

The larger a corporation,
the greater its social responsibility



About this Report

This report focuses on Taiwan Mobile's ESG (environmental, social, and governance) performance during the two-year period of 2007-2008. Any topics exceeding this scope will be noted. While the report chiefly relates Taiwan Mobile Co., Ltd., some matters involving its affiliated enterprises are also addressed.

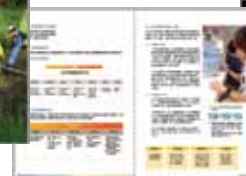
The information disclosed in this report is from Taiwan Mobile's statistics and survey results. However, relevant financial data also contains information published after CPA certification, which is expressed as generally-used statistical data.

This report has been compiled based on the GRI/G3 guidelines of the Global Reporting Initiative (GRI) to address three main topics: business performance, environmental sustainability, and corporate social responsibility. All information and data in the report have been verified by an international assurance organization in accordance with AA1000 assurance standard. Major issues disclosed in the report comply with the GRI G3 application level of B+, as audited by an independent third-party assurance organization in compliance with AA1000. The assurance statements are included in the report.



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Message from the Chairman

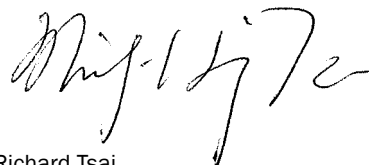
The US subprime mortgage crisis in 2008 triggered a financial tsunami that led to a global economic downturn. Prominent, century-old firms such as Lehman Brothers were forced into bankruptcy, and the once-admired investment bankers of Wall Street came under a barrage of public attacks. Panic ensued, and confidence evaporated. But in this time of rebuilding value and order, corporate integrity and credibility have become more important than ever. We are reminded that instead of seeking quick profits, companies must bear their social responsibilities and promote sustainable economic and social development.

This is close to our corporate philosophy: We do business on the basis of trustworthiness, social responsibility and maximizing value for our shareholders, employees, and the public. This CSR report has been published to respond fully, in a trustworthy and open manner and in accordance with international standards, to the major concerns of stakeholders including shareholders, employees, consumers, suppliers, the environment, and the community.

We remain committed to creating value and providing stable, generous compensation for our shareholders in the midst of economic difficulty. We set an example among domestic listed companies in 2008 when our subsidiaries relinquished their parent company stock dividends in order to maximize shareholder equity.

Embracing the digital convergence trend, we completed the acquisition of Taiwan Fixed Network Ltd (TFN) and Taiwan Telecommunications Network Services (TTN) in 2007. The deals expand our operation from mobile communications to fixed networks and cable television, paving the way for integrated digital convergence services.

Crises bring opportunities. When the financial meltdown began, we took it as a reminder to rethink our social responsibilities and re-orient ourselves toward sustainable development. Looking ahead, we will continue to pursue long-term progress in line with our spirit of integrity and achieve win-win outcomes for business and society.



Richard Tsai
Chairman
Taiwan Mobile Co., Ltd.



Message from the President

In recent years, we have made significant progress in fulfilling our corporate social responsibilities systematically and strategically. Using our core resources -- telecom technologies and skills, we help nonprofit organizations (NPOs) and groups meet social needs. The 5180 Mobile Donation Hotline, the 909 Mobile Audio Guides, and the myfone Mobile Composition Award are some examples of our innovative models for promoting social welfare.

Since 2007 and 2008, we have been focusing on two main topics: environmental protection and bridging the digital divide.

The threat of global climate change is looming ever closer, and natural disasters caused by climate change in Taiwan and abroad are growing in number and severity. Nature is constantly warning us to rethink our lifestyle and consumption of energy and resources. As one of the leading telecommunications service brands in Taiwan, we are keenly aware of our responsibilities and influence. Apart from promoting in-house energy conservation and carbon emission reduction, we are also encouraging handset recycling and e-billing to allow users, employees, and the public to participate in environmental protection.

Our second concern is the growing gap between the rich and the poor, and between urban and rural areas in Taiwan. With the emergence of an information society, we believe that bridging the digital divide is a responsibility for all telecom firms. We are taking action on access to information, information skills, and information applications in order to help remote areas and underprivileged groups develop their soft power and digital competitiveness.

Although a single company's resources are limited, we hope in this report to share our beliefs and efforts with the public and all enterprises concerned about social responsibility. We look forward to receiving readers' comments, which will motivate and steer our continued improvement.



Harvey Chang
President and Chief Executive Officer
Taiwan Mobile Co., Ltd.



Commitment to Social Responsibility

At Taiwan Mobile, we aim to “create the best user experience for our customers.” Our all-round communications and media services have made us a leader in the digital convergence age.

In the wake of the financial tsunami, observers around the world have been watching to see if CSR will become the norm for business. We at Taiwan Mobile consider CSR to be a manifestation of our corporate culture. Our strategies are based on our core values, and significant resources have been allocated for community involvement.

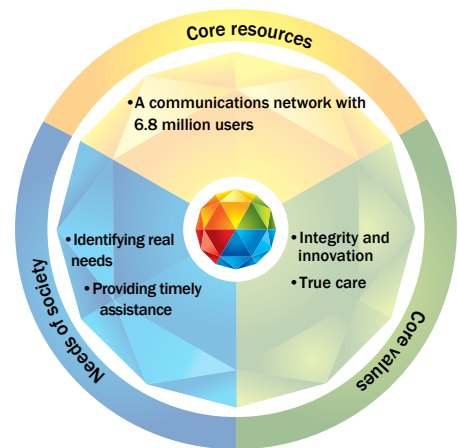
In 2007, we published the first CSR report in the telecom industry elaborating on our CSR initiatives. This year’s CSR report conforms to international standards and covers corporate governance, environmental sustainability, and social responsibility. We pledge to continue to improve our governance performance as a responsible, environmentally-friendly green corporate citizen. A CSR report will be published every two years.

Our CSR Organization

Apart from contributing millions of NT dollars annually to social causes, we are among the first companies to set up a dedicated social responsibility department in 2007.

The SR department is responsible for planning and implementing CSR initiatives. The department reports on economic, environmental, and social issues and proposes appropriate CSR strategies to the Board of Taiwan Mobile Foundation and the Corporate Governance Committee of Taiwan Mobile on an annual basis. The Board and the Committee, in turn, review necessary budget plans and monitor the results of CSR initiatives.

Taiwan Mobile allocated a total of NT\$76.4 million to community activities in 2007 and 2008. Of this budget, 25% went to bridging the digital divide and emergency rescue, 25% to concern for underprivileged groups and remote areas, 22% to art promotion and community development, 17% to environmental protection, and 11% to youth initiatives.



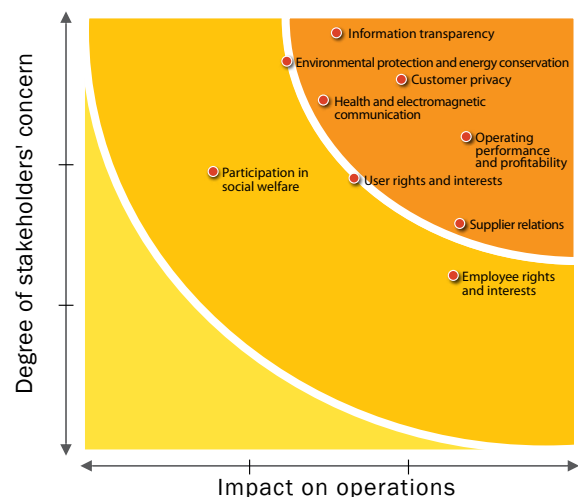
Key CSR Issues

This report addresses shareholders, the government, employees, customers, suppliers, the environment, and society. Materiality assessment processes have been employed to identify and prioritize key issues.

The SR department relies on discussions at assessment meetings, questionnaires and surveys to collect the views of relevant departments. “Degree of stakeholder concern” and “impact on operations” are the main dimensions in further analysis.

The following priorities concerning CSR implementation have been identified through the materiality assessment processes: operation performance and profitability, information transparency, environmental protection and energy conservation, electromagnetic communications, employees’ rights and interests, customers’ privacy, user rights and interests, supplier relations, and community involvement.

The number of CSR issues increases over time. This report focuses on Taiwan Mobile’s responses to the foregoing issues; other routine activities are disclosed on the company’s web site.



Communication with Stakeholders

The following methods are used to communicate with stakeholders:

Stakeholder		Communication method
Employees		<ol style="list-style-type: none"> Dialog between employees and the President: <ol style="list-style-type: none"> Managerial meetings held every three months, in addition to employee meetings in various professional capacities, to communicate the company's visions to all employees; A President's Mailbox for employees to submit recommendations to the company; The President uses e-mail from time to time to share ideas and beliefs with all employees. Information announcement system—All information is posted on the company's intranet, where employees can search and gain a quick overview of the company's press releases, product information, and management measures. Employee opinion surveys—An external professional organization is commissioned to conduct an employee survey every two years. These surveys examine employee satisfaction and their views on management measures. Questionnaires are also used to collect employees' views at year-end banquets and health check-ups, etc. The Taiwan Mobile E-Bulletin is published from time to time. An employee benefits committee has been established.
Customers		<ol style="list-style-type: none"> A free 24-hour service hotline to accept product queries, service consulting, and complaints from customers; An online customer service mailbox to meet customer needs at the click of a mouse; Customer satisfaction surveys: Various surveys are conducted to identify users' needs and facilitate efforts to improve customer satisfaction; Information enclosed in billing statements: important information, including special offers and activities, are enclosed in billing statements; Store channels. Company web site and e-bulletin; Occasional special user activities.
Investors	Individual shareholders	<ol style="list-style-type: none"> Annual shareholder meetings and financial statements compiled in accordance with applicable regulations; A dedicated shareholders' section on the company web site providing information on operations and financial health, and a Shareholder Column disclosing dividends, stock prices, and relevant information; Online investor newsletters; Regular shareholder contact window.
	Institutional shareholders	<ol style="list-style-type: none"> Monthly publication of information on the company's business status; Regular quarterly telephone conferences, and face-to-face explanatory meetings and one-to-one conferences as required; Participation in investment organization conferences in Taiwan and abroad; Regular contact windows for institutional shareholders.
Suppliers		<ol style="list-style-type: none"> A purchasing/ bidding system that ensures information transparency; Designated personnel to communicate constantly with suppliers concerning the status of purchases; Regular supplier conferences with the management to discuss suppliers' difficulties and exchange views; A designated complaints committee to address suppliers' concerns of unfair or detrimental purchase practices; A supplier assessment mechanism to rate suppliers on the basis of quality and service, etc.
Community residents		<ol style="list-style-type: none"> Visits by the management with community residents to discuss issues such as health, electromagnetic radiation, and base station deployment; participation in community holiday activities in order to better understand residents' needs and views; Free hotline for electromagnetic radiation testing in conjunction with the Taiwan Telecommunication Industry Development Association, and publication of base station electromagnetic radiation awareness information to the community and neighborhoods; Visits by CATV operators with community members, as well as on-site visits by local residents to CATV stations, in order to improve community understanding of the industry and clarify misconceptions; Sponsoring art and cultural activities for community residents.

Government agencies	<ol style="list-style-type: none"> 1. Maintaining good interaction with the National Communications Commission (NCC), and participating actively in NCC hearings concerning telecommunications laws and regulations; 2. Cooperation with NCC's supervision of telecommunications industry, which includes administrative audits and administrative guidance; 3. Cooperation with NCC's fee assessment and network construction management. 														
The industry	<p>Participation in local and foreign industry associations and organizations; establishment of coordination platforms for better cooperation among operators and maintaining a fair competitive environment. Relevant platforms include:</p> <ol style="list-style-type: none"> 1. Taiwan Telecommunication Industry Development Association 2. Taipei Computer Association 3. Taiwan Network Information Center 4. Taiwan Internet Association 5. Cable Broadband Institute in Taiwan (CBIT) 6. Bridge Mobile Alliance 7. GSM Association (GSMA) 														
Experts and specialists	<p>Taiwan Mobile maintains close ties with government agencies, universities, and research organizations. Collaborative research projects and seminars with partners in the industry and academia cover telecommunications, environmental protection, social responsibility, youth guidance, and online safety for children and adolescents.</p> <p>Academic projects and seminars during 2007-2008 included the following:</p> <table border="1" data-bbox="408 842 1398 1294"> <thead> <tr> <th data-bbox="408 842 903 887">Project</th> <th data-bbox="903 842 1398 887">Collaborating organization</th> </tr> </thead> <tbody> <tr> <td data-bbox="408 887 903 965">Wireless broadband access network spectrum measurement data analysis and investigation</td> <td data-bbox="903 887 1398 965">National Taipei University of Technology</td> </tr> <tr> <td data-bbox="408 965 903 1043">IP Based SIP Video/Voice Softphone software R&D</td> <td data-bbox="903 965 1398 1043">Information & Communications Research Laboratories, ITRI</td> </tr> <tr> <td data-bbox="408 1043 903 1111">Go Go Together Trial system technical service R&D project</td> <td data-bbox="903 1043 1398 1111">Information & Communications Research Laboratories, ITRI</td> </tr> <tr> <td data-bbox="408 1111 903 1155">International symposium on mobile technology</td> <td data-bbox="903 1111 1398 1155">National Ilan University</td> </tr> <tr> <td data-bbox="408 1155 903 1223">Localization research on carbon emission reduction through the use of e-billing</td> <td data-bbox="903 1155 1398 1223">Environmental Quality Protection Foundation</td> </tr> <tr> <td data-bbox="408 1223 903 1290">Awareness, responses, and impressions of junior high school adolescents in Taiwan facing ethical dilemmas</td> <td data-bbox="903 1223 1398 1290">Champions Education Association</td> </tr> </tbody> </table>	Project	Collaborating organization	Wireless broadband access network spectrum measurement data analysis and investigation	National Taipei University of Technology	IP Based SIP Video/Voice Softphone software R&D	Information & Communications Research Laboratories, ITRI	Go Go Together Trial system technical service R&D project	Information & Communications Research Laboratories, ITRI	International symposium on mobile technology	National Ilan University	Localization research on carbon emission reduction through the use of e-billing	Environmental Quality Protection Foundation	Awareness, responses, and impressions of junior high school adolescents in Taiwan facing ethical dilemmas	Champions Education Association
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Nonprofit organizations	<p>Active discussions with nonprofit groups through industry, government, and academia activities to exchange views:</p> <p>Environment Protection:</p> <ol style="list-style-type: none"> 1. Joined the Taiwan Business Council for Sustainable Development for participating in discussions of sustainability issues, communication with environmental protection groups and numerous stakeholders, response to international trends and government policy proposals, and participation in relevant domestic seminars. <p>Other:</p> <ol style="list-style-type: none"> 1. Prompt and transparent response to queries and complaints from the Consumers' Foundation; 2. Participation in the "International Symposium on Child and Adolescent Online Safety" held by ECPAT Taiwan; 3. Participation in seminars held by the Himalaya Foundation and ROC YWCA in order to share social responsibilities. 														
Other	<p>Taiwan Mobile also participates in the activities of external associations. We play active roles in committees of the following associations, which enables us to keep abreast of industry trends and contribute to ICT development in Taiwan:</p> <ol style="list-style-type: none"> 1. Asia-Pacific General Chamber of Commerce and Industry 2. Taiwan Business Council for Sustainable Development 3. Taiwan Digital Publishing Forum 4. Information Management Association of R.O.C 5. Taiwan CIO Association 6. Monte Jade Science and Technology Association 7. Foundation for Public Relations 														

Business Performance

Company Overview

Taiwan Mobile Co., Ltd. was founded on February 25, 1997, and received a Type 1 telecom license from the government during the same year. Taiwan Mobile was the first private telecom in Taiwan to go public, and was also the first wireless operator to launch 3G services using WCDMA technology.

Shares of Taiwan Mobile were listed on the OTC market in 2000, on the Taiwan Stock Exchange in 2002 (TAIEX code: 3045), and were included in the Taiwan 50 index and the Morgan Stanley Composite Index (MSCI) also in 2002.

To expand operations, Taiwan Mobile acquired TransAsia Telecommunications (TAT), a regional mobile operator in southern Taiwan in July 2001, and completed acquisition of the central regional operator Mobitai Communications (Militia) in August 2004. This made Taiwan Mobile one of the leading brands in the domestic mobile communications market. The merger with TAT and Mobitai was completed in September 2008.

Taiwan Fixed Network (TFN), Taiwan Telecommunications Network Services (TTN), and TFN Media were acquired in 2007, which made us Taiwan's second largest internet service provider. The acquisitions also allowed us to offer "Quadruple Play" services - covering mobile, fixed-line, broadband, and cable TV. In 2008 we introduced three major new brands: "Taiwan Mobile," "Taiwan BroadBand," and "TWM Solution" targeting individual users, households, and enterprise users.

We have demonstrated outstanding performance in the areas of information security, customer service, corporate governance, and corporate social responsibility for more than a decade, and have won extensive recognition at home and abroad. We are consequently one of the most respected and trusted companies in Taiwan.

Looking ahead, we will continue to ensure that customers enjoy fulfilling communications with the utmost convenience by strengthening our competitiveness, establishing ourselves as a model of reliable telecommunications service, and becoming an architect of digital convergence in Taiwan.

Headquarters Location: 13F-1, 172-1 Ji-lung Rd. Sec. 2, Taipei
Country: ROC

Organization size

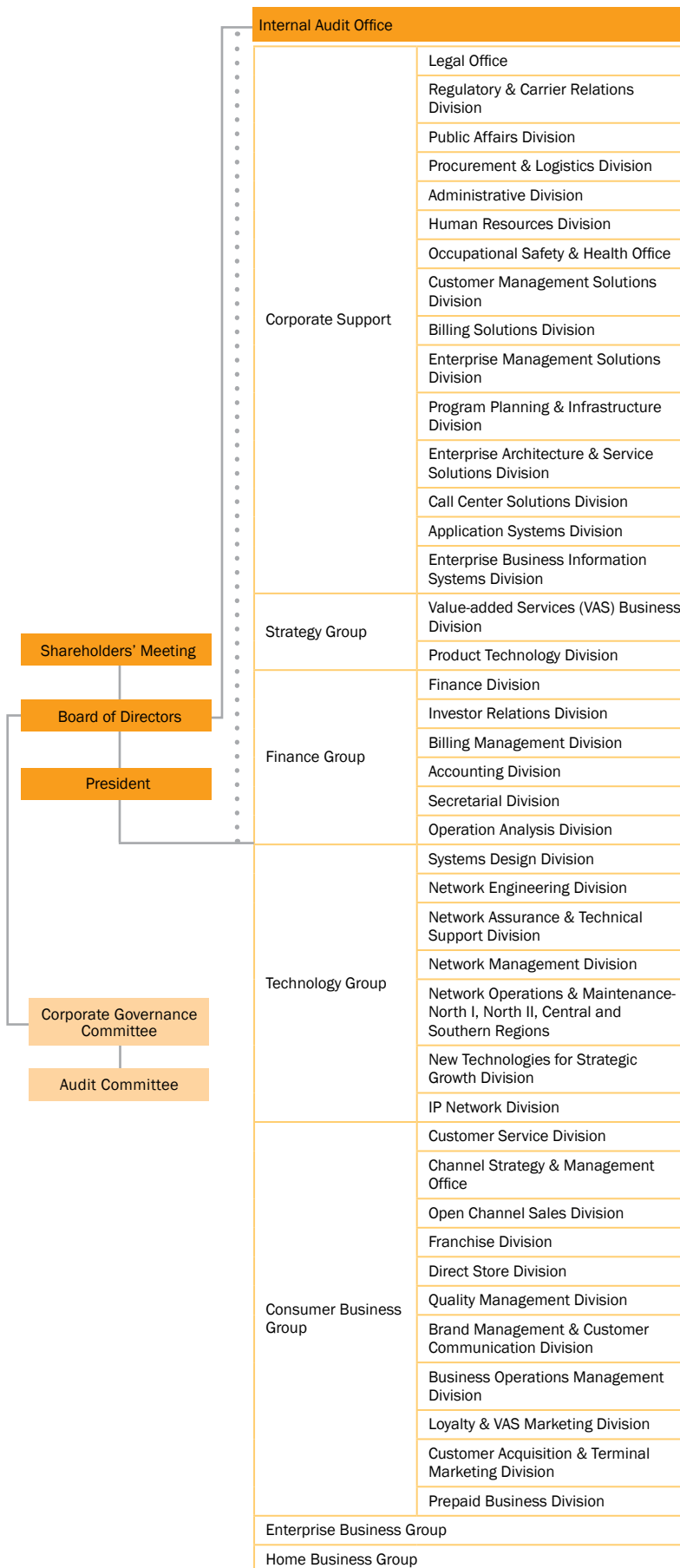
	2007	2008
Number of employees	4,586	4,552
Consolidated revenue (NT\$100 m)	661	693
Net operating profit (NT\$100 m)	213	218
Total assets (NT\$100 m)	980	919
Shareholder's equity (NT\$100 m)	324	509
Liabilities (NT\$100 m)	656	410

(Note: including parent company and subsidiaries)

Awards & Recognitions - 2009	
Nov.	Harvey Chang, the President and CEO was honored with the "Benchmark Entrepreneur of the year" in the Ernst & Young Entrepreneur of the Year 2009 Taiwan Awards.
Nov.	Won the 18th "ROC Enterprises Environmental Protection Award", presented by the Environmental Protection Administration of Executive Yuan.
Oct.	Lee Shang-hsiu (Enterprise Business Group) received a gold medal in Business Week's "Top Stars Award."
Oct.	Won 2nd place in the category of Mobile phone/ fix-lined communication, and 3rd place in the category of 3C stores in Next Magazine's Top Service Award 2009.
July	Received an A+ rating in the Securities & Futures Institute's "Evaluation of Information Disclosure and Evaluation System."
June	Received the Best Corporate Governance Award from Corporate Governance Asia Magazine.
June	Awarded 6th place in Business Next Magazine's "Info Tech 100 Taiwan."
April	Awarded two Trusted Brand Gold Awards both in telecom company and mobile service provider by Reader's Digest. Taiwan Mobile was acclaimed the most trustworthy mobile telecommunications firm by consumer ballot.
March	Taiwan Mobile and TWM Solution received 3 prizes of "IT Best Choice" award by the Institute for Information Industry, including the categories of corporate Push Mail, MVPN, and MPLSVPN services.
March	Awarded "Excellence in Corporate Social Responsibility" by Commonwealth Magazine.
Feb.	Won seven commendations from NCC, the most among peers, for the efforts of bridging digital gap in remote areas.

