

Chapter 1 Company Highlights

Vision

The Company's core vision is to provide customers with the best communication experience. 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 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, household and corporate markets for excellent service and information security.

Excellent Brand Image

Along with the growth and development of global telecommunications, TWM expanded its footprint from mobile communications to cable TV and fixed-line services, becoming a leading player in the TIME (Telecommunications, Internet, Media and Entertainment) digital convergence era. The value of the Company's three brands – Taiwan Mobile, TWM Broadband and TWM Solutions – is built on its commitment to "Simplicity, Innovation, Passion and Integrity." These three brands work closely together to meet customers' diverse needs in today's digital world, seeking to create a simpler, more human-centric user experience.

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) The Company had no merger and acquisition activities from 2010 up to the publication date in 2011.
 - 2) Status of affiliates: Please refer to Chapter 7.
2. Status of the Company's reorganization: None
3. Significant changes in shareholding of directors, supervisors and major shareholders: Please refer to Chapter 2.
4. Changes in management control: None
5. Changes in operation or business scope: None
6. Other major items sufficient to influence shareholders' rights or the Company: None

December	2010	Integrated mobile phone, computer, tablet and TV technologies to launch “four screens and a cloud” convergence services.
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., TWM’s affiliate, acquired a 45% stake in ezPeer of Taiwan Kuro Times Co., Ltd., a digital online music service provider, to provide customers with better value-added services in music. Afterwards, the stake was increased to 55% as of publication date.
August	2009	Launched a brand new “match” value-added service portal to lead customers into the mobile internet era.
July	2009	Launched “new TV” digital TV service.
January	2009	Founded Taipei New Horizons Co., Ltd. (TNH, 49.9% owned by the Company) 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.
September	2008	Launched “New Line 299” rate plan, which offers mobile-to-fixed line rates that are lower than fixed-to-fixed line calls.
June	2008	Richard Tsai and Daniel Tsai were elected Chairman and Vice Chairman, respectively, at the first meeting of the 5 th Board of Directors.
April	2008	Acquired Hurray! Times Communications Co. from Hurray! Holdings in China to facilitate development of mobile content.
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 dropped to NT\$38bn after a capital reduction of NT\$12bn.
September	2007	Acquired the Videoland Hunters basketball team and renamed it Taiwan Mobile Cloud Leopards.
August	2007	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. Afterwards, acquired full ownership of TTN and merged it into Taiwan Fixed Network Co., Ltd. (TFN) in August 2008.
June	2007	Announced NT\$12bn capital reduction plan to raise its return on equity.
April	2007	Acquired an 84% stake in TFN, combining telecommunications and media businesses to enhance its competitiveness. Afterwards, acquired full ownership of TFN in December 2007.
January	2007	Launched 3.5G (HSDPA) service.
December	2006	Became the first in Taiwan to provide BlackBerry service, the world’s No.1 mobile email solution.
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.

January	2006	Launched a revolutionary rate plan – My Zone – which allows customers to select one of five zones as their home zone and enjoy discounted rates when making off-net calls to people within this designated zone.
May	2005	Became the first in Taiwan to launch 3G services, heralding the start of a new era in mobile communications.
November	2004	Joined Bridge Mobile Alliance, the largest mobile alliance in Asia.
August	2004	Acquired a 67% stake in Mobitai Communications Co., Ltd. (Mobitai), increasing its subscriber base to 8.2 million. Afterwards, acquired full ownership of Mobitai in January 2006 and merged it into TAT in December 2007.
July	2003	Harvey Chang was appointed the President & CEO at the 15th meeting of the Third Board of Directors.
July	2003	Daniel Tsai and Richard Tsai were elected Chairman and Vice Chairman, respectively, at the second meeting of the Third Board of Managing Directors.
June	2003	Taiwan Telecom Group's operating model was discontinued.
August	2002	Moved from the OTC exchange to the Taiwan Stock Exchange's main board.
May	2002	C. S. Chen was appointed President at the second meeting of the Third Board of Directors.
May	2002	Set up Taiwan Telecom Group to centralize administration of Taiwan Cellular Corp., TFN and other affiliates. The group was headed by Chairman Jack T. Sun, Vice Chairman Richard Tsai, CEO Joseph Lee, COO S. T. Chang and CSO Ray-Ying Fan.
April	2002	Jack T. Sun and Joseph Lee were re-elected Chairman and Vice Chairman, respectively, at the first meeting of the Third Board of Directors.
February	2002	Granted 3G license.
July	2001	Teamed up with an affiliate to acquire a 95.62% stake of TransAsia Telecommunications (TAT), boosting its subscriber base to 6.42 million. Afterwards, acquired full ownership of TAT in June 2006 and merged it in September 2008.
November	2000	Ray-Ying Fan was appointed President at the eighth meeting of the Second Board of Directors.
September	2000	Became the first private telecom operator to start trading on Taiwan's Over-the-Counter market.
June	1999	Jack T. Sun and Joseph Lee were re-elected Chairman and Vice Chairman, respectively, at the first meeting of the Second Board of Directors.
January	1998	Started commercial services.
December	1997	Became the first nationwide private operator to obtain a GSM 1800 network operating license.
February	1997	The Company 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 first meeting of the First Board of Directors.
May	1996	Preparation for the Company's incorporation.

