

# Chap. 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 established an expanded platform covering mobile, fixed-line, cable TV and broadband services. Through integration, the Company is able to provide "Quadruple Play" services that meet the demands of the consumer, household 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, and awarded a Type I telecom license in the same year. TWM was 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.

TWM’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.

To expand its operational scale, the Company acquired a southern regional operator, TransAsia Telecommunications Inc. (TAT), in July 2001 and a central regional operator, Mobitai Communications Co., Ltd. (Mobitai), in August 2004, lifting its combined market share to around 30% in terms of telecom service revenue. In September 2008, TAT and Mobitai were merged into the Company, marking the first telecom industry consolidation in Taiwan.

The Company further acquired Taiwan Fixed Network Co. Ltd. and Taiwan Telecommunication Network Services Co., Ltd. in 2007, making it the second-largest internet service provider (ISP) in Taiwan and allowing it to offer “Quadruple Play” services – covering mobile, fixed-line, cable TV and broadband. In 2008, the Company launched three brands – “Taiwan Mobile”, “TWM Broadband” and “TWM Solution” – to promote its Quadruple Play services for the consumer, household and enterprise markets.

The Company launched “new TV” digital TV services in July 2009. Two months later, TWM announced the acquisition of Carlyle Group’s cable TV and content agency businesses in Taiwan (pending regulatory appr), making the Company the biggest multiple system operator (MSO) in the domestic market and the leader in the digital convergence era.

The Company has, for more than 10 years, won extensive recognition at home and abroad for its outstanding performance in information security management, customer service, corporate governance and corporate social responsibility. It has been recognized as one of

the most admired and trusted enterprises in Taiwan.

The Company will continue its brand equity of providing premium services and enhancing corporate governance to strengthen its competitiveness in the marketplace and achieve its goal of becoming the most reliable telecom and media operator in Taiwan, and create a paradigm for telecom and media services in the new era.

## Milestones

September 2009	Announced its acquisition of Carlyle Group’s cable TV business in Taiwan (pending regulatory approval) to make TWM the leader in the digital convergence era.
August 2009	Introduced TWM’s first Android phone – the Samsung Galaxy i7500 – and at the same time, launched a brand new “match” portal to lead customers into the mobile internet era.
July 2009	Launched “new TV” digital TV service.
March 2009	Launched TWM’s own brand netbook W101.
January 2009	Founded Taipei New Horizons Co., Ltd. (TNH) with Fubon Land Development Co., Ltd., to develop a cultural park in the old Songshan Tobacco Plant site for headquarter use under a 50-year BOT contract with 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.
September 2008	Merged TransAsia Telecommunications.
August 2008	Taiwan Fixed Network Co., Ltd. (TFN), a TWM subsidiary, merged Taiwan Telecommunication Network Services Co., Ltd. (TTN).
June 2008	Richard Tsai and Daniel Tsai were elected Chairman and Vice Chairman, respectively, at the first meeting of the Fifth Board of Directors.



▲ Richard Tsai (on the right hand side), the chairman of TWM, announced the acquisition of Carlyle Group’s cable TV assets in Taiwan.

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	Acquired full ownership of Taiwan Fixed Network.
December 2007	To simplify its investment structure, TWM subsidiary TransAsia Telecommunication merged Mobitai Communications Co., Ltd.
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 45% stake in TTN, one of the top three internet service providers in Taiwan, to expand its footprint in the corporate market.
April 2007	Acquired 84% stake in TFN, combining telecommunications and media businesses to enhance its competitiveness.
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 tenth meeting of the Fourth Board of Directors.
June 2006	Acquired full ownership of TransAsia Telecommunications by purchasing the remaining minority stake.
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 calls to off-net people within this designated zone.
January 2006	Acquired full ownership of Mobitai by purchasing the remaining minority stake.
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 67% stake in Mobitai, increasing its subscriber base to 8.2 million.
July 2003	Harvey Chang was appointed President 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 mainboard.
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 95.62% of TransAsia Telecommunications, boosting its subscriber base to 6.42 million.
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. Launched mobile numbers with the "0935" prefix.
December 1997	Became the first nationwide private operator to obtain a GSM 1800 network operating license.
February 1997	Taiwan Cellular Corp. 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.



▲ TWM expanded its footprints in the media entertainment business and announced the launch of digital TV service, "newTV", leading subscribers into a new digital lifestyle.



