



Taiwan Mobile
台湾大哥大

Taiwan Mobile Co., Ltd.

1Q12 Results Summary

April 26, 2012



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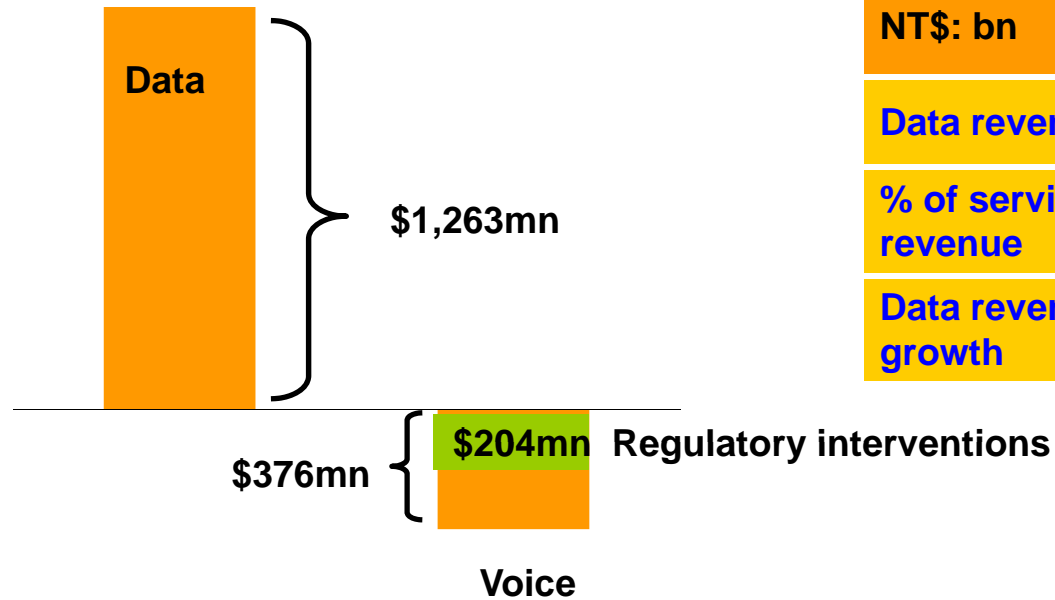


Business Overview



Robust Wireless Data Growth

Mobile Service Revenue YoY Change in 1Q12

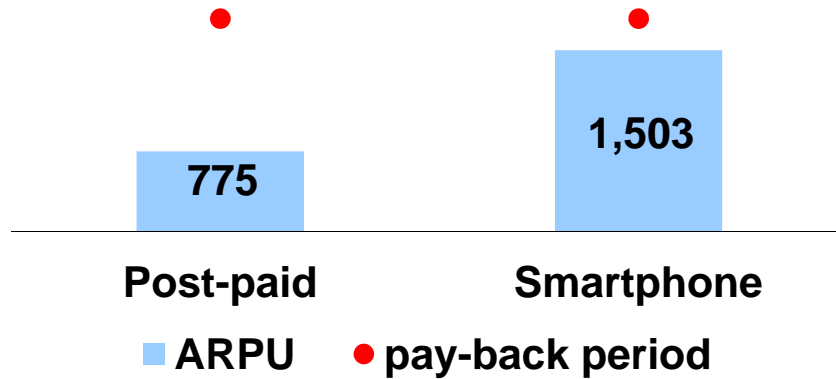


Data Business – 1Q12

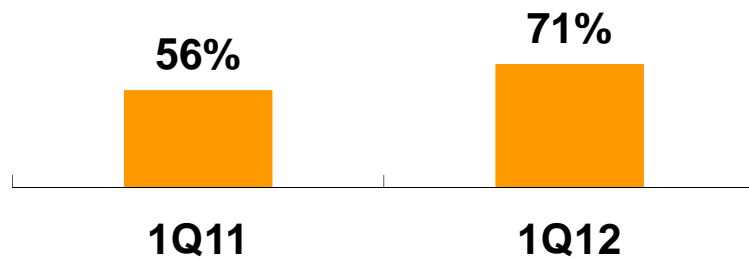
NT\$: bn	CHT	FET	TWM
Data revenue	4.55	4.04	4.06
% of service revenue	25.8%	27.4%	28.0%
Data revenue YoY growth	29%	48%	45%

