

Chapter 1 Company Highlights

Vision

Moving towards its 22nd anniversary, Taiwan Mobile (“TWM”) not only sets a new corporate standard but also shifts from a traditional telecommunications operator into an integrated technology, media and telecommunications company to meet the innovations and challenges of the IoT, AI and 5G era. Going forward, TWM will continue to apply its 6C strategy by actively embracing technologies that will facilitate innovation and help it face the challenges of a digital economy, while adopting its 5“G”+ strategy (Gift – digital transformation based on in-house big data, user base, and online-offline channel operations; Group – more synergy with momo, AppWorks and other strategic partners; Grit – long-term vision of an ecosystem beyond 5G; Green – environmental awareness and corporate sustainability; GSEA(Greater South East Asia)– expanding footholds in South East Asia to become a regional enterprise).

TWM is focused on promoting world-class sustainability management by adhering to the philosophy of “Think Sustainable, Act Responsible.” TWM will strive to advance its “Zetta Connected 2030” Project to enhance corporate governance, environmental sustainability and social collaboration to create the best value for its shareholders, employees and the public, and to continue to lead cross-generational dialogues to boost Taiwan's international competitiveness.

Core Competency

Taiwan Mobile applies its core 6C -- Coverage/Convergence/Content/Channel/Cloud/CSR – strategy to provide customers with the best service quality via the fastest network speed and the widest coverage, exploits its advantages by fully integrating Fubon Group's resources, maintains its leadership in the market through its creative “my” apps, and develops AI/Big Data/IoT/IoV and cloud services, as well as 5G technology and applications, and the 5“G”+ strategy, to create multiple and diverse business opportunities.

A model for international standards in corporate sustainability, TWM was the first company in Taiwan to comply with the 17 targets of the UN Sustainable Development Goals. The Company was also selected as a constituent of the Dow Jones Sustainability World Indices (DJSI World) for two years in a row, ranking first in the telecommunications industry.

Brand Value

As Taiwan Mobile will soon mark its 22nd anniversary, the Company has not forgotten where it started and is now embracing change, striving to shape a brighter future for all of our stakeholders. To welcome the new connected era of 5G, and aspiring to become an international sustainable corporation, TWM is proactively integrating all core knowledge and resources. As its CSR Blueprint “Zetta Connected 2030” suggests, the Company aims to create seven crucial values for stakeholders: ethical operation, sustainable partnerships, brand excellence, innovative accomplishments, environmental sustainability, a happy workplace and social inclusion. In doing so, the Company aspires to build a sustainable value chain and make the most positive impact on our brand.

Innovation and change are integral components of the Company's transformation, and they will be the keys to supporting its entry into a new era. Preparing for its 5G transformation, the Company is leveraging integration with the Fubon Group