

# Chapter 1 Company Highlights

## Vision

The Company's core vision is to provide customers with the best user experience and become a leader in digital convergence. Maintaining integrity as a core value of the Company ensures that corporate social responsibility takes root, thereby enhancing the company's ability to maximize the interests of its stakeholders as it strives 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

### *Brand-new experience to embrace 4G era*

Continuing to pursue innovation, TWM has been leading the market by launching mobile cloud services – including myVideo (cloud video), myMusic (online music) and myPlay1 (mobile app games) – to let customers experience the variety of a digital life. Digital convergence lies at the heart of the Company's business strategy, integrating telecom, media, cloud service, and physical/virtual channel resources, to meet the new generation's demand for top-quality 4G high-speed mobile broadband services. In addition, TWM provides cross-platform, seamlessly integrated media and mobile application services to offer users a brand-new experience.

With its customer-centric approach, TWM has simplified complex technologies into simple, practical, user-friendly services to give customers the most satisfying digital experience possible. By providing localized but world-class quality service, TWM has become an integral part of each user's daily 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 7 "Affiliates"

2. Status of the Company's reorganization: Not applicable