1. Organizational

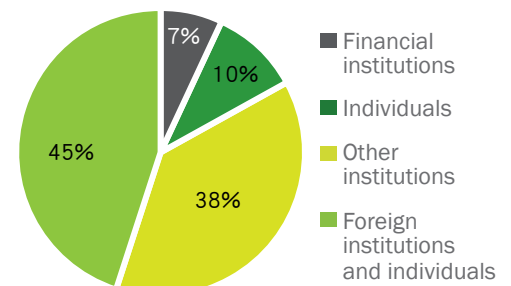
As of 2008.12.31



2. Equity structure

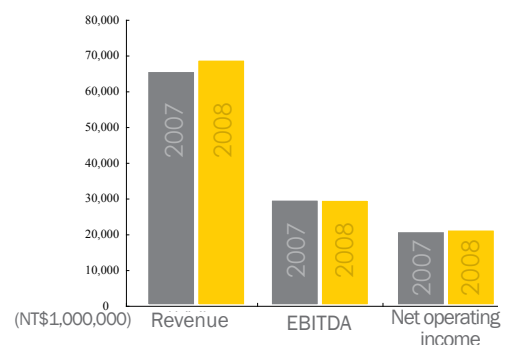
Primary shareholders include domestic and foreign institutional and individual investors, which hold 45% of the company's equity. The top ten shareholders are TFN, TFN Investment Co., Tung Ming Enterprise Co., Tao Yi Enterprise Co., an investment account in the care of HSBC Bank for DLK Holding Co., Fubon Securities Co., Fubon Life Insurance Co., Tsai Ming-chung, Tsai Ming-hsing, and an account in the care of HSBC Bank for Macquarie Bank. (Source: list of shareholders provided by the Taiwan Securities Central Depository Co. on July 7, 2008)

▼ Taiwan Mobile's shareholder structure



3. Operating performance

After acquiring TFN and TTN in 2007, we extended our data services from the wired to the wireless domain, and from simple data to rich multimedia and TV service. This has made us a leader in the areas of all-round digital content and communications services. In spite of the global economic downturn in 2008, we continued to strengthen our core competence and market leadership. Our overall business performance has met expectations, and we have made good progress in the face of adverse economic conditions. Our consolidated revenue for 2008 was up by 5% compared with 2007; this growth was chiefly driven by fixed network and cable TV revenue, plus reduced depreciation expenses. As a result, our net operating profit increased by 2% compared with 2007.



(1) Amounts of taxes paid and tax benefits

Units:NT\$1,000

		2007	2008
Cash income tax payments		4,708,894	3,259,187
Tax benefits	Investment tax credits	283,705	316,878
	Loss offset	52,856	39,901

Source: Consolidated financial report of parent company and subsidiaries.

(2) Financial assistance from the government

We are participating in the M-Taiwan Project headed by Acer Inc., and are using our cellular/WiFi networks to provide value-added services to cooperating universities and colleges. We have received a total of NT\$12 million in subsidies from the government, and received NT\$9.6 million between 2007 and 2008.

4. Brand spirit

(1) Commitment

"With Taiwan Mobile, you can experience simple, user-friendly mobile living at any time, anywhere." We strive to create the best mobile communications user experience, and use innovation to transform our technological strengths into practical ideas.

(2) Values

We are convinced that innovation is only possible by pursuing improvement. Our four brand values are "simplicity", "innovation", "passion", and "integrity."

(3) Diversification

Our customers are divided into three major groups – the family group, friends group, and work group – in order to provide customized products and services.

(4) Trends

We strive to lead our customers into the digital convergence era, and have consequently integrated our group's resources to establish and manage the three major brands "Taiwan Mobile," "Taiwan BroadBand," and "TWM Solution."

5. Products and services

Taiwan Mobile serves individuals, companies, and families. Our service area spans all of Taiwan, and we also provide international telephone service to 256 countries and international roaming. GSM: 240 networks in 139 countries, 3G: 65 networks in 31 countries, and GPRS: 160 networks in 82 countries.

Our services are provided via three operating systems: Consumer Business Group, Enterprise Business Group, and Home Business Group.

Awards & Recognitions - 2008

Dec.	James Chang, Vice President, won the "National Manager Excellence Award in Information Technology" from the Chinese Professional Management Association's 26th annual awards.
Nov.	Harvey Chang, the President and CEO, was recognized for his outstanding contributions in corporate governance by the CFA Association of Taiwan.
Nov.	TWM's myfone e-store won an "e-21 Golden Website Award" in the large enterprise sector from the Ministry of Economic Affairs.
Nov.	Awarded two prizes by Next Magazine in its "2008 Top Service Awards", placing 2nd in mobile/fixed-line communications and 3rd in 3C store channels.
Nov.	Taiwan Mobile and TWM Foundation both won the 9th "Arts and Business Awards – Golden Prize" by the Council of Cultural Affairs.
Oct.	Chen Chun-ming (Enterprise Business Group) received a gold medal and Lee Hsin-yu (Consumer Business Group) received an Outstanding Award in Business Week's "Top Stars Award."
July	Received an "A+" ranking in "Transparency and Information Disclosure" from Taiwan's Securities and Futures Institute.
June	Won the highest customer satisfaction rating among peers in a survey released by the Consumers' Foundation in 2008.
April	Won Trusted Brand Gold Award by Reader's Digest.
March	Ranked among Taiwan's Top 10 in the Wall Street Journal's "Asia's 200 Most Admired Companies."
March	Awarded for "Excellence in Corporate Social Responsibility" by Common-Wealth Magazine.

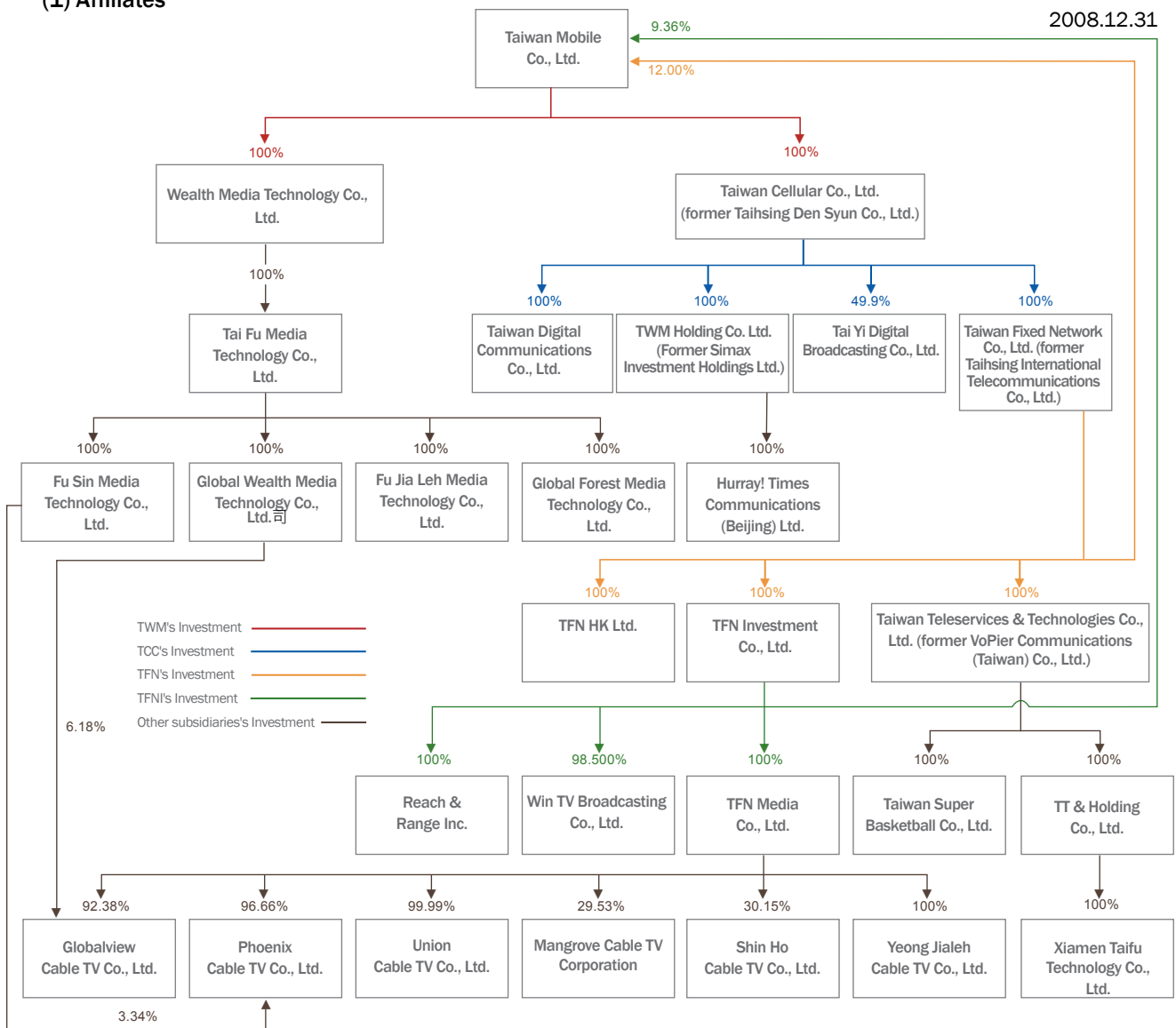
Awards & Recognitions - 2007

Aug.	Awarded the "Happy Worker Award-Best Employer" in Taiwan and Asia by Cheers Magazine in its 2nd annual survey.
July	Received an "A+" rating in "Transparency & Information Disclosure" from Taiwan's Securities and Futures Institute.
May	Awarded Global Views Monthly's 3rd annual "Corporate Social Responsibility Award – Service Sector Category."
April	Won Trusted Brand Gold Award by Reader's Digest.
April	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.
March	Awarded for "Excellence in Corporate Social Responsibility" and ranked No.1 in corporate governance sector by CommonWealth Magazine.
March	Received "CG6002 certification" from the Corporate Governance Association.

Consumer Business Services	<ul style="list-style-type: none"> • Basic services: voice services, special number services, extra services • Value-added services: data value-added, voice value-added, short message value-added, ordinary short message, bill payment, short number leasing
Enterprise Business Service	<ul style="list-style-type: none"> • Voice services: local telephone, long-distance telephone, international direct-dial telephone, conference calling, Centrex, corporate E phone, exchange E phone, domestic collect call (080), international collect call, domestic for-fee voice information service (0209) • Data services: international data circuit leasing, international Ethernet line, international IP VPN, data circuit leasing, domestic Ethernet line, domestic IP VPN, domestic ADSL VPN • Internet services: leased line Internet, Ethernet line Internet, ADSL, dial-up Internet, Internet access services, fiber-optic broadband Internet (FTTx), server hosting, Web hosting, integrated mail hosting, domain name hosting • Mobile services: regular voice services, MVPN (Mobile virtual private network), ITS (Intelligent transportation system), BlackBerry enterprise solution, Business SMS (Short messaging service) and advertising short messaging service • System Integration(SI) services: sales, implementation, monitoring and maintenance services for PBX (Private branch exchange), VoIP CPE (Customer premises equipment), WAN and LAN CPE for customers
Home Business Service	<ul style="list-style-type: none"> • Video service: cable TV • Broadband Internet services: Cable Modem, fiber-optic

(1) Affiliates

2008.12.31



(2) Subscribers and market share during the most recent two years

Units: 1,000 persons

		2007	2008
Mobile	Taiwan Mobile	6,235	6,270
	three leading telecommunications operators (Chunghwa Telecom + Taiwan Mobile + Far EasTone)	21,149	21,463
	Taiwan Mobile's market share	29.5%	29.2%
CATV	Taiwan BroadBand (note)	406	482
	Taiwan market	4,693	4,885
	Taiwan BroadBand's market share	8.66%	9.87%

Note: Includes Hsin Ho, Media Cable TV, GlobalView Cable TV, Union Cable TV, and Phoenix Cable TV.

Corporate Governance

1. Principle

We recognize the importance of good corporate governance and abide by the following practices:

- Timely disclosure of important information.
- Positive interaction and mutual checks and balances between board of directors and management team.
- Allotment of seats for independent board members.
- Establishment of an Audit Committee ensuring the independence and fairness of the CPA.
- Establishment of a Corporate Governance Committee ensuring sound corporate governance practices.
- Adoption of a cash dividends policy based on high payout ratio.
- Distribution of all employee bonuses in cash.

2. Current practice

To better our corporate governance practice, we have revised the "Rules and Procedures Governing Shareholders' Meeting," "Rules and Procedures on Conducting Transactions between Group Companies and Related Parties," "Corporate Governance Committee Charter," "Audit Committee Charter," "Rules and Procedures Governing Board of Directors' Meeting," and "Regulations Governing Internal Material Information." All rules and charters are disclosed on our official web site.

Our corporate governance mechanism complies with the spirit of Taiwan's Securities and Exchange Act and we strive to achieve the highest international standards.

Item		Current practice
Shareholding structure and shareholders' interests	Handling of shareholders' suggestions and disputes	The spokesperson or secretarial division personnel handles all non-legal issues; the legal division handles all legal issues.
	Identification of major shareholders and investors with controlling interests	The secretarial division provides a list of shareholders.
	Risk control mechanisms and firewalls between the Company and its subsidiaries	The Company has established "Rules and Procedures on Conducting Transactions between Group Companies and Related Parties" and "Rules and Procedures on Monitoring Subsidiaries" as risk control mechanisms.
Board of Directors and its responsibilities	Independent directors	The Company's board includes four independent directors.
	Periodic review of CPA's independence	The Audit Committee conducts periodic reviews.
Communication channels with shareholders		The spokesperson and spokesperson's mailbox serves as the main communication channel between the Company and its shareholders.
Information disclosure	Disclosure of financial, operational and corporate governance information	Disclosure of financial-related and corporate governance information is posted periodically on the Company's website.
	Other ways of disclosing information	The Company has set up an English website, designated personnel to gather and disclose Company information, and appointed a spokesperson.
Functional committees		The Corporate Governance Committee oversees the functions of committees dealing with nominations of board directors and compensation.

3. Corporate governance implementation

Taiwan Mobile is a benchmark corporate governance enterprise in Taiwan.

(1) Establish a Corporate Governance Committee and Audit Committee

In 2003, we established a Corporate Governance Committee and an Audit Committee, which are composed entirely of independent board directors selected during the shareholders' meeting. Independent directors, not supervisors,

oversee company operations in compliance with international corporate governance standards. New directors were elected during the 2008 shareholders' meeting, and the independent directors elected were the same that served on the board the previous year. There were no major organizational changes.

▼ Taiwan Mobile's corporate governance structure



(2) Strengthen the board's independence and functions

Four of our eleven board directors are independent directors, who maintain an excellent relationship with the management team. They are all professionals capable of providing independent, objective recommendations concerning important business issues to ensure that the board makes sound decisions. The independent directors in 2007~2008 are Jack J.T. Huang, Tsung-Ming Chung, Wen-Li Yeh, and J. Carl Hsu. The following procedures are taken to strengthen the functions and professionalism of our board:

a. BOD performance evaluation:

The 11th meeting of the 4th board passed the "Rules and Procedures on Evaluating BOD Performance" on October 26, 2006. The Corporate Governance Committee now evaluates the BOD performance and submits reports to the BOD with concrete proposals for improvements before the end of each year.

b. Training programs for directors:

To encourage directors to receive continuing education, since 2008 we have regularly arranged for lecturers to conduct lectures at the office to meet the required training hours, and also facilitates good interaction.

c. Information transparency:

We uphold a high level of transparency concerning our operations, and respect our shareholders' rights and interests. We promptly disclose major resolutions after every board meeting.

d. Avoiding conflict of interest:

Board members to whom the recusal requirements of Article 178 of the Company Act apply pursuant to Article 206 may not vote.

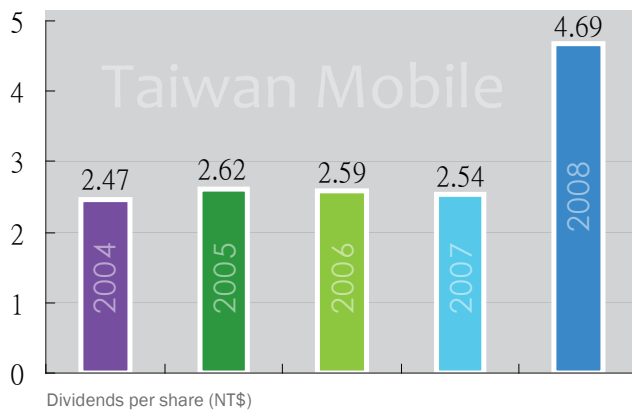
(3) Simplify the reinvestment framework

In 2004, we began an initiative to simplify the investment relationships between our affiliates. This has increased the transparency of our operations. We have merged or closed affiliates including the Taiwan Store Information Business Yellow Pages, Taiwan Ching Shuo, Howin, Taiwan TeleShop, Tai Hung, Tai Fu, Tai Shuo, Taiwan Telecommunications Network Services, TransAsia Telecommunications, and Mobitai Communications, making our investment structure clear and straightforward. In addition, we are gradually consolidating our operations under our three leading brands—Taiwan Mobile, TWM Solution, and Taiwan BroadBand.

(4) Maximize shareholder value

In order to upgrade our hardware and software, we replaced 2G equipment in 2007, and recognized losses of NT\$12.4 billion on the write-off of assets. Responding to our reduced surplus allocation ability for the year due to write-off of assets, we implemented a cash capital reduction of NT\$12.0 billion and returned approximately NT\$2.4 per share in cash to our shareholders. Our 2008 EPS was NT\$5.18, which made us the most profitable telecom in Taiwan.

In 2007 and 2008, our subsidiaries TFN and TFN Investment set precedents for listed companies in Taiwan by giving up their dividend distribution rights for two consecutive years. This propelled our 2008 shareholder cash dividends to NT\$4.69 per share and provided steady and rich returns to our shareholders at a time of recession.



◀ Dividends of the Taiwan Mobile Co., Ltd., 2004-2008

(5) Design an effective information disclosure system

To ensure that our shareholders receive the latest and most accurate information, we promptly provide all relevant information concerning operations, financial matters, major board resolutions, and strategies. Furthermore, we exceed the requirements of the competent authority by compiling a consolidated financial statement on a quarterly basis, and by announcing operating results each month. We further hold investor conferences for domestic and foreign investors on a quarterly basis, and actively participate in large investment symposia in Taiwan and abroad.

(6) Ensuring commensurate compensation

The following is a summary of compensation policies standards, and composition for our president and vice presidents, compensation determination procedures, and correlation with business performance:

The salaries of the president and vice presidents consist of a fixed salary and variable pay: Fixed salaries are issued on a monthly basis, while variable pay consists of employee bonuses and year-end bonuses.

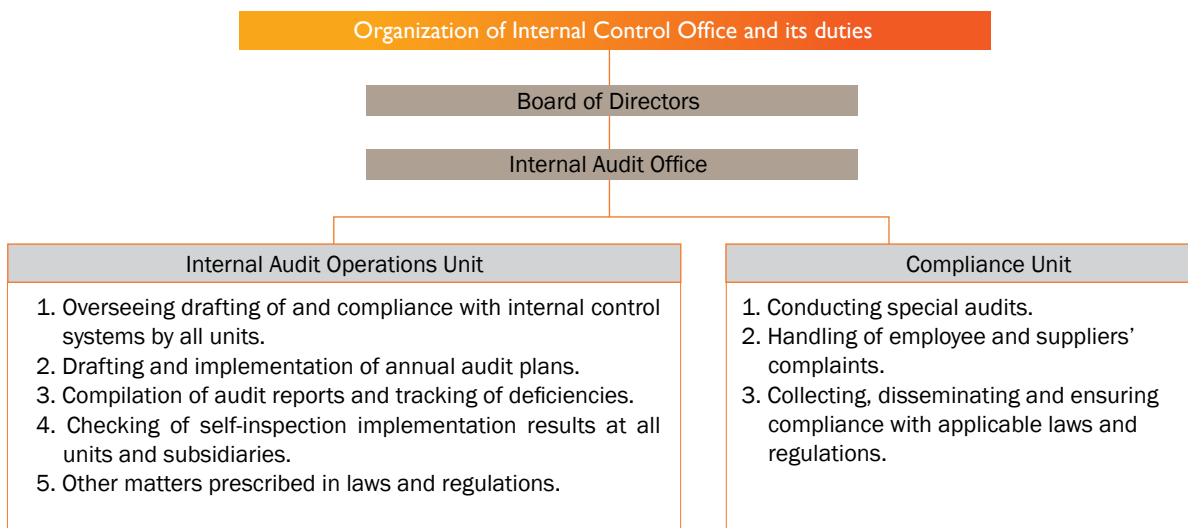
The amounts of employee bonuses and year-end bonuses received by the president and vice presidents reflect their contributions to the company’s operations, and are based on individual annual performance grades, in the case of vice presidents, in accordance with the Employee Performance Management Regulations.