Our Smartphone Strategy

2012 YTD Contribution comparison



Smartphone as % of total handsets sold



Current exclusive models



Moto XT615



Moto RAZR



Sony Xperia P



SAM Galaxy Nexus



HTC Incredible S



SE Ray



SAM Ace S5830i



TWM T3



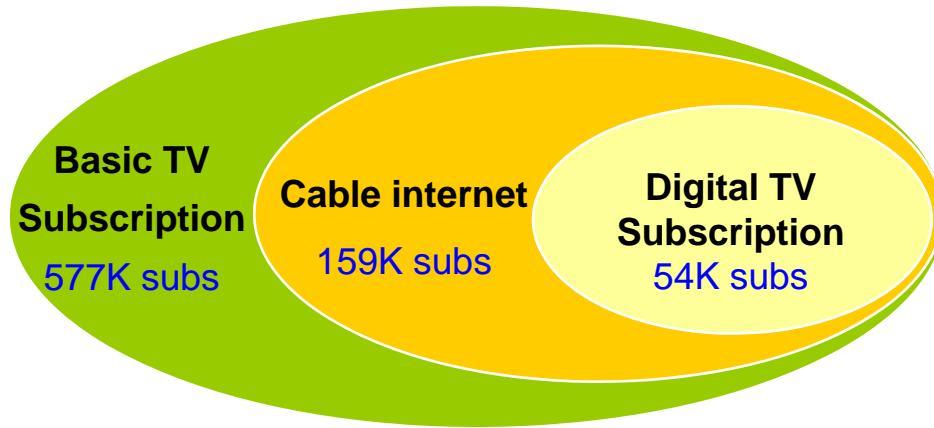
HTC EVO 3D



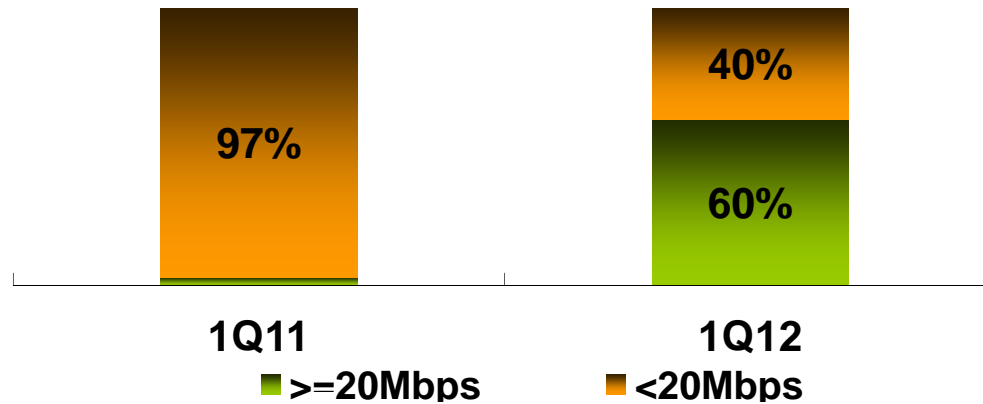
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CATV Growth Catalysts



**Cable internet
New adds speed mix**



	1Q12	Sub no. YoY growth	ARPU
Analogue TV		1%	505
Cable internet		12%	546
DTV		77%	143

Blended ARPU *	759, +3% YoY
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* Calculation based on total cable TV revenue excluding content revenue



New Product & Service

- In addition to the well-received iPhone4S and two smart phone models of Moto XT615 and Samsung ACE S5830i (both are exclusive) introduced in 1Q12, ten more new will come in 2Q12.
- Launched mobile shopping services via TWM's "match" portal and "MoFun" app store, entering into a new era of m-commerce.
- Launched a new prepaid rate plan that includes two new features: a lower deposit amount of NT\$100 to activate the prepaid card and free on-net calls to a designated postpaid number for the month if the bill amount exceeded NT\$100 the previous month.