Awards and Recognitions from 2010 up to the publication date in 2011

January	2011	Ranked No.1 in the “Best Corporate Governance in Taiwan” survey by <i>Euromoney</i> , representing the fourth time TWM received <i>Euromoney's</i> recognition in corporate governance practice.
December	2010	Awarded “Excellent Green Procurement Enterprise” by the Department of Environmental Protection of the Taipei City Government.
December	2010	TWM’s “match” mobile application center received “Outstanding I.T. Applications/Products Award” in the 2010 ICT Exhibition.
November	2010	Received “Taiwan CSR Awards” from the Taiwan Institute for Sustainable Energy.
October	2010	Granted the “R.O.C. Enterprises Environmental Protection Award” by the Environmental Protection Administration of the Executive Yuan. TWM was the only enterprise in the service sector that was awarded this prize twice in a row.
October	2010	Awarded two Gold Prizes in <i>Next Magazine's</i> “The 7 th Annual Top Service Awards” in both mobile & fixed-line communications and 3C store channels. TWM was the only double winner.
August	2010	Received an “A+” ranking and ranked as one of the top 10 listed companies in “Transparency and Information Disclosure” from Taiwan’s Securities and Futures Institute for the 5 th consecutive year.
August	2010	TWM and the TWM Foundation both won “The 10 th Annual Arts & Business Awards – Golden Prize” by the Council of Cultural Affairs of the Executive Yuan.
August	2010	Awarded for “Excellence in Corporate Social Responsibility” by <i>CommonWealth Magazine</i> for the 4 th year in a row.
June	2010	Received the “Corporate Governance Asia Recognition Award” in the Asia-Pacific region by <i>Corporate Governance Asia</i> for the 4 th year in a row.
May	2010	Richard Tsai, the Chairman of Taiwan Mobile, was ranked No. 4 in the “Best Chairman Top 50 Survey”, the sole awardee in the telecom service industry, while Harvey Chang, the former President and CEO of Taiwan Mobile, was ranked ahead of telecom peers in the “Best President Top 100 Survey” held by <i>Global Views Monthly</i> .
April	2010	Received the “Trusted Brand Gold Award” by <i>Reader’s Digest</i> for the 7 th consecutive year.
March	2010	TWM won 2 nd place for MVPN (Mobile Virtual Private Network) service in the “ICT Best Choice Survey” organized by the Institute for Information Industry.
March	2010	Granted “Corporate Social Responsibility Award” by <i>Global Views Monthly's</i> 6 th annual awards.
March	2010	Received “Best Financial Disclosure in Asia-Pacific Region”, “Best Financial Disclosure in Greater China”, “Best Investor Relations Websites in Taiwan - Bronze Award”, “Best Investor Relations

		Program in Taiwan”, and “Best Investor Relations Officer (Rosie Yu) in Taiwan” by IR Global Rakings (IRGR). In its first participation, Taiwan Mobile received the most awards.
February	2010	Received recognition from the National Communications Commission for providing relief aid during Typhoon Morakot, including offering telecommunications assistance and aiding those in need.
February	2010	Ranked No. 3 by <i>Euromoney</i> for “Best Corporate Governance” and “Most Convincing and Coherent Strategy” in Taiwan.