

Chapter 1 Company Highlights

I. Vision

Taiwan Mobile (TWM) is the second-largest telecommunications company in Taiwan. As a Telco+Tech company, TWM has integrated Telecom, Internet, Media & Entertainment, and E-Commerce, and adopted a “Super 5G” strategy (Gift, Group, Grit, Green, Greater Southeast Asia) to create a platform for the development of new technologies and businesses.

Operating under the concept of “Open Possible,” the Company strives to provide customers with diverse technological solutions that open up limitless possibilities for users to transcend limits and enjoy a host of new experiences.

TWM officially merged with Taiwan Star on December 1, 2023, and formed “5G Team Taiwan” to take on new challenges as the telecommunications industry moves toward a new realm of competition centered around meaningful value creation. The merger boosted TWM’s client base to 10.13 million and broadened its spectrum coverage, allowing it to offer users high quality internet services thanks to a maximum bandwidth of 100MHz on the 3.5GHz golden band as well as key dual lower frequencies of 700MHz and 900MHz.

At this critical juncture of 5G development in Taiwan’s telecommunications industry, TWM aims to give full play to the power of the information and communications technology industry and integrate the group’s financial, telecommunications, digital and retail strategies to share the benefits with society. TWM has developed a sustainability strategic blueprint called “Zetta Connected 2.0”, joined the global renewable energy initiative RE100, and set twin goals of achieving 100% renewable energy usage by 2040 and Net Zero emissions by 2050.

In 2023, TWM declared its commitment to biodiversity conservation and no deforestation, and released its first Task Force on Climate-Related Financial Disclosures (TCFD) report to accelerate the nation’s move toward Net Zero and sustainable co-existence. In doing so, TWM aspires to create maximum value for shareholders, employees, and the public.

II. Core Competitiveness

- **Raising (upgrading) network coverage and speed through high and low frequency convergence**

To merge Taiwan Star’s operations, TWM dedicated thousands of engineering personnel to district-by-district network integration operations, ensuring a smooth transition and a noticeable upgrade in user experience. Post-merger, the revamped TWM now boasts a maximum bandwidth of 100MHz in the coveted 3.5GHz band, in addition to dual low frequencies at 700MHz and 900MHz. Using 5G carrier aggregation (NR CA) technology, the network interconnects over 15,000 base stations across different frequency bands, delivering a download speed of up to 2Gbps.

With the comprehensive wireless network integration set to be completed by the end of 2024, TWM aims to achieve 98% 5G population coverage by 2025. In a commitment to eco-friendly operations, the Company introduced cutting-edge liquid cooling technology to its base stations. This innovative technology is estimated to lower equipment temperatures by 14 °C and reduce power consumption by 47%, creating a more energy-efficient network. Going forward, TWM will proactively minimize duplicated infrastructure deployment, which should lead to significant energy savings of 100 million to 200 million kilowatt-hours annually.

- **Elevating entertainment across the board with exclusive innovative applications**

In addition to discounts for on-net calls for over ten million users, TWM offers unique bundles such as OP Life, momobile and Double Play, and partnered with Disney+ and HBO GO to launch telecom-exclusive packages to enhance users' experience. TWM is also an active player in the gaming business, serving as an agent for Riot Games' popular "League of Legends" and "League of Graphs", and jointly developing "the GeForce NOW powered by Taiwan Mobile" cloud game service with NVIDIA. Furthermore, TWM provides a wealth of video services and content, including its OTT service MyVideo; partnered with the UK's BBC Studios to introduce the "BBC PLAYER" special section; and strategically allied with KKBOX to provide music streaming services, giving users access to over a billion songs and tens of thousands of podcasts.

- **Empowering enterprise transformation and upgrades with nearly 300 ecosystem partners**

TWM integrated the 3.5GHz spectrum in 60MHz and 40MHz bands for enterprise private network, supported by mature device availability. These two frequency bands can be flexibly utilized to provide commercial users with more cost-effective 5G enterprise private network services. TWM also formed a 5G private network national team to build Taiwan's first world-class smart park in historic sites and joined forces with nearly 300 partners to expand the ecosphere of "Super 5G" applications. For SME customers, it launched OP Package – a one-stop service covering mobile landline, store broadband and myBZ+ – to accelerate their digital transformation and upgrade.

- **Harnessing industrial influence: inaugural "D.E.E.P. Tech Day" and expansion into telecom finance**

Leveraging its telecommunications expertise and robust software research and development capabilities, TWM organized its inaugural "D.E.E.P. Tech Day" in 2023, promoting technological advancement through four key roles: Designer, Engineer, Enabler and Practitioner. At the same time, TWM is establishing a comprehensive telecom finance ecosphere to broaden its consumer services. It launched OP Pay – the first buy now pay later service in the telecom industry – to serve TWM users and accelerate the development of inclusive finance in Taiwan. Furthermore, it pioneered telecommunications technology insurance services with OP Insurance. Teaming up with Fubon Insurance, it became the first telecommunication and insurance company in Taiwan to receive approval from the Financial Supervisory Commission's Insurance Bureau to pilot "innovative insurance." TWM users can apply for international roaming and travel insurance (including inconvenience insurance) seamlessly through the Taiwan Mobile Customer Service app. Premiums can be added to the telecom bill for fast and convenient processing.

- **Creating an anti-fraud ecosystem: anti-fraud and number masking services**

An industry leader in combating fraud, TWM works in collaboration with five key stakeholders – government agencies, law enforcement, public associations, businesses and consumers – to launch initiatives such as anti-fraud and number masking services. Leveraging its technology for detection and prevention, TWM's efforts encompass identifying counterfeit websites, blocking fraudulent calls, issuing voice warnings and securing e-commerce transactions – all of which are aimed at comprehensively safeguarding user information security.