai and Daniel Tsai were elected Chairman and Vice Chairman, respectively, at the 10 th meeting of the fourth Board of Directors.
May	2005	First in Taiwan to launch 3G services, heralding the start of a new era in mobile communications.
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.
June	2003	TCC Group's operating model was discontinued.
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.
May	2002	Set up TCC Group to centralize administration of Taiwan Cellular Corp., TFN and other affiliates. Jack T. Sun was the Committee Chairman, Richard Tsai the Committee Vice Chairman, Joseph Lee the CEO, S. T. Chang the COO and Ray-Ying Fan the CSO.
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 3G license.
July	2001	Acquired a 95.62% stake of 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 be listed 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 2012 up to the publication date in 2013

March	2013	Received the certification from the internationally renowned Swiss SGS Qualicert for the quality direct store channel and customer service system.
November	2012	No.2 in <i>Next</i> magazine's "Ninth Annual Top Service Awards" in the Mobile and Fixed-line Communications category.
November	2012	Silver Award in the Telecom Sector of the Taiwan Institute for Sustainable Energy's 2012 Taiwan Corporate Sustainability Report Awards.
October	2012	Named the "Most Prestigious Company" in the Telecom Sector in an annual survey conducted by <i>CommonWealth</i> magazine.
August	2012	Awarded "Excellence in Corporate Social Responsibility" by <i>CommonWealth</i> magazine for the sixth year in a row. Ranked No.1 in Non-manufacturing Sector.
July	2012	"A++" ranking and ranked as one of the top 10 listed companies in "Transparency and Information Disclosure" from Taiwan's Securities and Futures Institute.
July	2012	Rosie Yu, the CFO of TWM, ranked No.3 in the "Best CFO" category of <i>Institutional Investor</i> magazine's poll on "All-Asia (ex-Japan) Executive Team 2012" and was the sole awardee in the Taiwan telecom service industry.
June	2012	Received the "Corporate Governance Asia Recognition Award," Asia-Pacific region, for the sixth year in a row from <i>Corporate Governance Asia</i> magazine.
June	2012	Ranked first in the "Info Tech 100 Taiwan" by <i>Business Next</i> magazine and ranked eighth under "Info Tech 100 Asia."
May	2012	Recognized as the "Best Managed Company," "Best Corporate Governance," "Best Corporate Investor Relations" and "Best Commitment to Strong Dividends" in <i>FinanceAsia's</i> 2012 Asia's Best Companies Poll.
May	2012	Received the "Trusted Brand Gold Award" for the ninth consecutive year from <i>Reader's Digest</i> .

May	2012	Received the “Corporate Social Responsibility Award” for excellence in Community Care and Teamwork Efficiency from <i>Global Views Monthly</i> magazine.
March	2012	“Best Corporate Investor Relations” and “Best CSR” in the 2 nd Asian Excellence Recognition Awards by <i>Corporate Governance Asia</i> magazine.