Every year the Human Resources Office reports to all independent directors on the Corporate Governance Committee concerning compensation to be provided to the president and vice presidents during the year.

(7) Implement an internal audit system

Our independent Audit Office is responsible for auditing all financial, business, operation, and management matters at this company and its subsidiaries. Regular audits are conducted according to the annual audit plan, and special audits are implemented as needed. These audits enhance internal control and provide timely recommendations for further improvement. In accordance with corporate governance, audit reports are regularly submitted to the Audit Committee.

▼ Internal Control Office Organization



4. Major mergers and acquisitions

2007: acquired and merged with Taiwan Fixed Network Co., Ltd.
2007: acquired Taiwan Telecommunications Network Services Co., Ltd.
2008 acquired Hurray Times Communications (Beijing) Co., Ltd.

5. Key risks and opportunities

(1) Wireless Broadband Access (WBA)

Wireless broadband access (WBA) can provide download transmission rates of as high as 10 Mbps with a carrier bandwidth equivalent to that of 5 MHz 3G, and will be the foundation of the next generation of mobile broadband communications. This technology consequently poses a considerable threat to 3G data transmission services. The National Communications Commission (NCC) issued three regional wireless broadband access service licenses respectively for Taiwan's northern and southern regions (total of six licenses) in July 2007. Operators that have been awarded licenses all plan to use WiMAX as their primary technology.

Responding to this evolutionary change in technology, we began actively installing 3.5G base stations beginning at the end of 2007, and have actively promoted our 3.5G Internet service. We have further hired foreign telecom firms and international consulting companies to assist us in analyzing industry trends, help us complete a strategic assessment of wireless broadband and multimedia services, and draft a long-term response and extension project.

(2) Digital convergence

Due to digital technology trends, the same digital content or services may be transmitted via different carriers, systems, or platforms, causing the roles wireless and wired communications firms and media broadcasting companies to shift within the industry's structure. Not only has this fostered competition and integration within the communications service market, but also caused consolidation among relevant industries.

After acquiring TFN and TTN in 2007, we further integrated our group manpower and actively developed digital convergence technology and integrated testing. New services will be launched at the most opportune times.

(3) Regulatory changes

Regulatory changes by the NCC have generated uncertainty with regard to our operational planning. For instance, the NCC drafted the Communications Administration Act in December 2007 in response to the digital convergence trend. After the second NCC board took office, the new commission decided to revise the three broadcasting laws. Issues requiring

▼ When Typhoon Morakot struck in 2009, causing roads to be impassable, our engineering personnel struck out on foot to Taimali in Taitung County carrying heavy-duty tools in order to make emergency base station repairs.



revision would include restrictions on foreign investment and consolidation of cable TV operating regions. The draft Telecommunications Act will be revised to eliminate boundaries between the broadcasting and communications industries and shift to a three-level horizontal control scheme encompassing infrastructure, service platforms, and content. We will continue to communicate with the NCC and make timely recommendations for revisions.

(4) Natural disasters

Taiwan is beset by many natural disasters such as typhoons, earthquakes, and droughts, and pose harsh tests for telecom operators. In the event of a disaster, maintaining normal telecommunications services is essential for protecting the lives and safety of people.

We regularly review and revise response plans for disaster relief and emergency. We also implement annual disaster prevention and mitigation exercises in an effort to improve our response capabilities. We regularly inspect and perform maintenance on our telecommunications equipment rooms to ensure emergency readiness. When disaster strikes, we will promptly

undertake emergency response measures, and do our utmost to repair equipment rooms and base stations to reduce the impact on telecommunications service quality.

(5) Climate change

In confronting global warming and climate change, businesses around the world must all reduce carbon emissions, consume less resources, and promote environmental sustainability. We have established a sustainable development implementation committee, keenly observe international environmental protection trends, actively promote internal energy conservation and carbon reduction measures, and use our corporate influence to encourage joint protection of the environment.

(6) Electromagnetic radiation awareness

The WHO, International Commission on Non-Ionizing Radiation Protection (ICNIRP), and Institute of Electrical and Electronics Engineers (IEEE), all recognize that there is no evidence electromagnetic radiation emitted by mobile communications devices and equipment is harmful to our health. Nevertheless, a segment of the public still feels apprehensive about electromagnetic radiation from base stations, and in some cases people protest against the establishment of new base stations.

We participate in the Taiwan Telecommunication Industry Development Association's Base Station Communication Task Force and closely monitor the results of research on electromagnetic radiation. We also conduct touring panel discussions about electromagnetic radiation, provide free radiation measurement service, and hold ongoing dialog with the public.

▼ When Typhoon Morakot knocked out many roads in 2009, our engineering personnel carried emergency generators and base station equipment into stricken areas in order to restore service.



6. Risk management

(1) Risk management policies

- a. Promote a risk management based business model.
- b. Establish a risk management mechanism that can effectively cite, evaluate, supervise and control risks.
- c. Create a company-wide risk management structure that can limit risks to an acceptable level.
- d. Introduce best risk management practices and continue improving.

(2) Risk management structure

The Company's risk management structure is made up of three committees. The functions of each committee are as follows:

- a. Operations and Management Committee: Conduct periodic reviews of each business group's operation target and performance to ensure the Company's guidance and budget execution.
- b. Safety and Health Committee: Tasked with supervising and reducing potential risks to worker health and safety.
- c. Information Security Management Committee: Supervise important information assets for confidentiality, integrity, availability, and regulations compliance in order to control and reduce operational risks to an effective and reasonable level.



(3) Risk management operating mechanism

This company's risk management mechanism is as follows:

- a. Level 1 control mechanisms: To ensure that risks are promptly detected and effectively managed, a responsible unit is designated to manage all risk items. Risk must be controlled to within acceptable limits and any new risks or changes in risk items must be promptly submitted in order to facilitate the company's implementation of response measures.
- b. Level 2 control mechanisms: Management committees or management conferences are responsible for reviewing risk content when changes in risk occur and must decide what measures to adopt.
- c. Highest decision-making and supervisory mechanisms: The board of directors (BOD) bears responsibility for decisions concerning major risk item assessment or control measures. Apart from the board, the Audit Office shall bear responsibility for supervising and confirming the satisfactory management of risk-related matters. Any problems that are discovered must be immediately reported to the relevant authorized executive in order to facilitate a prompt response.

Company risk items and management system:

	Major risk items	Responsible risk management unit	Risk review mechanism	Decision-making and supervision
1	Operating risk: Telecom equipment and computer systems cannot operate normally	Infrastructure unit, IT unit	<ul style="list-style-type: none"> • CTO management meeting • Information Group management meeting 	<p>Board of Directors: Highest decision-making entity for risk response and handling matters</p> <p>Internal Audit Office: Responsible for supervising, tracking, and reporting of risk-related matter</p>
2	Technology and industry changes	System Design Division	CTO management meeting	
3	Information security risks	Quality Management Division	Information Security Committee	
4	Market risks A. Competitor activities B. Development of new products C. Channel change management	<ul style="list-style-type: none"> • Marketing unit • Marketing unit • Business Operations Management Division 	COO management meeting	
5	Regulatory compliance	Regulation and Carrier Relations Division		
6	Corporate image maintenance	Brand Management and Customer Communication Division		
7	Investment, reinvestment, and M&A effectiveness	Office of the President		
8	Personnel safety	Occupational Safety & Health Office, Administrative Division	Safety and Health Committee	
9	Personnel behavior, ethics, and personal integrity	Human Resources Division	Personnel Assessment Committee	
10	Interest rate, exchange rate and financial risk	Finance Division	Audit Committee	
11	Loans to third parties, endorsement guarantees, derivative transactions, and fund utilization management	Finance Division	Audit Committee	
12	Financial statements	Accounting Division	Audit Committee	
13	Litigation and non-contentious matters	Legal Office	Legal, audit	
14	Changes in the equity of supervisors, directors, and major stockholders	Secretarial Division	Legal, audit	
15	Management of board meetings	Secretarial Division	Legal, audit	

Environmental Sustainability

Protecting the environment
for sustainable living



The "green corporation" has become a new CSR indicator in the fight against global warming. We have established a Sustainable Development Implementation Committee to devise plans for more efficient energy use and to reduce greenhouse gas emissions. We seek to comply with international and domestic regulations on environmental protection, while building an environment-friendly green corporate system.

In November 2009, we received the highest honor for corporate environmental protection in Taiwan – the 18th ROC Enterprise Environmental Protection (EEP) Award conferred by the Environmental Protection Administration.



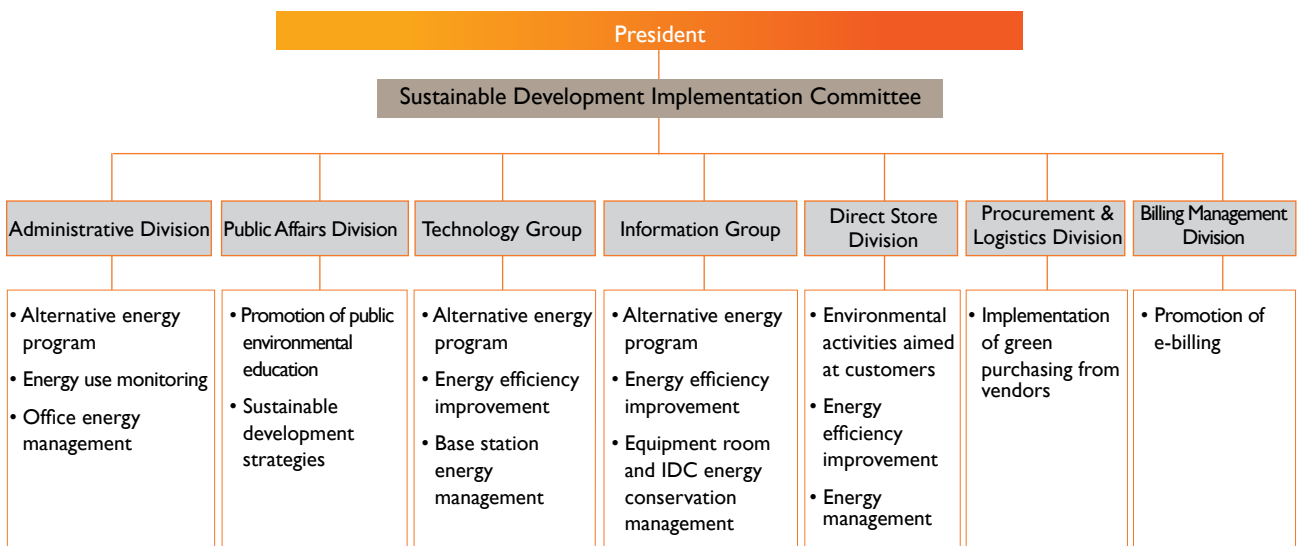
Environmental Management Strategy

- Short-term and ongoing: Implementing and optimizing energy conservation management
- Mid-term: Drafting and implementing corporate green purchasing
- Long-term: Preparing for carbon inventory tasks

Environmental Management Framework

Our Sustainable Development Implementation Committee was established in 2008; it is subordinate to the Office of the President and reports directly to the president. Case task forces are charged with case management and training.

▼ TWM environmental management framework



Overall Planning of Environmental Protection

Including our handset recycling plan, e-billing and paper reduction program, electromagnetic radiation dialog, green purchasing, energy conservation management, and environmental education.

Environmental Protection Initiatives				
Business offices	Office building	Base stations/equipment rooms	Environmental education for employees	Environmental education
<ul style="list-style-type: none"> • Recycling of waste handsets and batteries • Paperless direct stores 	<ul style="list-style-type: none"> • Energy and water conservation • Trash classification, recycling, landscaping • Green purchasing • Paperless work 	<ul style="list-style-type: none"> • Power-saving measures • Green IT equipment rooms • Recycling of waste cable and batteries • Wind power base station testing 	<ul style="list-style-type: none"> • Environmental protection work led by upper managers • Corporate volunteer participation in conservation • Corporate environmental protection web site 	<ul style="list-style-type: none"> • Sponsoring e-billing research • Encouraging use of e-billing • Promotion of waste handset recycling • Promotion of energy conservation and carbon reduction at elementary schools • Sponsorship of ecological conservation at Sitou, Guandu Nature Park, and the Taipei zoo

E-Billing and Paper Reduction Program

E-billing and paperless applications can reduce our paper consumption, the amount of ink used for printing forms, and fuel spent for delivery of forms. Apart from conserving energy, paperless operations reduce the demand for timber so that trees may continue to remove carbon dioxide from the atmosphere.

I. Promotion of e-billing

The e-billing campaign began in 2004, and we spent roughly NT\$1 million in 2008 commissioning the Environmental Quality Protection Foundation to conduct the research project "Localization Research on Carbon Emission Reduction through the Use of e-Billing." The findings of this project indicate that the transport of each billing statement generates an average of 6.32 g of carbon dioxide. If telecoms, financial institutions, and the postal service work together to promote e-billing, we estimate that Taiwan can reduce its paper consumption by at least 10,000 tons annually – the equivalent of cutting 250,000 fewer trees, and 5,100 fewer tons of carbon dioxide emissions.

Starting in 2008, we spent more than NT\$10 million on gifts and TV advertisements encouraging the public to apply for e-billing. We also introduced the first e-billing short message reminders. The number of e-billing subscribers more than doubled in 2008, saving the equivalent of 5.9 million sheets of A4 paper.



▼ Total estimated results of use of e-billing and paperless forms, 2007-2008:

13.3 million A4 paper sheets saved

=

1,397 trees conserved

=

52.7 fewer tons of CO2 emissions

Note: Each reduction of 1 ton of paper yields the following benefits:

- **Reduced logging:** According to the Environmental Quality Protection Foundation's report "Localization Research on Carbon Emission Reduction through the Use of e-Billing," the manufacture of 1 ton of 80 lbs of A4 paper requires one log measuring 12 m in height and 15-20 cm in diameter. One tree can be used to make roughly 9,500 sheets of A4 paper (1 ton of paper = 218,500 sheets of A4 paper).
- **Reduced carbon emissions:** According to statistics from the Environmental Quality Protection Foundation, the process of manufacturing one ton of paper generates roughly 868 kg of carbon dioxide.

▼ Results of the project "Localization Research on Carbon Emission Reduction through the Use of e-Billing"

Conclusion 1

The transport process for each physical bill generates 6.32 g CO₂

Conclusion 2

E-billing reduces carbon emissions (by reducing transport fuel consumption) and sequester carbon (by reducing logging)

Conclusion 3

An average of 68.2 million printed bills are sent each month in Taiwan; this requires 170 million sheets of A4 paper, which is equivalent to logging 13.87 hectare of forest

Conclusion 4

Obstacles to the promotion of e-billing; Failure to receive e-mails and inconvenient application channels

2. Introducing paperless forms

Starting in 2006, our new Taiwan-wide store information system began offering "paperless stores" which give subscribers the option to receive receipts in the form of short messages(SMS) when they make payments. This service conserved 7.2 million sheets of A4 paper during 2007 and 2008, and reduced paper form storage costs by approximately NT\$4.6 million.

All internal announcements, official documents, and conference notices are in digital form. Computer files can be used in place of paper for fax print-outs. Employees must have access cards to print documents. These measures ensure that paper is used effectively. We also encourage employees to use recycled and lightweight paper. Employees' company access number statements are exclusively online.

Our annual consumption of A4 paper has fallen by 33% since 2006, from 510,000 sheets to 340,000 sheets. Average paper consumption per person has fallen 42% over the most recent three years, from 130 sheets to 75 sheets.

Handsets Recycling

According to IDC statistics, approximately seven million handsets were sold in Taiwan in 2007. If stacked on top of each other, these handsets would reach a height 220 times that of the Taipei 101 building. If laid end to end, these cell phones would exceed twice the length of National Freeway No. 1. The handset recycling rate is currently less than 20%, however.

Taking the lead in tackling this problem, Taiwan Mobile introduced Taiwan's first waste handset recycling plan – the "Love the World Recycling Campaign" in April 2008. This campaign lets consumers recycle batteries, handsets, and components such as charging bases, travel chargers, headphones, and transmission wires. By reducing the amount of heavy metals such as lead, cadmium, and cobalt entering the environment, and recovering materials such as gold, copper, and plastic, this campaign reduces pollution, resource use, and waste.

▼ Waste handsets and batteries are recycled in accordance with standard operating procedures at close to 600 myfone direct and franchise stores.



1. Personal information is deleted, handsets and batteries are separately recycled



2. IDs of personnel from Class A recycler are verified



3. Store manager opens recycling box

1. Overcoming the three major obstacles to recycling:

We have spent more than NT\$10 million resolving the three problems of "lack of recycling channels," "leakage of personal information," and "unclear handset flow direction." Recycling points have been established at nearly 600 myfone stores throughout Taiwan. We entrust handset disposal duties to the Class A waste disposal firm Hotfrog Co., Ltd., which regularly provides proof of handset crushing to confirm the final disposal of handsets. In order to ease the public's worries about the leakage of personal information, apart from placing warning signs on recycling boxes reminding people to erase their photos, short messages, conversation records, and e-mail, etc., we also track recycling trucks with GPS positioning systems. This ensures that we know the handsets' whereabouts at all times, which helps maintain the transparency of the recycling process.

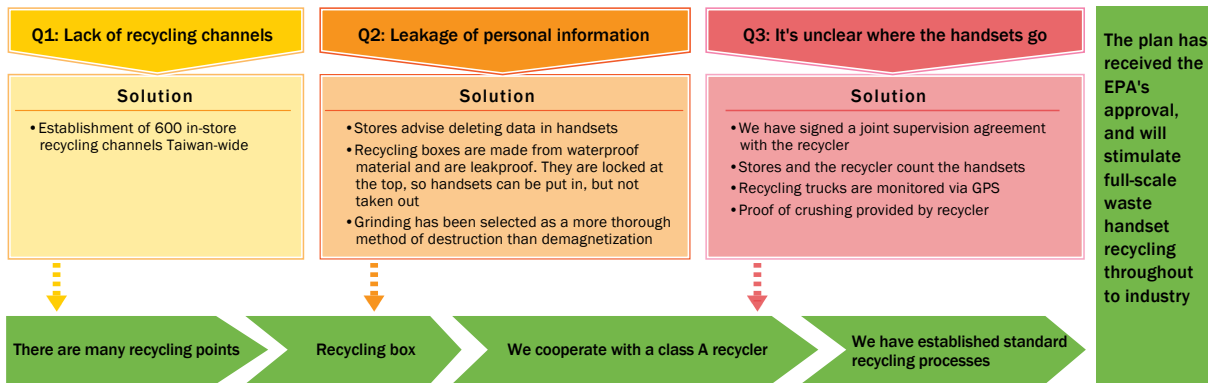
2. Outstanding recycling results:

According to estimates by the Japanese Telecommunications Carriers Association, one kilogram of gold can be recovered from 30,000 recycled handsets, and one kilogram of silver can be recovered from 10,000 recycled handsets. As of December 2008, a total of 8,950 waste handsets had been recycled, yielding 298 g of gold and 895 g of silver. The government's implementation of a handset recycling policy has led to the recycling of 1,466 kg of handset components and 419 kg of waste batteries; close to 2 tons of waste handsets have been recycled in less than one year.

3. The EPA's support has encouraged the industry to embark on a full-scale waste cell phone recycling campaign:

Taiwan Mobile's "Love the World Recycling Campaign" waste handset recycling plan has enjoyed an enthusiastic response from the public, and it has earned the EPA's support. Taiwan Mobile signed the "Memorandum on Cooperation in Recycling of Waste Mobile Communications Equipment" together with 15 telecoms and handset manufacturers on December 30, 2008, and has successfully prompted the industry to launch a handset recycling campaign. Our Taiwan-wide myfone stores play regularly play short awareness videos, and also display "Handset Recycling" labels in accordance with EPA regulations. Store service personnel also advise that all personal information be deleted from the handset before it is recycled.