## Awards and Recognitions

December 2009	Granted AA1000 and GRIG3 certifications for its Corporate Social Responsibility Report (2007~2008), making it the first telecom company whose CSR report was granted dual credit.
December 2009	Awarded the Gold Prize in the "The Athletics Promoters' Awards" by the Sports Affairs Council of the Executive Yuan.
December 2009	Rosie Yu, Vice President, received the "National Manager Excellence Award in Finance" at the Chinese Professional Management Association's 27th annual awards. She was the sole awardee in the telecom industry.
November 2009	Won the "R.O.C. Enterprises Environmental Protection Award" by the Environmental Protection Administration of the Executive Yuan. TWM was the first enterprise in the service sector to be granted this national award.
November 2009	Harvey Chang, President and CEO, was recognized as the "Benchmark Entrepreneur of the Year" by Ernst & Young, Taiwan's "Entrepreneur of the Year 2009 Taiwan Awards."
October 2009	Awarded two prizes in <i>Next Magazine's</i> "2009 Top Service Awards," placing 2nd in mobile/fixed-line communications and 3rd in 3C store channels. For the second year in a row, TWM was the only double winner in the telecom industry.
September 2009	TWM Solution received the highest rating in an online satisfaction survey on corporations conducted by Foreseeing Innovative New Digservices (FIND) of the Institute for Information Industry.
July 2009	Received an "A+" ranking and ranked as one of the top 10 listed companies in "Transparency and Information Disclosure" from the Securities and Futures Institute for the fourth year in a row.
June 2009	Ranked 6th in the "Info Tech 100 Taiwan" by <i>Business Next Magazine</i> , putting it ahead of its telecom rivals.
June 2009	Received the "Corporate Governance Asia Recognition Award" in the Asia-Pacific region by <i>Corporate Governance Asia</i> for the third year in a row.



April 2009	Received the "Trusted Brand Gold Award" by <i>Reader's Digest</i> for the sixth consecutive year.
March 2009	Awarded for "Excellence in Corporate Social Responsibility" by <i>CommonWealth</i> magazine for the third year in a row.
February 2009	Won seven commendations from the National Communications Commission of the Executive Yuan – the most among its peers – for its work on bridging the digital gap in remote areas.
December 2008	James Chang, Vice President, received the "National Manager Excellence Award in Information Technology" from the 26th Chinese Professional Management Association Awards. He was the sole awardee in the telecom industry.
November 2008	Harvey Chang, President and CEO, was recognized for his outstanding contributions in corporate governance by the CFA Association of Taiwan.
November 2008	TWM's myfone e-store won an "e-21 Golden Website Award" in the large enterprise sector from the Ministry of Economic Affairs of the Executive Yuan.
November 2008	Awarded two prizes by <i>Next Magazine</i> in its "2008 Top Service Awards," placing 2nd in mobile/fixed-line communications and 3rd in 3C store channels. TWM was the only double winner and the first telecommunications company to win in the 3C store channels category.
November 2008	TWM and TWM Foundation won the 9th WenXin Gold Award by the Council of Cultural Affairs of the Executive Yuan.
July 2008	Received an "A+" ranking and ranked as one of the top 10 listed companies in "Transparency and Information Disclosure" from the Securities and Futures Institute for the third year in a row.
June 2008	Won the highest customer satisfaction rating among peers in a survey released by the Consumers' Foundation in 2008.
April 2008	Received the "Trusted Brand Gold Award" by <i>Reader's Digest</i> for the fifth year in a row.
March 2008	Ranked among Taiwan's Top 10 in <i>The Wall Street Journal's</i> "Asia's 200 Most Admired Companies." TWM was the sole telecom awardee.
March 2008	Awarded for "Excellence in Corporate Social Responsibility" by <i>CommonWealth</i> magazine for the second year in a row.
August 2007	Received the "Happy Worker – Best Employer Award" in Taiwan and Asia by <i>Cheers</i> magazine in its 2nd annual survey. TWM was the sole telecom awardee.
July 2007	Received an "A+" ranking and ranked as one of the top 10 listed companies in "Transparency & Information Disclosure" from the Securities and Futures Institute for the second year in a row.