Financial Overview

Result Summary

in NT\$m	1Q12	1Q11	YoY	% of 1Q12 Guidance	% of Full-year Guidance
Operating revenue	23,994	18,222	32%	99%	24%
Operating cost	(15,575)	(10,911)	43%	98%	24%
Marketing expense	(3,097)	(2,252)	38%	98%	24%
G&A expense	(1,125)	(1,056)	7%	99%	23%
Operating income	4,197	4,004	5%	106%	23%
Net non-oper. items	(48)	(37)	28%	42%	NM
Income before tax	4,150	3,967	5%	108%	23%
Net income	3,355	3,289	2%	107%	23%
EPS (NT\$)	1.25	1.10	14%	108%	23%
EBITDA	6,602	6,311	5%	104%	23%



Divisional Performance

NT\$bn	Revenue					EBITDA				
	CBG	HBG	EBG	momo & Others	Total	CBG	HBG	EBG	momo & Others	Total
1Q12	15.52	1.51	2.54	4.41	23.99	4.82	0.81	0.69	0.29	6.60
% of total	65%	6%	11%	18%	100%	73%	12%	11%	4%	100%
QoQ	3%	2%	-1%	4%	2%	-1%	7%	-6%	-3%	-1%
YoY	8%	4%	6%	NM	32%	-2%	7%	12%	NM	5%



Balance Sheet Analysis

NT\$bn	1Q12	4Q11	1Q11		1Q12	4Q11	1Q11
Total Assets	89.81	91.79	84.44	Liabilities	36.34	41.73	30.25
Current Assets	17.01	18.13	15.66	Current Liabilities	30.92	36.35	21.16
- Cash & Cash Equivalents	5.62	6.69	5.93	- ST Debts	9.61	13.90	1.36
- Available-for-Sale Financial Assets	0.20	0.22	0.20	- Other Current Liabilities	21.31	22.46	19.80
- Inventories	2.56	2.07	2.00	Long-Term Borrowings	4.00	4.00	8.00
- Other Current Assets	8.65	9.15	7.53	Other Liabilities	1.42	1.38	1.09
Investment	2.16	2.16	3.19	Shareholders' Equity	53.47	50.06	54.19
Property and Equipment	40.65	41.31	42.32	- Paid-in Capital	34.21	34.21	38.01
Intangible Assets	27.06	27.25	20.11	- Capital Surplus	12.43	12.43	12.43
Other Assets	2.94	2.94	3.16	- Legal Reserve	16.72	16.72	15.33
				- Special Reserve	0.82	0.82	0.82
				- Un-appropriated Earnings*	2.27	2.27	2.27
				- Retained Earnings & Others	18.11	14.70	17.21
Current Ratio	55%	50%	74%	- Treasury Shares	(31.08)	(31.08)	(31.89)
Net Debt (Cash) to Equity	15%	22%	6%				
Net Debt (Cash) to EBITDA (x)	0.28	0.41	0.13				
ROE (annualized)	26%	27%	25%				

*:Excluding YTD profits



Cash Flow Analysis

NT\$bn	1Q12	4Q11	1Q11
Operating Cash Flow	5.04	7.85	6.00
Investing Cash Flow	(1.85)	(1.50)	(1.48)
Financing Cash Flow	(4.26)	(7.38)	(4.63)

NT\$bn	1Q12	4Q11	1Q11
Cash CAPEX	(1.54)	(1.46)	(1.39)
Free Cash Flow	3.49	6.38	4.61



Event Update & Key Message

2011 Earnings Distribution

TWM's board meeting today (April 26) approved a proposal to distribute NT\$13.9bn of cash dividends, comprised of 90% of 2011 earnings, NT\$822mn of special reserve and NT\$937mn of un-appropriated earnings, translating into 103% payout to shareholders. Dividend per share is NT\$5.16 based on 2,690m shares, excluding treasury shares held by 100%-owned subsidiaries.

Award & Recognition

Won the 2012 Asian Excellence Recognition Awards for “Best Corporate Investor Relations” and “Best Corporate Social Responsibility” in Taiwan from *Corporate Governance Asia* magazine.



We will continue to commit most of the resources into pursuing future revenue growth. Continuous enhancement of operating leverage is underway to ensure the attainment of our financial target for the year.

 Q & A