▼ Solution to overcome obstacles to waste handset recycling



Explanation of a handset recycling customer complaint case

Our handset recycling campaign encountered an unprecedented challenge in September 2009 after someone complained that a franchise service store gave her a recycled handset for temporary use while her handset was being repaired. We immediately adopted the following emergency measures, which expressed our commitment to our social responsibilities and environmental sustainability:

1. The franchise rights of the offending store were suspended, effectively shutting it down.
2. Recycling box keys from 450 franchise stores throughout Taiwan were recovered within one day after the incident occurred.
3. A full-scale review of recycling management procedures was conducted and store management regulations were toughened.
4. A prompt public response was issued stating that we did not make money in any way from the recycling action; stores that violate our regulations would be dealt with severely.
5. Forces were joined with police in investigating the possible flow of waste handset into the hands of users; it was determined that this case was the result of one unscrupulous franchise-holder.
6. The case was reported to the EPA and the tightening of recycling mechanisms were; we insisted the recycling campaign should not be affected by one incident.



4. Waste batteries and components are weighed, number of handsets calculated



5. A three-leaf manifest is signed, store's seal is affixed



6. Store and recycler both retain a leaf for their records



7. GPS is used to monitor the recycling truck's location

Energy-saving Base Stations

Taiwan Mobile holds 2G and 3G mobile communications service licenses. Responding to the government's energy conservation and carbon emission reduction policy, we have adopted the following practices when establishing base stations:

1. Co-stationing and co-construction

Since NCC revised management regulations in 2003, we have increased co-stationing and co-construction throughout our 2G network. For instance, we have established co-constructed base stations at the site of many new infrastructure projects, including Taipei and Kaohsiung MRT tunnels, National Freeway No. 1 and National Freeway No. 3 tunnels, the Hsuehshan Tunnel, Terminals 1 and 2 at Taoyuan International Airport, and High Speed Railway tunnels. Currently, 49.98% of our 2G base stations are co-stationed, and 21.54% are co-constructed. This far exceeds the NCC's requirements of 20% and 10% co-stationed and co-constructed base stations.

2. Reduction in base stations and antennas

Base station reduction: 86.22% of our new 3G base stations have been established at existing 2G base stations (co-stationing), reducing the need for new station sites.

Antenna reduction:

- a. Our base stations employ 2G/3G multi-band antennas. As a result, no extra antennas are needed, even when a new 3G base station is established at an existing 2G base station.
- b. The other 13.67 % 3G base stations not co-stationed with existing 2G base stations are co-constructed with another 3G operator's stations (and use common antennas), which does even more to reduce the number of antennas.

3. Energy-saving equipment at base stations

The vendor from which we purchased our 3G base station equipment in 2009 has passed ISO14001 certification. This new equipment saves 34% more energy than past equipment, and 95% of the parts and components in the equipment can be recycled after replacement or upgrading.

- We employ low-power consumption, high-efficiency base station equipment with power consumption only 50% that of conventional base station equipment.
- We currently use energy-saving equipment at 28.5% of our 3G base stations Taiwan-wide.

4. Beautification of base station antennas

We use a more attractive antenna design on our new base stations in order to reduce the impact on local scenery, and are also accelerating the beautification of our existing base stations. In addition, starting in 2006, we have appealed to other mobile communications operators to join us in drafting principles for the beautification of base station antennas. We include our beautification principles in engineering specifications for stations shared with other telecom firms. Every year we select joint contractors for us and our partners, and have completed beautification of antennas at roughly 150 stations annually since 2007.



▲ We have installed high-efficiency, low power consumption, precision air conditioning systems at our 3G base stations.

Communication on Electromagnetic Radiation

1. Publicizing correct understanding of electromagnetic radiation:

To ensure that the public has a correct understanding of electromagnetic radiation, we teamed up with other members of the Taiwan Telecommunication Industry Development Association in 2007-2008 to hold six sessions of the "Touring Forum on Understanding Electromagnetic Radiation Emissions from Base Stations." Scholars and experts were invited to speak at these events on the use of instruments to perform radiation measurements.

We plan to conduct more forums in conjunction with relevant units and groups in all counties and cities. We hope that this will spread correct understanding of electromagnetic radiation.

We have also joined forces with other telecoms to commission the Taiwan Telecommunication Industry Development Association to produce a set of electromagnetic radiation awareness materials.

2. Providing free electromagnetic radiation measurement services:

In order to ease public concerns about the effect of base station electromagnetic radiation on human health, we have set up a free base station radiation measurement application hotline (0800-873888) in conjunction with other mobile communications operators. We also arrange for impartial third-party measurement organizations to perform on-site measurements and provide professional interpretation.

We accepted 531 public applications for electromagnetic radiation measurement services over the past three years, and we engage an impartial third-party radiation measurement organization to perform measurement services an average of 120 times annually.

Waste Cable Recycling

1. Waste cable recycling

Our subsidiary Taiwan Fixed Network Ltd. discards old bare copper cables, form of high-pollution waste, every year. To protect the environment and reduce cost, we have commissioned an EPA-approved waste cable processing plant to replace copper cable with fiber-optic cable since 2000. In 2007 and 2008, about 2,519 kilometers, or 901,137 kg of bare copper cable was removed and recycled.

2. Waste battery recycling

This company's computer facilities and base stations employ batteries for emergency backup power. These batteries are consumables and must be regularly tested and replaced. A battery recycling standards and classification scheme was drafted in 2008 to use reusable batteries and to commission the disposal of consumable batteries.

Since 1996, major international organizations and research institutions, including the World Health Organization (WHO), International Commission on Non-Ionizing Radiation Protection (ICNIRP), and Institute of Electrical and Electronics Engineers (IEEE), have conducted research on the effects of electromagnetic fields, and have issued the following reports and statement:

IEEE: Stated in a 2000 report: "Levels of public exposure are normally far below the recommended guidelines. Consequently, wireless base stations are not considered to present a risk to the general population including aged people, pregnant women, and children."

ICNIRP: Issued the 2004 statement: "no consistent or convincing evidence of a causal relation between RF exposure and any adverse health effect."

WHO: Stated in document No. 304 (2006): "From all evidence accumulated so far, no adverse short- or long-term health effects have been shown to occur from the RF signals produced by base stations."

This company's base stations are established in accordance with relevant laws and regulations; the NCC ensures that electromagnetic radiation from base stations are in full compliance with ICNIRP standards.

▼ Waste cable recycling results Units: kg

Year	2007	2008	Total
Copper cable	131,983	43,940	175,923
Fiber-optic cable	585,044	140,170	725,214
Total	717,027	184,110	901,137

We recycled 579,242 kg of waste batteries in 2007 and 2008. In 2008, we commissioned a professional handler to recharge a total of 1,189 reusable batteries weighing approximately 45,182 kg. We recycle roughly 14.5% of our waste batteries annually.

Energy Conservation and Recycling

I. Power saving measures

(1) Green equipment rooms: At the end of 2008, we drafted green equipment room energy-conservation measures for new telecommunications and IDC equipment rooms. Our equipment rooms are designed to employ temperature and humidity controls and separate hot and cold air conditioning ducts. As a result, these facilities have achieved excellent cooling efficiency, and can save 30% of electricity costs. We estimate that we can save 207,837 kWh annually.

▼ Performance of power saving measures

Equipment	Power saving measures	Performance
Electric lights	T5 lamp tubes and infrared sensors	Saves 14,567 kWh annually (46% power savings)
Power equipment	Environmentally-friendly transformers	Saves 64,386 kWh annually (57% power savings)
Air conditioning equipment	Separate hot and cold ducting in new equipment rooms	Saves 75,814 kWh annually (30% power savings)
	Design of new equipment rooms: Small-tonnage evaporative air conditioning used in winter instead of conventional water-cooled air conditioning	Saves 53,070 kWh annually (40% power savings)

Source: power conservation performance provided by equipment vendors

(2) Base stations:

- Power consumption at our base stations was reviewed to determine the most appropriate contract capacity. "Period-dependent rate" contracts were signed with Taiwan Power Company to realize more efficient power consumption.
- Low-power consumption, high-efficiency base station equipment was purchased.
- Base station air conditioning temperatures were raised to 28°C.
- Conventional air conditioning equipment was replaced with high-efficiency variable-frequency equipment.
- Use of industrial air conditioning equipment for better power savings is being assessed.

▼ Comparison of base station power saving measures

Action plan	Performance	Percentage of base stations
Adjustment of air conditioning temperature to 28°C—includes base stations and IDC equipment rooms (starting 2007)	Can save 6% of power compared with 26°C	28.0%
Use of variable-frequency air conditioning equipment (starting 2007)	Can save 40% of power	12.5%
Adoption of precision air conditioning equipment (starting at the end of 2008)	Can save 50% of power	0.004%

▼ Performance of power saving measures

Item	Power saving measure	Performance
Rate reduction	Base station contract capacity	Can save approximately 20% annually
Power savings	Low-power consumption high-efficiency base station equipment	Power consumption is 50% less than that of conventional base stations
	Increase in air conditioning set temperature (includes base stations and IDC equipment rooms)	6% power savings
	Variable-frequency air conditioning equipment	40% power savings

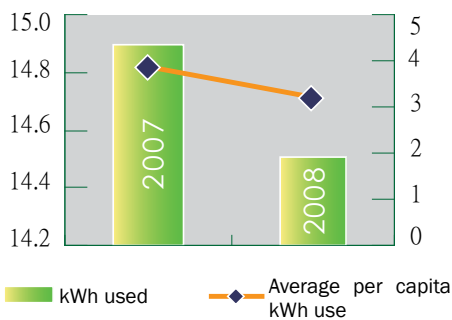
▼ In order to further conserve energy, our equipment rooms have separate hot and cold conduits, and use power-saving T5 lamp tubes and infrared sensors.



(3) Office buildings/direct stores:

- Adjustment of contract power capacity for various workplaces to reasonable values; review and reduce unnecessary power use in offices.
- Replacement of old lamp tubes, installation of power-saving light bulbs and focusing light reflectors.
- Adjustment of elevator operating format, reduction in stopping floors to reduce power consumption. Employees are encouraged to climb stairs for exercise.
- Employees are urged to turn off unnecessary equipment, including electric lights and computers, during lunch break and after work.
- Workplace has been consolidated in order to maximize energy efficiency.
- Use of multifunctional printers, and installation of card-type control mechanisms to reduce energy consumption.
- Implementation of power use inventories in high-energy consumption areas, and formulation of specific energy conservation improvement programs.
- Reduction of unnecessary power consumption for lighting via seasonal adjustment of high-rise and business location sign lighting times and use of zonal control switches to adjust workplace lighting to reasonable levels in view of needs.

▼ Office energy conservation performance chart



▼ Our multifunctional card-controlled office equipment helps us minimize paper use.



Note: The foregoing number of employees includes personnel at Taiwan Mobile, Taiwan Fixed Network, Taiwan Teleservices & Technologies, TFN Media, and temporary personnel: 3,840 persons in 2007, 4,506 in 2008)

▼ Power-saving measures

Item	Before implementation	After implementation
Adjustment of ice water air conditioner temperature	7.5°C in summer and 12°C in winter	8.5~9°C in summer and 12°C in winter
Reduction in air conditioning chiller use during lunch break	Two large chillers or one large and one small chillers are used in summer; one small chiller is used in winter	One large chiller is used in summer; one small chiller is still used in winter
Adjustment of elevator operation, reduction in stopping floors	Can stop at any floor	Can only stop at one-third of floors
Replacement of lighting equipment	Ordinary lighting	Replacement with power-saving light bulbs; testing of focusing reflectors
Use of zonal lighting control switches	None	Lighting in different workplace areas is controlled on the basis of need
Delay in the high-rise/store sign lights-on time	Signs are lit at 6:20 p.m. in summer and 6:00 p.m. in winter	Signs are lit at 6:45 p.m. in summer and 6:15 p.m. in winter
Increased awareness and supervision	None	Personnel are assigned to check that air conditioning is set at 26-28°C. Lunch break broadcasts urging employees to turn off power-using equipment (including lights and computers)

Results:

Total power consumption of 14,504,486 kWh in 2008 represented savings of 389,599 kWh compared with 2007; average per-person power consumption of 3,219 kWh in 2008 was reduced by 16.99% compared with 2007.

2. Water conservation measures

Apart from encouraging personnel to conserve energy, we also urge employees to conserve water as much as possible, and have implemented the following measures:

- (1) Wastewater produced by reverse osmosis drinking water machines (three parts wastewater are produced for every one part pure water) is sent to the basement of the company building, where it is used in toilets and for washing cars; approximately 2-3 tons of water can be conserved every day.
- (2) Reduction in volume of water output in toilets and kitchens at offices and business locations.
- (3) Assignment of personnel to regularly check water supply and drainage facilities, so that leaks and other problems can be quickly eliminated.
- (4) Regular review our water consumption shown on the web site of Taiwan Water Co., and prompt notification in the case of any water consumption anomalies.

Results:

Although total water consumption of 47,318 units in 2008 represented an increase of 11.19%, average per-person water consumption fell by 5.2% to 0.58 units.

▼ Wastewater produced by the reverse osmosis drinking water machines in the company building is used by our employees to wash cars and clean the environment.



3. Employee response to waste recycling

Employees at Taiwan Mobile's office buildings are urged to recycle. We separate our trash daily and in accordance with recycling and classification regulations, and keep track of waste and recyclable item weights.

Results:

A total of 171,814 kg of recyclable items was recycled during 2007 and 2008; 94,217 kg of recycled items in 2008 represented growth of 21.4% compared with 2007.

Green Purchasing

The Foundation of Taiwan Industry Service has stated that buying an environmentally-friendly refrigerator is equivalent to saving 18 large trees, and installing power-saving light bulbs in 33.3 square meters of office space can save NT\$140,000 in power every year.

Taiwan Mobile has embraced green purchasing as a means of conserving energy and reducing carbon emissions. We purchase environmentally-friendly products in the hope it will promote green consumerism. Furthermore, we regularly provide green purchasing training to purchasing personnel and compile relevant information into green product purchasing guides.

▼ Types and items of Taiwan Mobile's Green purchasing, 2007 & 2008:

Units:NT\$

Type	Product type	Item	Amount
Type 1	Office equipment	Recyclable printer cartridges	377,780
		Printers	1,511,017
		Computer equipment (PC/NB)	49,289,653
	Electrical type	Air conditioning	24,540,000
Type 2	Environmental protection products	Printed materials	87,020,435
Total amount			162,738,885

▼ We are testing the use of wind power at base stations, and drafting an alternative energy plan.



Climate-Friendly Services

In order to fulfill our commitment to environmental sustainability, we have used our communications and Internet technology R&D expertise to design products and services to reduce energy consumption and improve convenience.

1. 3G SIM card address book backup

Available since October 30, 2007, users can use a direct-dial voice code or short message to immediately backup their 3G SIM card address book or set an automatic backup function.

2. Conference calls

TWM Solution's conference call service enables participants in different countries or regions to hold international or inter-regional telephone conferences, which can greatly enhance efficiency and reduce costly and time-consuming business trips.

Environmental Education

I. Shared Concern Project

As worldwide attention to the issue of global warming continues to grow, Taiwan Mobile has begun conducting the “Be Cool” Shared Concern Project. Together with heavyweight environmental protection experts and elementary schools that are actively involved in environmental protection, we are encouraging children to take environmental protection into their own hands.

The spirit of Shared Concern Project is to encourage children to help their community, care about the Earth, and propose environmental protection projects. When children are willing to put out effort, Taiwan Mobile will sponsor specially-planned incentives in exchange for the hard work and dedication of the children.

This project involves 16 qualifying elementary schools recommended by education departments in cities and counties. Teachers help their students submit ideas for how to protect the environment, and an expert team of judges reviews their proposals. Taiwan Mobile finally invited the Paper Windmill Drama Troupe to perform the specially-written environmental drama “Nu Wa Patches up the Sky” at the award-winning schools.

The six award-winning schools were Shengkeng Elementary School in Taipei County, Shihkuang Elementary School in Hsinchu County, Lufeng Elementary School in Taichung County, Tachu Elementary School in Tainan County, and Peipu and Shoufong elementary schools in Hualien County. Apart from students and teachers, community residents were also invited to attend the performances. A total of more than 6,400 persons directly participated in the project, which instilled a deep legacy of school and community involvement in helping to conserve energy and recycle.

▼ Our “Be Cool” project is promoting grassroots environmental education, and encourages children to help their communities.



Gold medal-winning schools	Number of participants	Project results
Shenkeng Elementary School in Taipei County	1,900	Gathered resources for community solar panel project
Shihkuang Elementary School in Hsinchu County	600	Course offered to teachers on the Kyoto Protocol to ensure effective environmental instruction
Lufeng Elementary School in Taichung County	1,000	Full-scale implementation of carpooling, walking, and conserving power
Tachu Elementary School in Tainan County	2,000	Using idle space as an environmental teaching tool and to plant a buffer zone
Peipu and Shoufong elementary schools in Hualien County	900	<ul style="list-style-type: none"> •Brimming with environmental potential:A cactus garden expected soon (Peipu); •green coverage of 82%

2. Combining employee family day with environmental protection: “carbon reduction—tree planting—a breathing forest”

To encourage energy conservation among and reduce carbon dioxide emissions, family days have used environmental protection as their theme, and upper managers have led employees and their families in taking action to care for the Earth.

The April 19, 2008 employee family day was relocated to Sitou Nature Education Area. Vice Chairman Daniel Tsai, President Harvey Chang and other upper managers led employees in planting a thousand tree seedlings. They also called on everyone to reduce carbon emissions in their daily lives.

More than a thousand people participated in this event, the largest event of its kind ever organized at Sitou. The vast majority of employees took mass transit and used their own environmental eating utensils and water bottles. The family day activity was a tangible manifestation of how the company and its employees can work together to conserve energy and reduce carbon emissions.

3. Environmental volunteers protect the nature

Motivated by its concern for the environment, Taiwan Mobile calls on corporate volunteers to participate in environmental protection activities. One example is how seventy-two volunteers from the company in August 2008 helped Guandu Nature Park in conservation projects aimed at protecting vegetated areas, paddies and ponds.

▼ In 2008 Vice Chairman Daniel Tsai and President Harvey Chang joined forces with employees on family day. 1,000 tree seedlings were planted at Sitou Nature Education Area.





Corporate Social Responsibility

This section explains issues of concern to stakeholders including employees, customers, suppliers, and the community.

Employees are Taiwan Mobile's most important assets. We cherish our customers and strive to provide them with optimal telecommunications service. Suppliers are key partners in efforts to enhance our competitiveness, and their hard work and support are indispensable. In addition, we have implemented various social welfare programs in line with our philosophy of "what is taken from society is used for the good of society."





We at Taiwan Mobile believe that telecoms must assume responsibility for bridging the digital divide between urban and rural areas. To this end, Taiwan Mobile is using its core resources to provide remote areas and underprivileged groups with digital information services. We have also made good use of our telecommunications technologies and skills by holding events and by developing innovative models of corporate involvement in social welfare.

Apart from our concern for social issues such as sponsoring education programs for children living in remote areas, we also hold fun events such as free outdoor concerts.



Employee Relations

Manpower is the foundation of corporate development. At Taiwan Mobile, we seek qualified personnel with potential for long-term professional development. We help managers find only the most qualified candidates, and provide highly competitive compensation and training opportunities to our employees. We want our employees to grow together with the company.

We have never employed child workers. In addition, in accordance with the Gender Equality in Employment Act and Employment Services Act, we do not discriminate against any ethnic group our employment practices, and have never violated the human rights of our employees. No employees have suffered injuries attributable to the work environment. We employed 2,543 persons as of the end of 2008. Please see the following table for basic information concerning the employment status, gender, age, and educational attainment of our employees:

Employee attributes

Year		2007	2008
Employment status	Full-time	2,526	2,541
	Part-time	2	2
	Total	2,528	2,543
Average age		35	36
Average length of service (years)		5.6	6.3

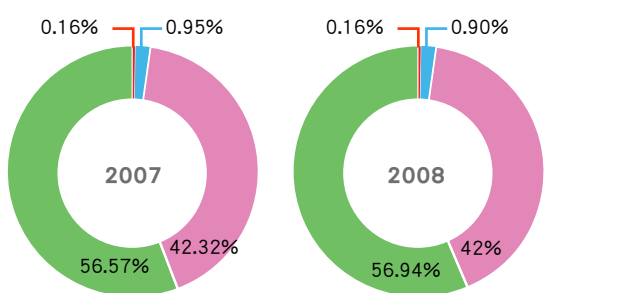
Note: All employees work in Taiwan

I. Employee communications

To promote efficient, effective communication with employees, and to ensure transparency of information, we provide a wide range of communication channels. Important information is disclosed to employees in a timely manner, and employees can also use various methods to express their suggestions for improvement measures. For instance, we regularly give employees opportunities to meet with the president and their managers. We have established a "President's Mailbox," and use our internal web site to communicate with all company employees. Employee satisfaction surveys are also performed. (see p.7)

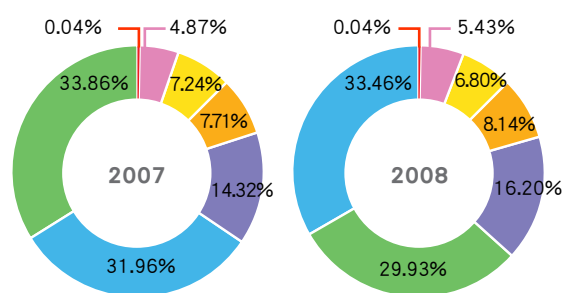
When an employee wishes to resign, we will arrange an interview with that employee to determine the reason for his or her resignation and listen to any suggestions. Such suggestions will be reported to the unit executive, and serve to guide the improvement of the company's recruiting and employment systems. We have drafted a benefits policy tailored to employees' needs and geared to retaining talented personnel. Voluntary turnover dropped from 6.46% in 2007 to 5.21% in 2008. In the case of both reorganizations and individual transfers, we ask our unit executives to notify the affected personnel in order to facilitate work hand-over. When an individual transfer occurs, the executive and individual involved must reach a consensus before the individual's transfer application can be approved.