May 2007	Won the "Corporate Social Responsibility Award – Service Sector Category" at <i>Global Views Monthly's</i> third annual awards.	October 2005	Awarded "2005 Most Admired Company in Taiwan" by <i>CommonWealth</i> magazine and ranked No.1 in Taiwan's telecommunications services sector.
April 2007	Received the "Trusted Brand Gold Award" by <i>Reader's Digest</i> for the fourth year in a row.	October 2005	Awarded "2005 Excellent Service Award" by <i>Global Views Monthly</i> and ranked No.1 in Taiwan's telecommunications services sector.
April 2007	Received the "2007 Information Security Contribution Award" by iSecuTech magazine and the Executive Yuan's Research, Development and Evaluation Commission for its outstanding contributions in the field of information security. TWM was the sole telecom awardee.	May 2005	Awarded the "Corporate Social Responsibility Award" by <i>Global Views Monthly</i> and ranked No.1 in Taiwan's service sector.
March 2007	Awarded for "Excellence in Corporate Social Responsibility" and ranked No.1 in corporate governance sector by <i>CommonWealth</i> magazine.	April 2005	Awarded the "Gold Trusted Brand Award" by <i>Reader's Digest</i> for the second year in a row.
March 2007	Received "CG6002 certification" from the Corporate Governance Association for the second year in a row.	October 2004	Awarded the "Best Customer Service – Mobile Telecom Operator in Taiwan" by <i>Next Magazine</i> .
November 2006	Harvey Chang, President and CEO, received the "Best Social Responsibility Award – Corporate Category" and the "Outstanding Management Award" during the Fourth Taiwan Business Awards, marking the first time that a company received multiple awards at the annual event.	September 2004	Ranked No. 1 by <i>Euromoney</i> for "Best Corporate Governance in Taiwan."
September 2006	Ranked No. 1 by <i>Euromoney</i> for "Best Corporate Governance in Taiwan" – the second time TWM received such recognition.	July 2004	Ranked No. 1 by <i>Institutional Investor</i> for "Most Improved Corporate Governance."
July 2006	TWM and TWM Foundation won the 8th WenXin Gold and Silver awards from the Council of Cultural Affairs of the Executive Yuan in recognition of the Company's contribution to local cultural affairs.	June 2004	Ranked No. 1 by the Directorate-General of Telecommunications among telecom companies in managing and protecting personal information and privacy.
June 2006	Received an "A+" ranking and ranked as one of the top 10 listed companies in "Transparency and Information Disclosure" from the Securities and Futures Institute.	April 2004	Received the "Trusted Brand Gold Award" by <i>Reader's Digest</i> .
May 2006	Won distinctions for "Best Managed Company," "Best Corporate Governance" and "Best Commitment to Strong Dividends" by <i>Finance Asia's</i> "Taiwan's Best Managed Companies Poll."	December 2003	Ranked No. 1 and No. 2 by <i>Asiamoney</i> for "Most Improved Corporate Governance" and "Most Improved Investor Relations," respectively.
April 2006	Received the "Gold Trusted Brand Award" by <i>Reader's Digest</i> for the third year in a row.	January 2002	Ranked as the most desirable brand among telecom operators in Taiwan by <i>Breakthrough Marketing</i> magazine.
February 2006	Received the first CG6001 certification from the Corporate Governance Association.	December 2001	Ranked as one of the top 10 companies in Taiwan by <i>Far Eastern Economic Review</i> magazine.
January 2006	TWM and its subsidiary, Taiwan Teleservices & Technologies, obtained the first worldwide ISO 27001 Information Security Management System certification. Also received certifications from the UK, Sweden and Norway, demonstrating the Company's commitment to providing information security.	October 2001	Voted by mobile subscribers as the "Best Mobile Service Provider" in Taiwan in a poll conducted by the Institute for Information Industry.
November 2005	Led Taiwan's delegation in participating in the first World Cyber Game Mobile Tournament and won one gold and one silver medal. Also placed first and second in the first Asia Mobile Tournament held by SingTel.	September 2001	Ranked the 7th largest mobile operator in Asia Pacific by <i>Asia Pacific Mobile Analyst</i> .
		January 2001	Selected by <i>Asiamoney</i> magazine's poll as the "Best New Taiwan Listed Company."
		March 2000	Network engineering management accredited with ISO 9002 certification.
		December 1999	Rated "excellent" by the Directorate-General of Telecommunications for service quality, based on three criteria – downtime, blocking rate and coverage in tunnel.
		July 1999	Customer service system granted ISO 9002 certification.