▼ Gender ratios of upper managers and employees



Legend: Upper Managers (M) (Red), Employees (M) (Blue), Upper Managers (F) (Pink), Employees (F) (Green)
Note: One male upper manager is a foreign national

▼ Employees' description among departments



Legend: Enterprise Business Group (Red), Strategic Group (Pink), Corporate Support (Yellow), Financial Group (Orange), Information (Purple), Technology Group (Blue), Consumer Business Group (Green)

▼ Gender and age characteristics of voluntary resignations

Year	2007			2008		
	Persons		Percentage	Persons		Percentage
	Male	Female		Male	Female	
Under 30	18	18	23.84%	18	29	35.61%
31-50	58	53	73.51%	46	36	62.12%
Over 51	4	0	2.65%	3	0	2.27%
Total	80	71	100.00%	67	65	100.00%

2. Employee benefits

Taiwan Mobile provides many benefits and pay incentive measures geared to boosting employee morale. We established an Employee Welfare Committee in July 1998 to plan and implement various benefits programs. We further established the Taiwan Mobile Joint Employee Welfare Committee in January 2006, and thereby completed the integration of employee benefits at all subsidiaries. Apart from introducing benefit items and application methods at our new employee training classes, we also explain application methods on our internal network.

The following is an overview of relevant human resource policies and measures:

(1) Benefit measures

- Labor Insurance, National Health Insurance, and group insurance coverage from the first day of work.
- Employee treasury stock subscription plan, annual bonus plan, and employee profit-sharing systems.
- Recently integrated the Employee Welfare Committees at subsidiaries TransAsia Telecommunications, Mobitai Communications, TFN, and TFN Media, and established the Taiwan Mobile Joint Employee Welfare Committee; will continue to implement employee benefits including club activities, company outings, family day and subsidies for outside training, child education and important family occasions such as weddings, festivals and funerals.
- Regular health check-ups every two years and health management in accordance with check-up results; follow-up examinations and health education.

(2) Employee stock ownership plan

We are the first company in the telecom industry to offer an employee stock ownership plan designed to recruit and retain talent. Employees are encouraged to invest a certain amount of their monthly pay – with the Company contributing a similar percentage – to purchase company shares.

(3) Retirement plan and implementation

- We have specific Employee Retirement Guidelines.
- In February 1998, we established a Labor Pension Supervision Committee approved by the Taipei City Government. Since May 1998, we have been allocating a retirement pension equivalent to 2% of employees' monthly salaries on a monthly basis.
- We been implementing the New Labor Pension System since July 2005.
- In accordance with Issue No. 18 of the Financial Accounting Standards of the ROC, we retain the services of an actuary to assess and calculate the labor pension reserve and provide detailed reports.

3. Employee training

In order to improve our human capital and enhance corporate competitiveness, we conduct training courses in accordance with our development strategies and annual training needs. Annual budgets are allocated in accordance with training management regulations. Our training system comprises corporate training and functional training.

(1) Corporate training:

Multi-level training courses and common training courses have been designed based on our human resource needs. Corporate training includes orientation for new employees, business philosophy, corporate culture and QC training, IT skills training, safety and environmental training, and general management skills development/work efficiency improvement training.

(2) Functional training:

We have developed professional courses and in-service training for various professional groups and offices/departments.

▼ Block diagram of Taiwan Mobile's training system

Training strategy	Subject	Training type	Training system									
			Marketing, sales		Information, technology		Finances, accounting		Administration, planning, other		Quality Management, internal audit	
All units must draft annual training plans reflecting their needs and functions. Internal training, external training, and OJT may all be used.	All professional groups or directly subordinate offices and divisions under the President	Function training	Basic training	Advanced training	Basic training	Advanced training	Basic training	Advanced training	Basic training	Advanced training	Basic training	Advanced training
			On-the-job training (OJT)									
In conjunction with the Company's vision and development, joint training and executive development training plans are also drafted, and may employ needs interviews, on-site observation, and a job function system.	Human Resources Division	Corporate training	Upper level							Upper management development		
			Middle level							Advanced management skills development		
			Initial level							Basic executive management skills development		
			Common	Pre-service training for new employees, business philosophy, corporate culture, QC, IT skills training, safety, environmental training, ordinary management skills development/work efficiency improvement training								

The following is an overview of training at Taiwan Mobile:

a. Orientation for new employees

A brief introduction of the workplace is presented to newly-hired personnel, who are also immediately familiarized with their rights and interests. The training also imparts concern, caring, cohesiveness, and our belief in a happy work environment to new employees.

b. Core competency development

This training focuses on common competency, and seeks to boost work efficiency by providing the knowledge and skills needed to accomplish everyday tasks. It also ensures that employees comply with government regulations and information security certification regulations. Courses include problem solving, communication, project management, basic legal knowledge of telecommunications, teambuilding and service skills.

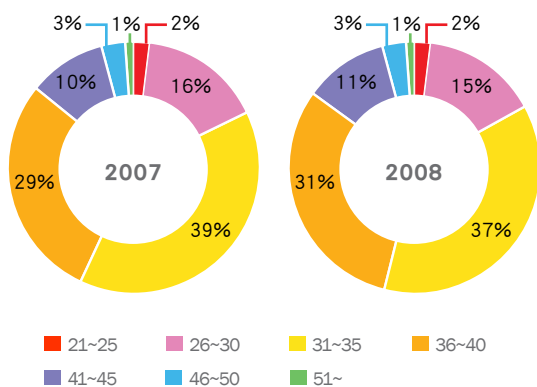
c. Management training and development

Separate training for entry-level management, middle management and upper management. Courses include performance management, leadership, motivation skills, management forum, strategy management forums, project management, team dynamics skills and organizational development skills and masters forum. We have established an objective set of assessment indicators on the basis of functional assessment results for middle level managers. These indicators are used in conjunction with training classes to boost management skills and provide a basis for the training and development of individual managers.

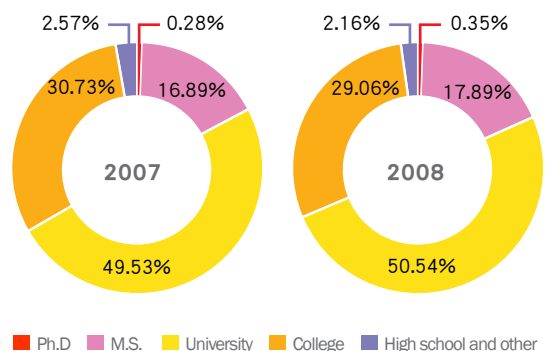
d. Improving professional knowledge

In accordance with professional needs, we send personnel to attend domestic and foreign professional telecommunications technology classes, management forums, and consultant and supplier training programs every year. These activities greatly facilitate technological upgrades and lead to new products, innovative concepts, and improved managerial skills.

▼ Employees' age distribution



▼ Employees' educational background



(3) Encouraging continuing education and lifelong learning:

a. Scholarship program

We implemented Rules and Regulations on Scholarship Application since 2006 and provide full scholarships (including tuition and miscellaneous fees) for study in business management or telecommunications engineering graduate schools at designated domestic and foreign universities. We also provide scholarships to persons attending masters programs in business management or telecommunications engineering at prominent foreign institutions. We are helping employees flexibly obtain professional degrees in accordance with their individual career plans and the company's mid-/long-term human resource needs.

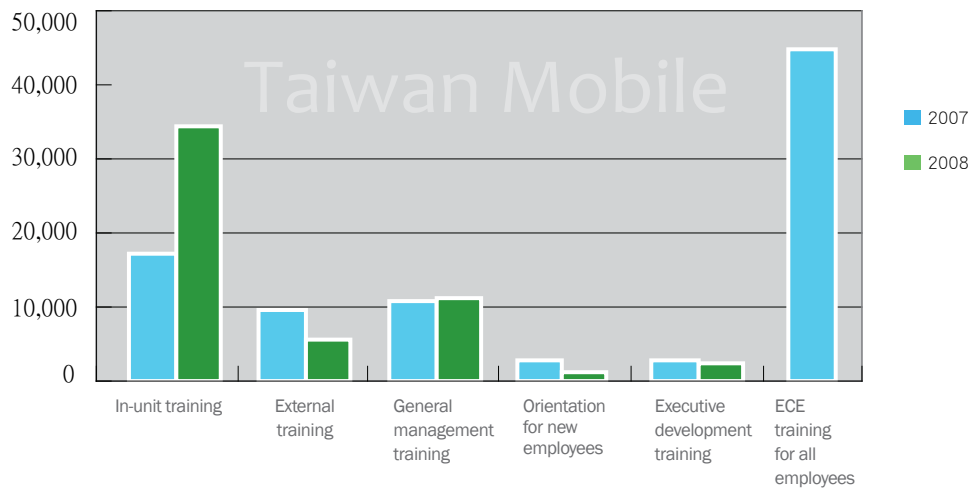
b. Subsidies for continuing education

Our Employee Welfare Committee provides fixed annual subsidies encouraging employees to receive continuing education and work-related skills in their spare time. Applicable continuing education includes for-credit Bachelor's, Master's, and Ph.D. programs at public and private universities, and also continuing education extension classes in work-related matters, computer skills, and language training at public or private institutions.

(4) Results of various training programs in 2007 and 2008:

Our employees received an average of 34.8 hours of training in 2007 due to the implementation of company-wide ECE¹ training. Employees received an average of 21.3 hours of training in 2008.

▼ Training person-hours statistics for 2007 and 2008 (by training type)



¹ ECE: Excel Customer Experience, focuses on expressing concern for customers as the "creation of best user experience."

▼ We have internalized our concern for our customers in our daily work, and have invested considerable manpower and resources in the implementation of ECE (Excel Customer Experience) training.



4. Management/Labor - relations

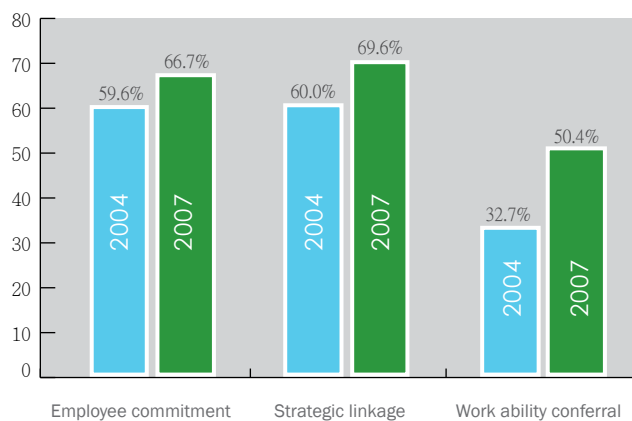
(1) The best employer

Because it takes satisfied employees to create loyal customers, Taiwan Mobile has always placed great emphasis on harmonious labor-management relations. We strive to protect employees' rights and interests and enhance employees' welfare. We offer employee stock ownership plans, employee treasury stock subscription plan, and dependents' group insurance. We won the "Happy Worker Award-Best Employer" held by Cheers Magazine in 2007 and received scores higher than the average of firms in Taiwan based on employees' assessments in all three categories—workplace relations, work achievement, and fair treatment.

(2) Employee satisfaction survey results

We regularly hold employee opinion surveys in order to find out what personnel think about work and management matters, obtaining a basis on which to guide subsequent improvement initiatives. We also participated in employee opinion surveys conducted by the American firm Watson Wyatt in 2004 and 2007. Compared with 2004, employees expressed an even more positive view of the company in 2007, and their opinion of our "work enablement" increased the most.

▼ Employee satisfaction survey



5. Labor health and safety

(1) Labor Health and Safety Committee

We have established an Occupational Safety & Health Office. In addition, we have also established a Labor Health and Safety Committee consisting of the heads of relevant company units and at least one-third labor representatives.

Our Labor Health and Safety Committee meets every three months to review the company's employee health and safety rules and regulations, and to discuss self-inspection implementation, work group's reports, and various health and safety matters. Committee members may submit interim proposals concerning health and safety, and the committee follows up on improvement measures.

(2) Disaster prevention and response

In order to mitigate the effects of natural disasters, and to comply with the government's disaster prevention and response efforts, we have established a disaster prevention and response task force closely connected with our telecommunications equipment maintenance units. This task force keeps track of disaster response supplies and personnel, and holds regular annual exercises.

When Typhoon Morakot struck Taiwan in August 2009, we met the government's disaster relief needs and ensured that communication services needed for disaster relief efforts were available by bringing mobile communications equipment into stricken areas immediately after the disaster. We also hold regular fire/flood protection exercise and first aid



training classes for our employees in order to boost our disaster response and relief skills.

(3) Safety and health safeguards for network maintenance personnel

We have drafted a network maintenance operating handbook specifically stating relevant standard operating procedures for our network maintenance personnel. We also provide protective gear for the use of appropriate personnel.

In addition, we have drafted health, safety, and environmental protection regulations that must be followed by contractors performing network maintenance work, and we supervise contractors' maintenance work to ensure safety.

(4) Creating a company-wide healthy workplace

We have designed a variety of health activities for employees in line with the four themes of "a safe environment, preventing disease, promoting health, and relieving mental stress". We hope these activities will help us create a vibrant, cheerful, healthy workplace for all personnel.

Customer Service—Expressing Sincere Concern and Providing Peace of Mind

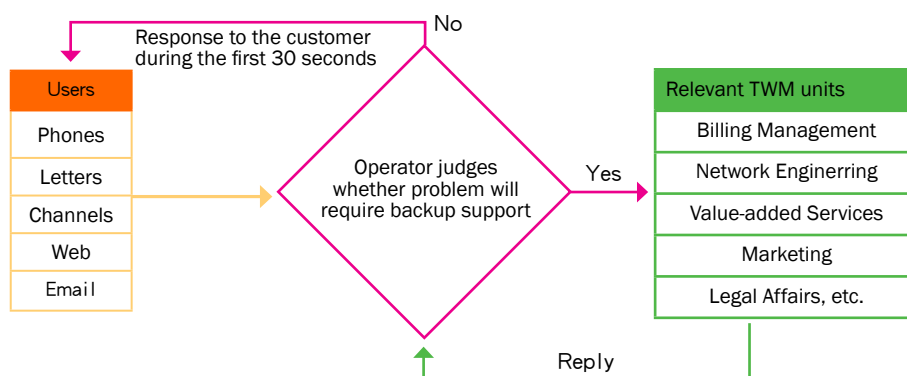
"Genuine Customer Care" is one of our core values at Taiwan Mobile. We strive to provide customers with an optimal telecommunications service experience, superb customer service, the best in information security, superior communications quality, and innovative products and services.

We conduct regular market surveys to keep track of customers' needs and suggestions. We also offer a 24 hour customer service hot line.

1. Considerate round-the-clock customer service—Taking advantage of the first 30 seconds

Our customer base exceeded 6.24 million people in 2007. In order to meet the needs of customers reporting various problems at the same time, our call center adopted the "key first 30 seconds customer service process" (see diagram below) in September 2007. This system takes advantage of the "golden" 30 seconds after customer first contacts us. Our enthusiastic service people listen to and assess the customer's problem during the first 15 seconds, and then immediately give a correct response and provide the most appropriate solution during the next 15 seconds. This system has improved our service quality and efficiency, reduced negligent errors and customer complaints, provided customers with an optimal service experience, enhanced customer loyalty, and created ever-growing sales.

Customer service emphasizes quickly providing customers with correct and consistent information. To ensure the satisfaction of VIP customers, we further provide no-IVR (interactive voice response) service so they are quickly connected to real operators.

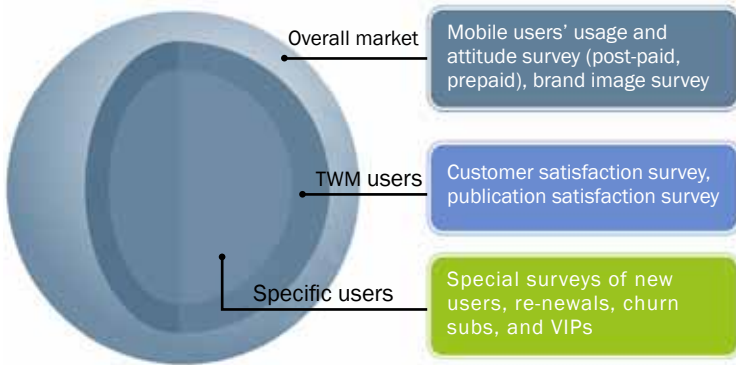


2. Regular customer satisfaction surveys

A 2008 survey conducted by the Consumers' Foundation found that we had the highest level of customer satisfaction among telecoms. We were voted one of Reader's Digest's Trusted Brand Gold Awards by consumers for six consecutive years (2004-2009), and were awarded Next Magazine's Top Service Award in 2008 and 2009.

We make best use of all kinds of market survey tools (including telephone interviews, online surveys, and focus group discussions, etc.) to create optimal customer experiences. We plan and implement a variety of survey projects every year, and these surveys focus on groups ranging from the market as a whole to specific users. We strive to understand customers' needs and thinking, and draft improvement plans and business strategies geared to enhancing user satisfaction.

▼ Schematic diagram of large-scale survey project planning



Each year we hold two overall consumer satisfaction surveys.

(1) Regular market surveys conducted by a dedicated internal unit

- a. Survey frequency: Twice annually
- b. Survey topics: Include the satisfaction with regard to the seven aspects of call quality, tariffs, billing, store service, call center, value-added service, and web site
- c. Application of survey results: Apart from being implemented regularly as required by the NCC, this satisfaction survey also involves the review of survey findings concerning specific service quality aspects and the drafting of relevant improvement plans.

The seven main aspects on this survey reflect aspects that have a major effect on quality of experience and satisfaction; these aspects were selected following implementation of many qualitative and quantitative surveys, as well as the review of the appropriateness of constituent subitems. The survey's results are used to guide improvements that tangibly boost user satisfaction.

Among the seven main aspects, users have given us the most praise for our call center services, and satisfaction typically approaches 90%. It is worth noting that satisfaction with this aspect increased by 15% in 2008 after the implementation of our "call reception speed" improvement measures in September 2007.

We identify items requiring improvement from the findings of each survey, and adopt specific activities targeting these items. The actions we have taken include increasing our number of stores and optimizing base station communications quality. Our

many improvements are paying off in the form of improved customer satisfaction. In 2008, our overall satisfaction increased by close to 10% compared with 2007.

(2) Outsourced satisfaction surveys²

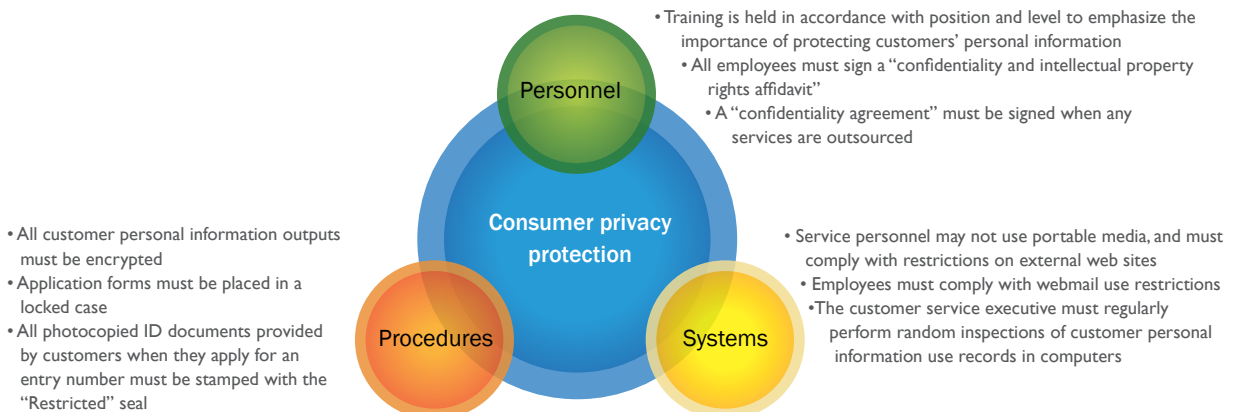
We also commission external market survey companies to conduct annual opinion surveys to ascertain the state of the monthly mobile post-paid market, as well as mobile subscribers' attitudes, behavior, satisfaction, and trends. Apart from shedding light on users' views concerning various telecom operators in the market as a whole, these surveys also enable us to gauge our performance compared with other telecoms, facilitating our internal assessment efforts and promoting our continued growth momentum.

3. Protecting customer privacy with a world-class information management security system

We are mindful of the importance of customer information security. We implemented an information security management system in 2004, obtained the world's first ISO 27001 Information Security Management System Certificate in 2006, and passed the global system's three-year overall review in 2008. We also received Taiwan's first "Information Security Contribution Award" in 2007, and we are still the only telecom firm to have been accorded this honor.

In order to protect users' rights and interests, and to strengthen the protection of users' personal information, we have broadened the scope of our information security certification from just our information technology (IT) units to all customer information service processes.

▼ Consumer privacy protection



We ensure that personal information is protected in all access number applications, activations, changes, account processing, fraud prevention, and customer service tasks—over 200 processes in more than 30 systems.

To ensure that information security operations can be assessed by standardized indicators, we have drafted internal information security key performance indicators (KPIs), and we perform regular assessments. We use encryption or password protection for customer data and data transmissions to ensure information security. We also examine records to prevent any unauthorized internal access.

4. Transparent service and full disclosure of rate plans

(1) Service contract protections

The service contracts we sign with subscribers are entirely based on standard contracts approved by the Consumer Protection Commission, Executive Yuan, and are reviewed and approved by the NCC. Contract terms comply with fully with Consumer Protection Law and the principles of fairness and equal treatment. Our supplier contracts strictly require suppliers to possess consumer protection measures capable of maintaining consumers' rights and interests.

▼ We have been recognized Trusted Brand Gold Awards by Reader's Digest for six consecutive years.

(2) Transparent rate plans

Our detailed disclosure of product and service information expresses the importance we place on integrity. We submit all service and rate plans for approval by the NCC, followed by a public announcement prior to their implementation. We fully disclose our rate plans via the media, our web site, and marketing displays at our stores and offices. We strive to convey the content of all our programs to consumers in a detailed and accurate manner.

5. Providing discount rate plans for the customers in need

We offer special rate plans for persons with disabilities, seniors, and children:

(1) Discount plan for persons with disabilities

We teamed up with TFN to offer several pioneering discount plans for the disabled in 2007:

Disabled persons enjoy a 50% discount on monthly fees, 300 free on-net short messages, and 100 free off-net short messages whenever they subscribe to a rate plan 200 and above with their disability warrants. Disabled persons applying for ADSL service via TFN likewise enjoy a discount rate. This program has done much to meet the communication needs of the disabled, and has induced other telecom operators to follow suit.

In 2008, we expanded our discount program and most rate plans offered 400 free on-net/off-net short messages. As of the end of 2008, a total of 2,127 disabled users had signed up for our discount program.

To help NPOs conserve their funds, we also provide a special discount program combining mobile communications, local calling, long-distance, and international telephone service to NPOs.



² Taiwan Mobile's "User Attitude and Usage (A&U) and Satisfaction Survey" is an opinion and consumer status survey, and primarily seeks to gauge users' attitudes and usage.

(2) Special program for seniors

Since most seniors are retired or living on reduced incomes and often suffer from impaired hearing or vision, we have developed a senior program addressing the needs of elderly users. This program provides monthly fees up to 50% discount and handsets with large, high-clarity, high-brightness displays and easily-audible reminders.

(3) fun-heart Prepaid products

As far as the parents of school-age children are concerned, one of the most important issues is how to monitor the whereabouts of their children and ensure their safety. The “fun-heart Prepaid Card” responds to this need by letting parents use their phones to find their children anytime, anywhere while controlling their budgets. In order to reduce parents’ financial burden, we provide several rate plans meeting the different calling needs of junior high school and elementary school children.

6. Kid-safe mobile content and environment

Mobile users constitute 54.2% of all Internet users (newest 2009 data from the Institute for Information Industry). Because children increasingly depend on their cell phones, we have been intensifying our efforts to protect children and teenagers from adult content. We have imposed strict controls on such core services as mobile Internet, broadband Internet, short messages, and value-added services with the aim of establishing a healthy communications environment for the younger generation.

(1) Eliminating nudity and cleaning up adult information

Starting in 2004, we have taken the lead in the industry by adopting a self-monitoring policy. We have since joined forces with other mobile operators to issue a mutual statement restricting nudity and protecting youth. In line with international practice, we have imposed our own standards that are stricter than legal requirements.

(2) Protecting against pornography by restricting adult services

We introduced the “TWM Broadband Pornography Protection” feature in 2005. This feature performs automatic filtering and blocks access to improper web sites. The feature blocks all pornography, nudity, and erotic text or images, and also

- ▼ We teamed up with TFN to introduce the “Discount Rate Plans for Persons with Disabilities” in 2007; persons holding disability warrants may enjoy special discounts.



provides means of making complaints or reports. We encourage the public to report all web sites not appropriate for youths, so that we can promptly update our database and make sure that children are kept safely away from inappropriate material.

7. Introducing innovative products providing an outstanding service experience

In spite of the economic downturn and cutthroat competition, we strive to develop new and improved products and services.

User recommendation mechanism	We use data mining technology to perform statistical data analysis of catch value-added services, including music, games, ringtones, and TV, in accordance with download rank, user preference, and content homogeneity. This enables us to actively recommend appropriate content to users and thereby provide even more user-friendly customer service.
Mobile comics	This is Taiwan's first mobile comic service, allowing users to view comics at any place or time.
Garmin Online	We are cooperating with the leading navigation firm Garmin to innovatively combine telecommunications and navigation services. The all-new Garmin Online combines the brands, services, and resources of both partners.
Online Butler	<p>This automated network management service platform provides enterprise customers with a complete range of active network management service mechanisms, including monitoring, warning, malfunction reporting, troubleshooting, and problem tracking.</p> <p>When a circuit/Internet service malfunction occurs, Online Butler will send SMS or e-mail notification, and TWVM Solution will immediately diagnose the problem and perform troubleshooting.</p> <p>In addition, the active warning feature can provide real-time notification of the issuance or cancellation of customer alerts. This system allows customers to monitor network status at all times, saving large amounts of contact time and boosting service efficiency.</p>
ITS (Intelligent Transport System)	TWVM Solution has used the GSM/GPRS/3G communications network and advanced SMS, together with cooperating suppliers, to develop a tracking and communications unit that can be mounted in vehicles. This unit provides positioning and two-way communications functions, and can be used in vehicle tracking/anti-theft systems and for corporate fleet dispatching and management. It makes regular telephone or wireless contact unnecessary, conserves communications costs, and enhances management efficiency and professional image.

2007

Innovative products/services	Performance
BlackBerry	<p>We exclusively launched BlackBerry's integrated mobile and Internet services, which include Push Mail technology to combine users' company and personal e-mail accounts, allowing users to send e-mails and manage their calendars at any time or place. BlackBerry's Enterprise Solution provides access to corporate information and push information including customer data, product prices, order status and inventory.</p> <p>According to a 2008 survey conducted by the Canadian research firm Ipsos Reid, BlackBerry can boost team work efficiency by 38%, while helping users to boost their productivity by the equivalent of 250 hours annually.</p>
myzone rate plan	After the myzone rate plan 268 and 568 programs introduced in January 2006 earned favorable reviews from users, we introduced the myzone rate plan 968 in January 2007. This rate plan allows users to make calls in a user-selected area, regardless of whether the calls are inside or outside the network, for half price.

2008

Innovative products/services	Performance
SMS e-bulletin	We have developed a complete short message service (SMS) e-bulletin publication and management platform providing content providers with an even simpler content uploading and publication platform. This service also allows users to conveniently subscribe to various kinds of instant information.
New Line 299	Our New Line 299 rate plan provides mobile to fixed-lines that are lower than fixed-line to fixed-line calls for the first time.

Supplier Relations

We at Taiwan Mobile firmly believe that integrity underpins sustainable development. We have therefore established a fair, impartial, transparent purchasing bid request system to select suppliers. We are also exerting our corporate influence by drafting contractor health, safety, and environmental regulations requiring suppliers to uphold environmental and labor standards.

1. Establishment of a transparent purchasing bid request system

We strive to maintain aboveboard business practices. Our dealings with suppliers do not depend on personal relationships, and we do not permit any under-the-table exchanges. Our transparent bid request purchasing system requires the clear, transparent public announcement of all purchasing and bid request information. We also provide adequate appeal and complaint channels for discontented suppliers or employees. Supplier appeal regulations may be downloaded from <https://twmepmall.taiwanmobile.com>.

System features:

- (1) Bid request information is announced on the Internet in an open and transparent manner. Suppliers can learn about purchasing cases on our web site, and can make bids or quote prices after completing registration procedures.
- (2) In all purchasing cases, bids are opened and suppliers selected in accordance with the system's scoring standards. The system is clear and rigorous, and appraises suppliers' bids in an impartial manner. This system also ensures fair competition among suppliers' price quotes.

2. Anti-corruption and anti-bribery measures; employee code of ethical conduct

Integrity is our corporate culture, and we hope that our employees will embody the principle of integrity both within and outside the company. The Taiwan Mobile President consequently emphasized "character is more important than talent." We insist that all employees, from the lowest to the uppermost level, uphold the spirit of integrity. Only in this way will we be able to truly and transparently fulfill our responsibilities to investors, customers, and society.

We require all employees to uphold the following four standards of conduct in their work:

Employees	Conduct
Be consistent in word and action	We strictly require employees to accord with the principle of good faith
Put the benefit of the organization and group first	The group should take precedence in all matters; the group should have priority.
Do not conceal information	Employees are encouraged to actively express any ideas that might help the company develop.
Do not engage in deception	Failure to report any improper actions is not permitted; employees have the right to speak up.

We provide employee complaint forms on our internal web site. Employees may use the Internet to make a complaint or report an abuse if they discover that a colleague has violated company procedures and regulations for personal benefit to the detriment of the company's rights and interests.

On May 24, 2006, we announced that company employees may not use their jobs to ask or stipulate that suppliers provide bribes, kickbacks, presence, or other improper benefits. When an employee is offered a gift or hospitality by a supplier, the employee must tactfully refuse. All employees must uphold the company's ethical standards.

In addition, we have purchased high levels of honesty insurance for persons who may be exposed to corruption; the relative amounts of this insurance are as follows:

Year	2007		2008	
	Persons	Percentage	Persons	Percentage
High risk personnel	124	4.91%	127	4.99%
Ordinary employees	2,404	95.09%	2,416	95.01%
Total	2,528	100.00%	2,543	100.00%

3. Contractor health, safety, and environmental regulations

We have adopted an active attitude toward monitoring our suppliers, and have drafted contractor health, safety, and environmental regulations in accordance with Taiwan's Labor Standards Law, Environmental Protection Law, Labor Health and Safety Law, and its enforcement rules. All contractors are required to sign these regulations; we will not hire any contractors who commit violations..

The "contractor health, safety, and environmental regulations" are available on our purchasing bid request system web site, and can be downloaded from the labor laws and regulations section of: <https://twmepmall.taiwanmobile.com>. These regulations contain the following items:

- (1) Contractors establish qualified labor health and safety organizations and personnel to bear responsibility for worker health, safety, and environmental protection education and training.
- (2) Contractors may not hire persons under 18 years of age or over 65 years of age.
- (3) Illegal foreign workers may not be employed.

Community Feedback – Expressing Local Concern & Promoting Art and Culture

Taiwan Mobile has joined forces with the public to make contributions to cities, elementary schools in remote areas, and indigenous villages. We rely on environmental, after-school instruction, digital, and art activities to stimulate community development and progress, enhance the public's concern for environmental protection, and provide opportunities for participation in cultural activities and e-training.

We also encourage corporate volunteers to participate in social services, such as after-school study sessions for underprivileged children, providing companionship to seniors living alone, and holding outdoor concerts. Apart from giving employees opportunities to personally participate in public welfare activities, we also invite well-known groups and musicians to give performances and concerts; these have included the Paper Windmill Drama Troupe, the National Symphony Orchestra, violinist Hu Nai-yuan, and prominent director Paul Chiang. We are bringing art into the community, and interacting in a positive way with our neighbors.

I. Shared Concern Project

Children are our future. Since human activity is causing severe climate change, apart from our other efforts to promote environmental protection, we have also invited environmental heavyweight scholars to talk at schools. By uniting children, teachers, parents, and the community, we hope to instill new attitudes toward environmental protection.

Personal experience is helping the seeds of environmental protection to sprout and grow in the community. When the five award-winning schools earned special performances by the Paper Windmill Children's Drama Troupe sponsored by Taiwan Mobile, the environmental education topics of the troupe's performances also helped environmental protection concepts take root among students, teachers, and local community members. In addition, the students received a unique cultural experience with multiple educational benefits. (see p.32)

- ▼ A performance by the Paper Windmill Drama Troupe at Beipu Elementary School in Hualien County. The children brought their own chairs to this performance, which was sponsored by our Shared Concern Project and promoted environmental protection.



2. Providing companionship to seniors living alone

As Taiwan's society ages, and more people move to the cities, the problems associated with aging will become particularly acute in the remote areas of eastern Taiwan. Many seniors that belong to indigenous tribes in these areas live alone without anyone to support or look after them. Aware that seniors living alone feel especially lonely when holidays roll around, in 2008 and 2009 Taiwan Mobile and the Kernel of Wheat Foundation jointly held the New Year's Eve "Providing Companionship to Lonely Seniors Activity" in Guangfu Township, Hualien County. Apart from providing a meal and companionship to the seniors, we also donated NT\$1,000 in gift money to each person, and more than a hundred company volunteers accompanied the seniors shopping. On the day of the activity, the seniors felt much moved by the volunteers, who fed the elders with chopsticks, massaged them, and applied hot compresses. The volunteers truly embodied the spirit of the saying "treating all elderly persons and children as one's family."

3. After-school tutorial sessions for children from underprivileged families

In many neglected corners of Taiwan, Church organizations and community groups are busy caring for local underprivileged groups and filling gaps in social services. Chinese Christian Relief Association's "After-school Tutorial Session Program for Children from Underprivileged Families"—long supported by Taiwan Mobile—is one such program helping underprivileged individuals in the community.

Children raised by grandparents, children of single parents and foreign brides, and children from low-income families and families with disabled members often belong to underprivileged groups. These children often have no one to look after them when they get out of school, and may not even have anything to eat for supper. Apart from causing living and educational difficulties, these circumstances often perpetuate a vicious cycle of poverty and social problems. Taiwan Mobile seeks to intervene through education and to put an end to this cycle. We rely on transmission of knowledge and education for the whole person to cultivate sound character and help young people escape poverty.

In 2005, we began participating in the Chinese Christian Relief Association's "After-school Tutorial Session Program for Children from Underprivileged Families."

Children attending these sessions come from all sorts of backgrounds, but thanks to the long-term schoolwork assistance and character education they receive, their school performance improves, they show greater confidence and self-esteem, and they are less likely to get into trouble. The children attend the tutorial sessions every day after school, and receive two hours of tutorial assistance from teachers four to five days every week.





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1&2 True concern is far better than mere material assistance: Taiwan Mobile volunteers help seniors living alone to clip their fingernails, put on makeup, and enjoy a cozy get-together. 3 Taiwan Mobile Foundation Secretary-general Josephine Juan accompanies volunteers on visits to seniors living alone who have failed to participate in activities due to difficulty walking. 4 Taiwan Mobile volunteers take seniors living by themselves in remote areas out to buy New Year's supplies. 5&6 Taking children from disadvantaged families living in remote areas on a trip to Kaohsiung.

During 2007-2008, Taiwan Mobile continued to sponsor ten tutorial sessions comprising 205 children from underprivileged families; these sessions were held at the following locations:

Northern Taiwan	Sanchong City, Taipei County; Wujie Township, Yilan County; Jhongli City, Taoyuan County
Central Taiwan	Sinshe Township and Dajia Township, Taichung County; Jhushan Township, Nantou County
Southern Taiwan	Northern District, Tainan City; Niasong Township, Kaohsiung County; Donggang Township, Pingtung County
Eastern Taiwan	Sincheng Township and Wanrong Township, Hualien County
Offshore islands	Magong City, Penghu County

4. Outdoor community concerts

Although classical music has existed for several hundred years, it has mostly been restricted to music halls, where limited seating and high ticket prices have prevented most people from getting a chance to listen. Motivated by our appreciation of fine music, we at Taiwan Mobile have invited international masters to hold outdoor concerts. From indigenous villages to scenic areas, from communities to grand plazas, and from orphanages to senior homes, each concert becomes a grand occasion for the local community. Taiwan Mobile's "music ambassadors" held a total of 38 large and small outdoor concerts throughout Taiwan in 2007 and 2008, and more than 120,000 persons attended these events.

Outdoor concerts pose many difficulties, and present a huge challenge for professional musicians, who must worry about such things as the weather and facilities. We are extremely grateful to all those international musicians who were willing to perform in Taiwan's rural areas.

- 1 Starlight Concert at the Wei-Wu-Ying Center for the Arts.
- 2 Tai-hsiang Lee Concert in Taoyuan.
- 3 Chao-liang Lin and National Taiwan Symphony Orchestra Concert at Sun Moon Lake.
- 4 Banquet of Lika Mengmei-Bavouzet in Taitung County.
- 5 Tai-hsiang Lee waves in gratitude.
- 6 Enthusiastic audience at an outdoors concert.



Large outdoor concerts, 2007-2008

Northern Taiwan	<ul style="list-style-type: none"> • Taiwan Mobile Outdoor Concert at Tzu-hu / April 26, 2008 / Tzu-hu, Taoyuan County
Central Taiwan	<ul style="list-style-type: none"> • Classical Salsa by the Klazz Brothers / Sept. 15, 2007 / Yuanman Theater, Taichung • Taiwan Mobile Outdoor Concert at Sun Moon Lake / Oct. 10, 2009 / Sun Moon Lake
Southern Taiwan	<ul style="list-style-type: none"> • Taiwan Mobile Outdoor Concert by Nai-yuan Hu / Nov. 29, 2008 / Eternal Golden Castle, Tainan • Taiwan Mobile NSO Concert / Sept. 20, 2008 / Wei-Wu-Ying Center for the Arts, Kaohsiung • Taiwan Mobile outdoor Concert by Nai-yuan Hu / Dec. 21, 2007 / in front of Pingtung County Stadium
Eastern Taiwan	<ul style="list-style-type: none"> • Taiwan Mobile Taroko Music Festival / Nov. 24, 2007 / Taroko Terrace, Hualien County • Taitung Banquet of Lika Mengmei / Jan. 19, 2008/plum grove at Lichia Elementary School, Beinan Township, Taitung County



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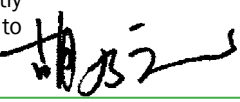
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My quest for perfection in music has no limits. I have always sought to make better music and to share it with even more people. Because I worried that the quality of the music would be affected, I hesitated when I was first asked to perform at an outdoor concert. But after participating in several outdoor concerts in cooperation with Taiwan Mobile, I have a better understanding of how many people are out there, outside the music hall, longing to hear music. I am therefore pleased to take my musicians and go play for children in the mountains. When we play for the public in remote areas, seeing audiences waiting quietly with their children and elderly parents makes us want to play our very best for them.

Nai-yuan Hu 

5. Guidance classes for adolescents

Since 2004, Taiwan Mobile has sponsored the Champions Education Association which provides the ten-week classes “problem-solving,” “emotion management,” “male-female relationships” and “suicide prevention” to first-year junior high school students. A total of 18,898 classes have been held over the course of five years, and close to 660,000 students have taken part.

These classes allow us to engage with more than 100,000 first-year junior high school students every year. Taking advantage of the large number of students we interact with, in 2007 we began sponsoring a research survey conducted by the Champions Education Association addressing contemporary adolescent problems. The results of the survey are provided to teachers, schools, and the public in order to facilitate policy decisions and create a better learning environment for children.

Apart from these guidance classes, we are working together with schools, families, and communities to recruit community volunteers to participate actively in adolescent outreach activities. We want teenagers to be motivated to study, learn problem-solving and emotional management skills, and establish good character so that they will be prepared for the problems and challenges they are going to face in life.

6. Charitable activities involving corporate volunteers

(1) The corporate volunteer service vacation system

Starting in 2007, we drafted and began implementing our “Corporate Volunteer Guidelines,” which encourage our employees to take part in social service and set good examples by actively fulfilling their social responsibilities. The Guidelines specify that volunteers can enjoy two paid volunteer service vacation days a year. Transportation allowances and insurance, as well as comprehensive training are provided. Persons who complete the volunteer service vacations receive certificates, and can share their insights and experiences on our volunteer web site. Furthermore, in view of the service needs of different public interest groups, we provide our corporate volunteers with various social service opportunities.

(2) A wide range of volunteer activities

We encourage all employees to take part in volunteer activities. Apart from fulfilling our responsibility as corporate citizens, we also find that these activities promote teamwork among our employees, and thereby strengthen employees’ sense of belonging within our corporate culture. Our corporate volunteerism achieves a four-way positive outcome for employees, the company, society, and underprivileged groups.

Our corporate volunteer activities are intensive and varied. These activities include tutorial sessions with underprivileged children living in remote areas, year-end companionship for seniors living alone, tree planting and ecological restoration projects to preserve a warming world, and the long-term cultural volunteer program.



Date	Days	Activity name	Description	Corporate volunteers	Family members	Total persons
2007/6/30	1	Concern Telecom Garden Party	In order facilitate better understanding of underprivileged groups, Taiwan Mobile joined forces with TFN and our Taiwan call center subsidiary TTNT to hold this charitable garden party. Disabled persons attending this event were provided a wide range of benefits and hands-on activities, and a charity auction was held.	91	2	93
2007/8/7-2007/8/8	2	Jhushan children's tutorial session: "Journey of Joy and Gratitude"	Thanks to enthusiastic support from many sponsors, 32 children from underprivileged families in Jhushan, Nantou County finally got their wish to visit Taipei and see the Taipei Zoo, go to the top of the world's highest building—Taipei 101, and visit the Grand Hotel, the Taipei Planetarium, and the Children's Museum of Taipei.	9	0	9
2007 subtotal	3			100	2	102



1&6 TWM Digital Teaching Camp used handsets to transmit images and tell stories. 2 Book drive for the Alishan Computer Center and Library.
 3 Corporate volunteers visit hospital-bound children. 4 Employees morph into an environmental conservation vanguard at Guandu Nature Park.
 5 Pre-trip training for volunteers.

Date	Days	Activity name	Description	Corporate volunteers	Family members	Total persons
2008/1/25	1	Eddy of Love-Giving Warmth at Year's End	Although the Lunar New Year should be a time for family togetherness, Taiwan's aging society and migration of young people to the cities has meant that many elderly people are left living alone in remote areas during this holiday. Taiwan Mobile therefore teamed up with the Kernel of Wheat Foundation to send a hundred-person volunteer team to Guangfu Township, Hualien County to provide companionship to seniors living alone.	99	3	102
2008/8/20-21	2	Fun trip to Kaohsiung: "Journey of Joy and Gratitude"	The 35 kids from Jhushan participating in this trip had attended after-school tutorial sessions for children from underprivileged families sponsored by the Taiwan Mobile Foundation. During the summer vacation, the kids visited Kaohsiung and saw the sea for the first time.	12	0	12
2008/8/14	1	Guandu Nature Park ecological guardian angels	This program provides training for new ecological protection workers, plus comprehensive ecological guides and on-site training classes. Volunteers taking part in this program learned conservation principles, attitudes, and concepts.	70	1	71
2008 subtotal	4			181	4	185

7. Emergency Medical Coordination – Using mobile communications in emergency rescue

Mobile phones are more than just phones—they save lives in emergencies. We utilize our telecommunications technology to provide relevant community emergency communications functions in conjunction with community assistance services conducted by the government and NPOs.

(1) Kaohsiung City/Kaohsiung County/Pingtung County mobile first aid medical network

Health departments of Kaohsiung City, Kaohsiung County, and Pingtung County teamed up with fifty public and private medical organizations, including hospitals, health departments, fire departments, and emergency medical coordination centers, to establish a joint emergency response command center. Thanks to Taiwan Mobile's telecommunications technology, this center has constructed an emergency medical network that integrates the emergency medical resources of the city and two counties. Patients can be transferred to the nearest and most suitable hospital to receive the best treatment possible.

Taiwan Mobile deployed Mobile Virtual Private Network(MVPN) system involving 50 hotlines so that first aid units can be connected with abbreviated calling codes and phones carried by system personnel. First aid units enjoy faster and more convenient communication, enabling them to query medical resource availability and prevent any incidents where patients are unnecessarily transferred to and from different hospitals.

During 2007-2008, apart from continuing to sponsor this first aid medical network, we also provided free on-net calling and an extra NT\$600 calling charge to the network. The emergency medical network can perform medical guidance and resource inventory check at any time of the day or night. This allows the most effective sharing of critical medical resources, and benefits the greatest number of patients.

(2) Emergency phones for seniors living alone

In response to an aging society, we are cooperating with the Taipei Municipal Bureau of Social Affairs to implement the "Taipei Bureau of Social Affairs Emergency Care Program for Seniors Living Alone," which provides first aid services to seniors in Taipei. We have accordingly sponsored 65 prepaid cards with NT\$300 in free calls each month. These cards provide seniors living by themselves with an effective channel of communication, ensuring that social services can reach and protect all seniors.

(3) Touring medical services in remote mountain areas

In order to provide long-term care to members of underprivileged groups living in the mountainous areas of eastern Taiwan, Taitung Christian Hospital has developed a "mobile medicine" system in which doctors and nurses drive to rural villages to provide diagnostic care.

Emergency mobile communications network repairs



In response to the growing frequency and severity of natural disasters due to global warming, many emergency rescue programs have been formulated.

To mitigate the damage to telecom networks and equipment caused by natural disasters, and to maintain the quality of customer service, Taiwan Mobile reviews its emergency response and repair plans on an annual basis, and revises plans and other related matters as needed. We also perform annual disaster prevention and mitigation drills annually to enhance our response capability.

We perform regular roving inspection and repair of our equipment rooms to ensure of our readiness in the event of a natural disaster.

When typhoon Morakot caused severe damage in southern Taiwan in August 2009, we immediately organized a task force and directed our full energies toward repairing equipment rooms and base stations. Our engineers walked or took helicopters to affected areas carrying small base stations weighing 30 or 40 kg, along with generators and diesel fuel on their backs. The engineers waded through water or clambered over broken bridges and broken walls on their way to set up emergency base stations. We were the first operator to restore communications in such severely affected areas as Taimali in Taitung County, Mudan and Jiadong in Pingtung County, and Dongpu in Nantou County. In the Linbian and Donggang areas of Pingtung County, where flooding was severe, our engineers took fishing rafts into the area, then climbed slopes ten stories high to restore a base stations and provide communication service to customers.

We firmly believe that, "more scenario drills will give us a greater response capability," and we are utilizing on various methods and exercises to strengthen our response capability. In addition, we are aware that only constant drills, inspection and repair work will enable us to minimize losses when a disaster strikes.

Eastern Taiwan has been perennially starved of medical resources. In this situation, mobile medicine has saved the lives of many residents of remote towns and rural areas in eastern Taiwan, and has also provided much-needed care to the seniors living alone in remote areas.

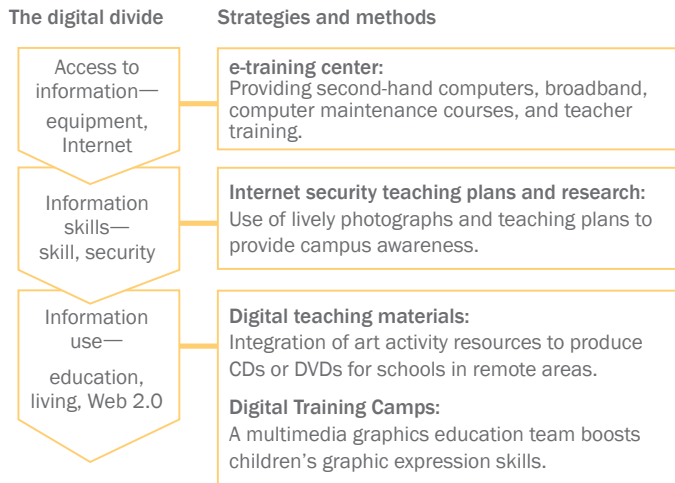
When medical personnel go out on their rounds, which they do several times each week, they must prepare necessary drugs, and also bring the medical histories of people in the village they plan to visit. But when a patient comes over from a neighboring village, they will be unable to quickly retrieve her medical history, which may prevent them from giving her the best possible care.

In order to better meet the needs of medical personnel and patients, we have sponsored mobile Internet data cards and transmission expenses. Medical personnel in remote mountain areas can use our wireless communications network to promptly go online and download case histories and necessary data, realizing the true potential of mobile medicine.

Doctors can also use a laptop and data card to immediately send data to the hospital database while seeing a patient for enhanced medical performance and efficiency.

and corporate resources. For instance, we provide broadband Internet facilities free of charge or at discounted rates to members of disadvantaged groups such as the disabled and persons living in remote areas. We have established “e-training centers” throughout areas of Taiwan with poor communications access, and we provide barrier-free mobile, broadband Internet, and cable TV services enabling residents of remote areas to connect with the world and obtain first-hand information improving their quality of life.

We are keenly aware that members of disadvantaged groups and residents of remote areas not only lack equipment and facilities, but, more importantly, lack information skills and learning opportunities. Since 2009 we have been working together with National Chengchi University to produce Internet security videos and teaching cases, conduct school awareness, and produce e-training instructional materials with superior teaching performance quality. These materials and efforts are giving children in remote areas a chance to obtain personal experience in the digital world.



Hardware + Soft Power + Internet Security = Enhanced Digital Competitiveness

Bridging the Digital Divide

Being at the forefront of digital convergence involving mobile communications, fixed networks, and cable TV, we at Taiwan Mobile are committed to narrowing the digital divide between urban and rural areas by employing our core telecommunications technology

1. Universal service Broadband for Villages & Broadband for Tribes

In 2007 and late 2008, our subsidiary TFN and the Taiwan Mobile Foundation provided broadband data service to villages in deep mountain valleys and at high mountainous under the direction of the NCC’s “Broadband for Villages and Broadband for Tribes” policies.

▼ We won seven major awards for universal services and citizen participation by the NCC in 2008, making us the biggest winner.



Residents of these villages could now access the Internet, connect with the world, obtain fresh outside information, and even engage in e-commerce.

Since the locations of these villages make receiving broadcast information difficult due to inclement weather and topographic obstacles, we extended fiber optic cable and high-speed VDSL lines to the villages. We have thus far completed the installation of approximately 50 kilometers of fiber-optic cable ensuring stable transmission quality and superior service. As a result, Shanmei Village had a 51% broadband access rate at the end of 2008; this access rate was the highest in the nation, and established a model of ubiquitous service for the telecom industry.

Although the costly infrastructure installation work in this project was subsidized by the NCC's Universal Telecommunications Services Fund, the Taiwan Mobile Foundation further provided free service and no line charges to the villagers for the first two years. The average total subsidy received by each household is NT\$12,000 over a two-year period, which greatly eases the villagers' broadband access burden.

After finding out about the program through announcements, Taiwan Mobile personnel, or their village heads, a total of 122 households (40.1% of all households in the three villages) received subsidies, and the total subsidy amount has exceeded NT\$1 million.

In addition, our subsidiary Union Cable TV has extended cable TV lines to nine remote villages and communities in Yilan County. Subsidiary Media Cable TV offers special benefits, including outstanding localized programming, to members of underprivileged groups. Finally, TFN and the Taiwan Mobile Foundation have received awards from the NCC for taking tangible action to provide broadband access in villages and tribes in Taiwan.

Performance and social impact:

- (1) Apart from constructing new broadband networks, we also used resources from the Taiwan Mobile Foundation to establish a broadband-linked library in Shanmei Village and to provide funds for network hardware, software, and maintenance expenses. The broadband Internet access rate in the three villages increased from 0% to 40.1% (based on 304 households), which has made a huge impact on teaching and Internet use in these indigenous communities.
- (2) Due to economic development and changing circumstances, people are moving from remote rural areas to cities. But thanks to our efforts to provide broadband access and universal service in remote areas, residents enjoy the same convenient and speedy Internet service as city dwellers for very reasonable prices, and benefit from "having the world at their fingertips."

Extension of universal service to the Alishan area



Apart from subsidizing network installation and maintenance costs, the Taiwan Mobile Foundation's extension of universal service to the Alishan area has also enabled Shanmei, Shihzih, and Chashan villages to bridge the digital divide. As of the end of 2007, the foundation had donated 70 second-hand computers, and had helped Shanmei Village to establish a library with broadband Internet access. The donation of 1,500 books, computer equipment (including warranty maintenance service), and broadband network access, plus instruction by volunteers, transformed some vacant space into a place where villagers can read or use computers free of charge. Now grandparents in the mountains can see their grandchildren in the towns via real-time video, guesthouse proprietors can promote their lodging, and farmers can sell their fruits and vegetables. The use of Internet technology has greatly improved life in these out-of-the-way mountain villages.

(3) To help indigenous peoples make the best use of online resources, and to publicize and promote their agricultural products and tourist guesthouses, we have produced a modular program with a simplified operation mechanism specially designed for residents of remote areas. We also send corporate volunteers into remote mountain areas to teach residents how to use the program. We hope this effort will promote agriculture and tourism and thereby create economic opportunities and improve the quality of rural life. We expect that access to online resources will also provide indigenous villages with high-speed educational services, medical information and services, instructional resources, home safety, and emergency rescue and relief services.

2. E-Training centers

Building on the successful experience of the Alishan library and computer center, in 2008 the Taiwan Mobile Foundation selected Jhushan in Nantou County, Dajia in Taichung County, and Niaosong in Kaohsiung County as the sites of new e-training centers on the basis of the Research, Development and Evaluation Commission's (RDEC) 2006 statistical report on the digital divide. Three e-training

centers, established in conjunction with local NPOs, provide Internet access and 42 second-hand computers.

After consulting RDEC's 2008 report on the digital divide, in 2009 the Taiwan Mobile Foundation established three more e-training centers at Minsyong in Chiayi County, Donggang in Pingtung County, and Wanrong in Hualien County in 2009. These centers provide Internet access and 45 second-hand computers.

Furthermore, we have trained local teachers in order to ensure autonomous local management and instruction at the seven e-training centers. Thanks to teamwork between Taiwan Mobile and local communities, we are helping members of disadvantaged groups such as children from poor families and foreign wives to learn how to use computers and the Internet, and thereby increasing their skills and giving them access to the world.

3. Digital teaching materials

The Ministry of Education (MOE) estimates nearly 1,000 elementary and junior high schools to be located in remote areas. These schools lack educational resources, and many of their students are from economically disadvantaged families. The schools typically cannot afford educational opportunities such as concerts, exhibitions, and theater performances. The Taiwan Mobile Foundation consequently produces e-training teaching materials focusing on outstanding artistic and cultural activities, such as concerts and environmental protection dramas for children.

Elementary and junior high schools in remote areas can use these digital teaching materials for instructional purposes, ensuring that local students can absorb new knowledge in spite of geographical and economic obstacles. We are thus bridging the digital divide and boosting the digital competitiveness of disadvantaged children.

Year of publication	Content	Name of teaching material
2008	Each carefully-designed digital teaching material unit includes a music CD or DVD, professional interpretation, and a lesson plan. The materials are intended to lead students in remote areas into the domain of fine art.	<ul style="list-style-type: none"> • Classical music CD—Collected fine works by Nai-yuan Hu & the TC String Orchestra • Children's environmental drama DVD—The Paper Windmill Drama Troupe's "Nu Wa Patches up the Sky" • Concert DVD—The NSO Orchestra's "Starlight Concert at the Wei-Wu-Ying Center for the Arts" • Concert DVD—The Philharmonia Moments Musicaux's "Sun Moon Lake Fireworks Concert"



4. Promoting digital applications, enhancing creative skills

We at Taiwan Mobile have sought to promote various telecommunications service applications in recent years. This effort has been motivated not by desire for profit, but rather by a wish to ensure that what we take from society is used for the good of society. For instance, we are trying to encourage everyone to use handsets to promote artistic appreciation and creativity. The “myfone Mobile Composition Award” and “909 Mobile Phone Audio Guide” services ensure that handsets are not just telephones, but are instead a means of obtaining knowledge and appreciating art.

(1) myfone Mobile Composition Award

SMS and ringtones are among the most popular value-added services. To encourage creativity and boost digital content standards, we began conducting the myfone Mobile Composition Award in 2007. This award gives prizes for the best “SMS literature” and “original musical ringtones.”

We received a total of 5,232 SMS works and 138 ringtone works when we first offered this award in 2007, and received 4,745 SMS works and 326 ringtone works in 2008. In 2009, the number of submitted works had suddenly increased fourfold, successfully igniting a wave of interest in mobile phone composition.

The mobile handset is an important means of communication for many people. The myfone Mobile Composition Award has transformed the SMS into a new literary genre, while a ringtone has become a new badge of one’s personality. The apparently insubstantial nature of the creative formats competing in this award contest—the first of its kind in Taiwan—has not diminished the appeal of this activity. The participants included domestic musicians and even Hollywood soundtrack music composer.

In order to set a good example, the award’s selection process consists of the three stages of preliminary review, second review, and final judging. Prominent figures from the literary and musical worlds are invited to serve on the judging committee, and such masters as Kuang-chung Yu, Show-foon Chang, Ta-chuen Chang, Hsun Chiang, Jerry Huang, Vincent Fang, and Summer Lei have served as judges for two or three consecutive years. As a result, the myfone Mobile Composition Award has been recognized credible and prestigious.

The myfone Mobile Composition Award has generated new energy through the merger of technology, art, and life. By encouraging people to exercise their creativity, and keeping touch with contemporary social phenomena and concerns, the award has earned resounding popularity.



Favorable comments concerning the myfone Mobile Composition Award from judges:

Kuang-chung Yu	SMS literature should emphasize both literary wit and realism. I have found judging to be a fascinating experience, and it has given me both literary enjoyment and social insights.
Show-foon Chang	One of the chapters in the ancient book <i>New Account of Tales of the World</i> is about talk, and they said some witty things in those days. But if anyone takes the time to record it, we actually also say some note-worthy things today. I feel that this award is contributing to history by recording all these new expressions.
Hsun Chiang	SMS literature is an extremely new literary form, and is also a commonly-used tool for people today. Since most people would not associate SMS with literature, SMS literature is a very novel experiment. But even brief SMS can express vast insights and observations concerning our society.
Ta-chuen Chang	SMS always target a specific recipient, and their content is quite different from the refined technique or flowery diction seen in a literature classroom. Because of this, SMS should have real substance, and not try to be superficially cute.

第2屆myfone行動創作獎



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The "myfone Mobile Composition Award" brought together heavyweight domestic critics from the literary and musical worlds, including 1 poet Kuang-chung Yu 2 author Show-foong Chang 3 aesthete Hsun Chiang 4 the Web 2.0 Art Sharing Age involving technology and art 5 musical genius Jerry Huang 6 prominent songwriter Vincent Fang

Jerry Huang	I have always felt that ringtones are an important trend-setting phenomenon. I also believe that the myfone Mobile Composition Award will be one of the most important competitions of the coming 20 years, and ringtones will be a prominent musical platform and format.
Vincent Fang	I'm sure that for Taiwan Mobile to hold this kind of activity is a great encouragement to my young music-loving friends!
Summer Lei	I have seen great creative diversity in these works. I hope that future participants will quickly transcend the restraints of their imagination and boldly push forward.
Kevin Lin	Should we look at the myfone Mobile Composition Award from the point of view of music, fun, or creativity? As far as I am concerned, this award has developed many different perspectives, and I feel it has been very rewarding. I found friends from Taiwan are extremely funny, and creative. So I like this award very much.
Cincin Lee	The organizers have been very creative, and holding the myfone Mobile Composition Award has enabled Taiwan's young people to combine their originality with music and ringtones. In my opinion, this competition is extremely praiseworthy.

Overview of submitted works/voting for the myfone Mobile Composition Award

		2007 1st awards	2008 2nd awards	2009 3rd awards
Number of submitted works	Short messages	5,232	4,745	22,612
	Ringtones	138	331	436
Popularity votes		40,581 votes	35,832 votes	49,674 votes

(2) 909 Mobile Phone Audio Guide

The 909 Mobile Phone Audio Guide is a pioneering service introduced by Taiwan Mobile at the end of 2004. This service employs mobile communications technology to promote art and culture, and enables the public to use their handsets to listen to museum guide service content at any time or place. It also includes a comprehensive digital database that is available for use by artists and cultural workers.

During 2007 and 2008, apart from providing audio guides to permanent exhibitions at the Taipei County Yingko Ceramics Museum, Juming Museum of Art, and Taipei Zoo, we also began cooperation with several impressive art exhibitions, including the Splendor of the Baroque, Sculpture of Rodin, and Legends of the Silk Road: Treasures from Xinjiang. During 2008, we further cooperated with two of the most important artistic events of the year—the exhibitions “Camille Pissarro: Family and Friends” and “Millet and his Time.”

To create our audio guides to these permanent and special exhibitions, we invited some of the finest experts in the areas of art in question to write scripts, which were recorded by professional personnel. For instance, we engaged the master artist Hsun Chiang to write scripts for the “Camille Pissarro: Family and Friends” and “Millet and his Time” audio guides. These guides enable everyone to learn about the marvels and intricacies of fine art from the mouth of an expert at any time or place.

The two exhibitions “Camille Pissarro: Family and Friends” and “Millet and his Time” attracted more than 800,000 visitors, and our audio guides were used 25,000 person-times to gain a deeper understanding of the masterpieces on display.

In contrast with conventional audio guide devices, which require a fixed payment for use, and involve specialized equipment, our mobile phone audio guides provide the public with a convenient and economical option. A user can choose to hear about only one or two key paintings, or to hear repeated accounts of all the works. We hire service personnel and post signboards to explain the payment choices: a minimum discount rate of NT\$0.05 per second, which is appropriate when a user wishes to listen to explanations of one or two paintings, and a NT\$100 unlimited one-day use allowing users to browse through the paintings in an exhibition and hear explanations several times.

People no longer have to forgo the opportunity to soak up artistic knowledge due to lack of museum audio guide equipment or an excessively high payment threshold.

909 Mobile Phone Audio Guide usages in recent years

Year	Persons	Seconds
2004	32,119	3,564,815
2005	19,016	1,471,338
2006	2,256	1,395,541
2007	3,679	2,759,068
2008	62,697	41,497,473

▼ TWM mobile phone audio guides overcome time, space, and manpower restrictions.



Concern for the Underprivileged

1. Independence regained – helping the spine injured

It is said that giving someone a fish is not as good as teaching that person to fish. We believe that the best way to help underprivileged individuals and reintroduce them to society is to teach them skills needed by businesses. Starting in July 2003, we joined forces with our call center subsidiary TTNT and the Taoyuan Potential Development Center for Spinal Cord Sufferers to develop a remote site program applying VoIP (Voice over Internet Protocol) technology. Calls from customers to Taiwan Mobile's Taipei headquarters' can be dispatched to the spinal cord injured customer service agents in Taoyuan County, enabling the mobility-impaired can work without impediments. After receiving intensive pre-service training and complying with strict customer service quality requirements, each of these spinal cord sufferers can respond to an average of 80 to 100 calls each day. These personnel are deserving of the title of "customer service supermen and superwomen," and create a win-win-win outcome for customer service, employees, and customers.

We have provided jobs to 58 spinal injured since we initiated the "Customer Service Superman." A total of the 131 patients had received professional training in our customer service training classroom, and we handle various types of customer service training cases on behalf of the Taoyuan Potential Development Center for Spinal Cord Sufferers.

2. Concern for depression; preventing social problems

According to World Health Organization (WHO) statistics, depression is the fourth most common disease in the world, and the United Nations (UN) International Labor Organization has announced that depression will be the leading disease in 21st century workplaces. Furthermore, Department of Health (DOH), Executive Yuan statistics indicate that one suicide occurs every 2.5 hours on average, which implies that depression can be considered one of the ten leading causes of death in Taiwan.

Since 2006, Taiwan Mobile has cooperated with the Canlove Social Services Association in providing the "Human Warmth 880" hotline. During 2007 and 2008, professional counseling services including depression counseling and suicide prevention awareness were provided 70,000 person-times. Specific services include:

- **Human warmth hotline:** Provides sympathetic phone counseling to persons suffering from depression.
- **Human warmth support groups:** Group support classes help sufferers, family members and friends to provide mutual support.
- **Escaping Depression lectures:** These lectures provide general information concerning depression to the public.

▼ In order to help spinal cord sufferers take part in society, we at Taiwan Mobile are using our core technology to establish a barrier-free customer service remote site in Taoyuan County, and are training these "customer service supermen and superwomen" to become professional customer service agents providing unimpaired service to users.



3.5 180 Mobile Donation Hotline: Building a donation bridge

Taiwan Mobile introduced the “5180 Mobile Donation Hotline” small donation platform in December 2005 to provide fund-raising channel for NPOs. Users merely need to dial 5180 on their handsets, and then follow voice instructions to make donations. This voice donation hotline is entirely free of charge, and allows donors to request receipts online. By freeing busy modern people from the restrictions of time and space, the service makes optimal use of handsets’ mobility and convenience, allowing users to show their concern anywhere and anytime.

(1) Establishing long-term sources of donations for NPOs

Most NPOs lack long-term, stable sources of funds. The 5180 Mobile Donation Hotline allows donors to choose to give amounts of NT\$100, NT\$500, NT\$1,000, NT\$1,500, NT\$2,000, and NT\$3,000, and provides NPOs with a long-term, digital fund-raising platform enabling them to achieve greater management efficiency.

(2) Selecting superior, highly-transparent NPOs

In order to be responsible to its users, when we introduced the 5180 hotline, we stipulated that participating groups must have accountability and financial transparency. We require NPOs to possess a rating of Class A assigned by the competent authority, and provide an annual operating plan, final annual financial statement, and introductory information. Our rigorous selection approach ensures that the 5180 Mobile Donation Hotline has become synonymous with secure and trustworthy giving.

(3) Anyone can be a fund-raising ambassador—charity ringtones

Because we want to help NPOs raise funds, starting in 2008 we have offered more than twenty charity ringtones recorded by celebrity volunteers. These ringtones may be freely downloaded, allowing anyone to become a public interest awareness ambassador.

When major natural disasters occur, handset donations is one of the quickest ways for people to contribute to relief efforts. In the last few years, when the South Asian tsunami and Sichuan earthquake struck, we promptly activated the mobile phone donation hotline to enable users to promptly and conveniently donate relief funds. A total of NT\$1,110,600 was raised via this channel from May to July in the wake of the Sichuan earthquake in 2008. When Typhoon Morakot struck Taiwan in 2009, the 5180 donation hotline helped six NPOs working within affected areas to raise nearly NT\$800,000. By encouraging and pooling small donations, the 5180 hotline was able to provide considerable timely assistance to relief efforts.

During 2007 and 2008, 22 NPOs received a total of more than NT\$11.21 million in donations from the 5180 mobile donation hotline. Donations were made more than 27,734 person-times throughout this period; on the average, monthly donations were made more than 1,000 person-times and amounted to roughly NT\$467,000. These figures show that mobile phone donations have become an important means of charitable giving for people today.



5180 charity celebrity ringtones	Content
Compassion has no Time Difference—Janet	Compassion has no Time Difference implies that charity can very simple. All you have to do is taking out your handset and move your fingers, and you can make a donation to a good cause.
Safety & Convenience—Peter Ho	Mobile phone donations are one of the safest and most convenient ways of giving to charity I invite you to join me in dialing 5180 on our handsets and giving to disadvantaged persons in need of assistance.
Sharing with an Old Friend—Yueh Sun	Good things should be shared with good friends. I am your old friend Sun, Yueh, and would like to share the 5180 number with you. This is the most convenient means of making donations. If it's late at night, just call 5180! All it takes is a quick call to 5180 on your handset to help—it's that easy!
A Happy Volunteer—Shu-li Chen	Apart from receiving and making calls, you can also use your mobile phone to give donations! This is happy volunteer Chen, Shu-li telling you to pick up your handsets and dial 5180—many NPOs are awaiting your compassionate gift.
The Most Sincere Ringtone—Jerry Huang	What is the most sincere ringtone? It's not pop music..., it's the charity ringtone that you are now hearing. All it takes is a quick call to 5180 on your handset to help—it's that easy!



1 host Janet from the Discovery Travel Channel's "Taiwan Outlook" 2 PChome chairman and trend expert Hung-chih Chan 3 singer and songwriter Ricky Hsiao
4 long-term public interest activist Uncle Yueh Sun, happy volunteer Shu-li Chen, and many celebrities record free ringtones to promote Taiwan Mobile's 5180
Mobile Phone Donation Hotline 5 composer Kay Huang, and 6 pop idol and talented artist Peter Ho.

5180 charity celebrity ringtones	Content
Life's Companions— Kay Huang	There are more than 100,000 children from economically disadvantaged families in Taiwan who don't have anyone to look after them when they get out of school. Tutorial sessions can help these kids through life and change their futures! All it takes is a quick call to 5180 on your Taiwan Mobile handset to help—it's that easy!
A Single Finger— Yu-hsin Yang	Did you know that you can make donations with your handset? Just move your finger, and you can donate to a NPO that needs your help.
The Most Convenient Donation— Chan Hung-chih	Did you know that you can make donations with your handset? No matter where you are, you can pick up your handset and give to any one of several dozen NPOs, and your donation will be transferred when you pay your next bill. This is absolutely the most convenient way to donate.
You are My Eyes— Ricky Hsiao	Have you dialed 5180 today? Wherever you are, kindness is also there. Picking up your handset and dialing 5180 lets you support a NPO of your choice, and you can also ask for a receipt online!

Appendix

Assurance Statement

INDEPENDENT ASSURANCE OPINION STATEMENT

2007-2008 Taiwan Mobile Corporate Social Responsibility Report

The British Standards Institution is independent to Taiwan Mobile Co., Ltd (hereafter referred to as Taiwan Mobile in this statement) and has no financial interest in the operation of Taiwan Mobile other than for the assessment and verification of the sustainability statements contained in this report.

This Independent assurance opinion statement has been prepared for the stakeholders of Taiwan Mobile only for the purposes of verifying its statements relating to its corporate social responsibility (CSR), more particularly described in the Scope, below. It was not prepared for any other purpose. The British Standards Institution will not, in providing this Independent assurance opinion statement, accept or assume responsibility (legal or otherwise) or accept liability for or in connection with any other purpose for which it may be used, or to any person by whom the Independent assurance opinion statement may be read.

This Independent assurance opinion statement is prepared on the basis of review by the British Standards Institution of information presented to it by Taiwan Mobile. The review does not extend beyond such information and is solely based on it. In performing such review, the British Standards Institution has assumed that all such information is complete and accurate.

Any queries that may arise by virtue of this Independent assurance opinion statement or matters relating to it should be addressed to Taiwan Mobile only.

Scope

The scope of engagement agreed upon with Taiwan Mobile includes the followings:

1. The assurance covers the whole report and focuses on systems and activities during the 2007-2008 calendar year on the Taiwan Mobile headquarter and relevant operations.
2. The evaluation of the nature and extent of the Taiwan Mobile's adherence to all three AA1000 AccountAbility Principles and the reliability of specified sustainability performance information in this report as conducted in accordance with type 2 of AA1000AS (2008) sustainability assurance engagement.

This statement was prepared in English and translated into Chinese for reference only.

Opinion Statement

We conclude that the 2007-2008 Taiwan Mobile CSR Sustainability Report Review provides a fair view of the Taiwan Mobile programmes and performances during 2007-2008. We believe that the 2007-2008 economic, social and environment performance indicators are correctly represented.

Our work was carried out by a team of (CSR) report assurors in accordance with the AA1000 Assurance Standard (2008). We planned and performed this part of our work to obtain the necessary information and explanations we considered to provide sufficient evidence that Taiwan Mobile's description of their approach to AA1000 Assurance Standard and their self-declaration of compliance with the GRI guidelines were fairly stated.

Methodology

Our work was designed to gather evidence on which to base our conclusion. We undertook the following activities:

- a top level review of issues raised by external parties that could be relevant to Taiwan Mobile's policies to provide a check on the appropriateness of statements made in the report
- discussion with managers on Taiwan Mobile's approach to stakeholder engagement. However, we had no direct contact with external stakeholders
- interviews with 30 staffs involved in sustainability management, report preparation and provision of report information were carried out
- visits of two direct selling stores and one franchised store in the Taipei area to review the system and process for the implementation of electronic bill policy, zero paper initiative and recycling of obsolete mobile phones and other accessories
- review of key organizational developments
- review of the extent and maturity of the relevant accounting systems for financial and non-financial reports
- review of the findings of internal audits

- the verification of performance data and claims made in the report through meeting with managers responsible for gathering data
- review of the processes for gathering and ensuring the accuracy of data, followed data trails to initial aggregated source and checked sample data to limited depth during site visits
- the consolidated financial data are based on audited financial data; we checked that this data was consistently reproduced
- review of supporting evidence for claims made in the reports
- an assessment of the company's reporting and management processes concerning this reporting against the principles of Inclusivity, materiality and responsiveness as described in the AA1000 AccountAbility Principles Standard (2008)

Conclusions

A detailed review against the AA1000 AccountAbility Principles of Inclusivity, Materiality, Responsiveness and sustainability performance information as well as the GRI guidelines are set out below:

Inclusivity

This report has reflected a fact that Taiwan Mobile is seeking the engagement of its stakeholders. The participation of stakeholders has been initiated in developing and achieving an accountable and strategic response to sustainability. The reporting systems are being developed to deliver the required information. There are fair reporting and disclosures for economic, social and environmental information in this report, so that appropriate planning and target-setting can be supported. In our professional opinion the report covers the Taiwan Mobile's inclusivity issues; however, the future report could be further enhanced by the following areas:

- An explicit sustainability vision from top management or Board to lead the future sustainability performance and available in the report.
- Establishing the CSR performance management scheme under the practice of current environmentally sustainable development task force to facilitate a mechanism for effective implementation and coordination of sustainability indicators.
- An approach for stakeholders to be involved in the process for inviting their concerns and expectations as well as improving the related sustainability performances.

Materiality

Taiwan Mobile publishes sustainability information that enables its stakeholders to make informed judgments about the company's management and performance. In our professional opinion the report covers the Taiwan Mobile's materiality issues; however, the future report could be further enhanced by the following areas:

- Establishing a methodology to identify and prioritize Taiwan Mobile's material issues.
- Aligning priority to decision of materiality issues with CSR strategy.
- Extending environmental performance issues such as climate change related information to properly understand its patterns of Greenhouse Gas Emission.

Responsiveness

Taiwan Mobile has implemented the practice to respond to the expectations and perceptions of its stakeholders. An Ethical Policy for the Taiwan Mobile Corporation is developed and provides the opportunity to further enhance the Taiwan Mobile's responsiveness to stakeholder concerns. In our professional opinion the report covers the Taiwan Mobile's responsiveness issues; however, the future report could be further enhanced by the following areas:

- Completely assuring responsiveness by means of encouraging direct stakeholders' participation.
- Completely identify its stakeholders and their concerns and expectations as well as the materiality issues.

Performance information

Based on our work described in this statement, specified sustainability performance information such as GRI G3 core indicators disclosed in this report, Taiwan Mobile and BSI have agreed upon to include in the scope. In our view, no material inaccuracies or instances where data is presented in a way which significantly affects comparability have been identified in the report.

GRI-reporting

Taiwan Mobile provided us with their self declaration of compliance within GRI G3 Guidelines and the classification to align with application level B+. Based on our review, we confirm that social responsibility and sustainable development indicators with reference to the GRI Index are reported, partially reported or omitted. In our

professional opinion the self declaration covers the Taiwan Mobile's social and sustainability issues, however, the future report will be improved by the following areas:

- Identifying all relevant indicators and reporting them to work towards assurance application level A+
- Benchmarking the performance indicators from the practices of same business in the future report.

Assurance level

The moderate level assurance provided is in accordance with AA1000 Assurance Standard (2008) in our review, as defined by the scope and methodology described in this statement.

Responsibility

This CSR report is the responsibility of the Taiwan Mobile's chairman as declared in his responsibility letter. Our responsibility is to provide an independent assurance opinion statement to stakeholders giving our professional opinion based on the scope and methodology described.

Competency and Independence

The assurance team was composed of Lead auditors and Carbon Footprint Verifiers experienced in Engineering sector, and trained in a range of sustainability, environmental and social standards including AA1000 AS, ISO14001, OHSAS18001, ISO14064 and ISO 9001. BSI is a leading global standards and assessment body founded in 1901. The assurance is carried out in line with the BSI Fair Trading Code of Practice.

For and on behalf of BSI:



*Dr. Yi-Min Gao
Managing Director BSI Taiwan
17 November, 2009*



AA1000
Licensed Assurance Provider
000-4

Supplementary Notes on GRI Indicators

3.10	Explanation of the effect of any re-statements of information provided in earlier reports: There have been no information revisions or changes in measurement methods compared with the previous report.
3.11	Significant changes compared with the previous report: There have been no major changes in reporting categories, boundaries, or data measurement methods compared with the previous report.
4.2	Indicate whether the Chair of the highest governance body is also an executive officer: The chair of the highest governance body is not an executive officer.
EC1	Direct economic value: Information concerning employees' compensation has already been disclosed in this company's annual report and consolidated financial statements.
EN9	Effect of overall water consumption: N/A.
EN11	Land assets in sensitive areas: N/A.
EN12	Biodiversity strategies: N/A.
EN13	Protected or restored habitat: N/A.
EN15	Endangered species: N/A.
EN19	Emissions of ozone-depleting substances: Because this company is not a manufacturer, not applicable.
EN20	NO, SO and other air emissions: Because this company is not a manufacturer, not applicable.
EN21	Total water discharge: Because this company is not a manufacturer, not applicable.
EN23	Significant spills: N/A.
EN24	Transport of toxic waste: N/A.
EN25	Habitats affected by water discharges and runoffs: N/A.
EN28	Violations of environmental laws and regulations: The Pingtung 92201 Laiyi Lelegu base station violated the Soil and Water Preservation Act, and was fined NT\$60,000 by the Pingtung County Government in 2008.
HR7	Forced labor: N/A.
HR8	Safety personnel training: N/A.
S05	Public policy positions and participation in public policy development: None.
S06	Total political contributions: None.
S08	Punishments for noncompliance with anti-trust laws: None.
PR2	Number of violations of health and safety standards: None.
PR4	Number of violations of product information standards: None.
PR7	Number of violations of market manipulation laws and regulations: 1. (This company was reported as having issued untruthful "Taiwan Mobile Intra-Network Tribe 801/401" advertisements in violation of the Fair Trade Act. The Fair Trade Commission, Executive Yuan fined Taiwan Mobile NT\$3 million on January 17, 2008.)
PR9	Total of major fines for illegalities during the process of providing products and service: NT\$3 million (see the circumstances related in the foregoing PR7).
PA9	Total amount invested in electromagnetic field research: NT\$14 million was invested electromagnetic field research and activities during the reporting year.
TA5	Practices relating to intellectual property rights and open source technologies: With regard to intellectual property, all copyrighted software used in this company's offices and for product development has been purchased and licensed in a lawful manner. This company's policy is to apply to patent innovative technologies developed in-house, and thereby protect intellectual property rights. With regard to open source technology, all software used in this company's offices and for product development has been purchased and licensed in a lawful manner. This company's policy is to apply to patent innovative technologies developed in-house, and thereby protect intellectual property rights.

GRI Index (including supplementary indicators concerning the telecommunications industry)

The following indicators refer to the content of this report and correspond to the guiding strategy of the Global Reporting Initiative (GRI) version 3.0.

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N.A. indicates non-disclosed.

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PR6	Communication programmes	43
PR7	Non-compliance in marketing practices	67
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PR9	Product non-compliance	67

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Internal Operations	Investment	IO1	Capital investment in telecommunication network infrastructure broken down by country/region.	N.A.
		IO2	Net costs fro service providers under the Universal Service Obligation when extending service to geographic locations and low-income groups, which are not profitable. Describe relevant legislative and regulatory mechanisms.	43-44
	Health and Safety	IO3	Practices to ensure health and safety of field personnel involved in the installation, operation and maintenance of masts, base stations, laying cables and other outside plant. Related health and safety issues include working at heights, electric shock, exposure to EMF and radio frequency (RF) emissions from handsets.	41
		IO4	Compliance with ICNIRP standards on exposure to radiofrequency(RF) emissions from handsets	27
		IO5	Compliance with ICNIRP standards on exposure to radiofrequency(RF) emissions from base stations.	27
		IO6	Policies and practices with respect to Specific Absorption Rate (SAR) of handsets.	27
	Infrastructure	IO7	Policies and practices on the sitting of masts and transmission sites including stakeholder consultation, site sharing, and initiatives to reduce visual impacts Describe approach to evaluate consultations and quantify where possible.	7,26-27
		IO8	Number and percentage of stand-alone sites, shared sites, and sites on existing structures.	26
Providing Access	Bridging the Digital Divide	PA1	Polices and practices to enable the deployment of telecommunications infrastructure and access to telecommunications products and services in remote and low population density areas. Include and explanation of business models applies.	54-57
		PA2	Policies and practices to overcome barriers for access and use of telecommunication products and services including: language, culture, illiteracy, and lack of education, income, disabilities, and age. Include an explanation of business models applies.	43-44
		PA3	Policies and practices to ensure availability and reliability of telecommunications products and services and quantify, where possible, for specified time periods and locations of down time.	54
		PA4	Quantify the level of availability of telecommunications products and services in areas where the organization operates. Examples include: customer numbers/market share, addressable market, percentage of population covered, percentage of land covered.	13
		PA5	Number and types of telecommunication products and services provided to and used by low and no income sectors of the population. Provide definitions selected.. Include explanation of approach to pricing, illustrated with examples such as price per minute of dialogue/bit of data transfer in various remote, poor or low population density areas.	43-44
		PA6	* Interaction with governments on security issues for surveillance purposes * Interaction with national and local authorities and own initiatives to restrict criminal or potentially unethical content. * Protecting vulnerable groups such as children. Explain how such policies and practices are adapted and applied in different countries.	54-55
	Access to Content	PA7	Policies and practices to manage human rights issues relating to access and use of telecommunications products and services. For example: * Participation in industry initiatives or individual initiatives related to Freedom of Expression * Legislation in different markets on registration, censorship, limiting access,	44-45
	Customer Relations	PA8	Policies and practices to publicly communicate on EMF related issues. Include information provides at points of sales material.	27
		PA9	Total amount invested in programmes and activities in electromagnetic field research. Include description of programmes currently contributed to and funded by the reporting organization.	27,67
		PA10	Initiatives to ensure clarity of charges and tariffs.	43
		PA11	Initiatives to inform customers about product features and applications that will promote responsible, efficient, cost effective, and environmentally preferable use.	31-32
Technology Applications	Resource Efficiency	TA1	Provide examples of the resource efficiency of telecommunication products and services delivered.	31-32,45
		TA2	Provide examples of telecommunication products, services and applications that have the potential to replace physical objects (e.g. a telephone book by a database on the web or travel by videoconferencing)	31-32,45
		TA3	Disclose any measures of transport and/or resource changes of customer use of the telecommunication products and services listed above. Provide some indication of scale, market size, or potential savings.	31-32
		TA4	Disclose any estimates of the rebound effect (indirect consequences) of customer use of the products and services listed above, and lessons learned for future development. This may include social consequences as well as environmental.	31-32,45
		TA5	Description of practices relating to intellectual property rights and open source technologies.	67