



Chunghwa Telecom Fulfilling Its Corporate Social Responsibilities



Chunghwa Telecom's vision, along with becoming a technology-based "4C service provider," is to serve as a leading corporate advocate for social responsibility. Even before "corporate social responsibility" became an often-discussed topic, Chunghwa Telecom and its employees had been building close ties with local communities. Today, however, Chunghwa Telecom is putting into place a more systematic social responsibility program based on the concept of self-management. This program will benefit families, as well as society as a whole. As a result, Chunghwa Telecom will become an even more socially responsible company, in addition to being a company that creates profits for its shareholders.

The Chunghwa Telecom Foundation

On February 16, 2006, the company established the Chunghwa Telecom Foundation in an effort to fulfill its corporate social responsibilities. The aim of this foundation is to use the company's rich Internet resources and support within the external society to contribute to the development of community cultural industries, enrich community living, and reduce the digital divide.

The Chunghwa Telecom Corporate Social Responsibility Committee

The company established the Chunghwa Telecom Corporate Social Responsibility Committee on June 6, 2006, in order to fulfill its social responsibility pledge. The committee consists of a Secretariat and Advisory Committees, as well as Corporate



Governance, Environmental Sustainable Development, Consumer Concern, Digital Opportunity Creation, Employee Concern, and Volunteer Service Working Groups. The Chunghwa Telecom Foundation has also been incorporated into the Committee's organizational framework.

2006 Performance Review

Environmental and sustainable development projects:

Recycling of Used Computers

- In line with our goal of “repaying the community and reducing the digital divide,” our main offices donate used computers to the Institute for Information Industry. Other business groups donate used computers and provide ADSL broadband/Internet service free of charge to children living in remote areas.

Paper Conservation and Recycling

- The full-scale digitization of documents and use of online review and approval for all operations has accelerated document processing, reduced the time and labor costs of distribution, and reduced paper consumption by 998,424 sheets, envelope consumption by 142,824 envelopes, and postage by NT\$1.52 million.

Recycling of Used Cell Phones

- The company and its strategic partners have gradually established a recycling program for used cell phones. A total of 792 used cell phones have been turned over to EPA-approved recyclers.

Bicycles for Local Business Visits

- In order to reduce energy consumption and lessen air pollution, all Chunghwa Telecom offices have made bicycles available to employees to use when



performing business at nearby organizations. The bicycles are used an average of close to one thousand times each month.

Corporate Volunteer Service and Activities

Helping to Promote the “Thousand-mile Trail” Campaign

- This campaign calls for volunteers from Chunghwa Telecom to serve as guides in “Thousand-mile Trail: Start Walking from Taipei” and “Thousand-mile Trail: Walk or Ride around Taiwan” activities.

Telecom Community Environmental Day

- In order to celebrate the company's tenth anniversary, Chunghwa Telecom held the “Telecom Community Environmental Day” on July 9, 2006. Volunteers performed environmental clean-up in mountain areas, at the beach, and along stretches of rivers and roadsides at 112 locations nationwide. A total of 10,987



volunteers from Chunghwa Telecom and 6,086 of their family members took part in this activity.

Clean Up the World

- Chunghwa Telecom held the “Clean Up the World” activity on September 16, 2006 in conjunction with the Good Neighbor Cultural and Educational Foundation. A total of 258 volunteers from Chunghwa Telecom took part in this environmental work, which included mountain and roadside clean-up.

Promoting Community Industries and Creating Digital Opportunities

Reducing the Urban-Rural Digital Divide

- Chunghwa Telecom helped aborigines create the “Taiwan Aboriginal Online Communities Portal Site”.
- Chunghwa Telecom helped the Chunghwa Telecom Foundation with the “Digital Good Neighbor” program to bring digital equipment and volunteer resources to remote areas. Projects were completed in Chingliao Tsun, Houpi Township,



Tainan County; Meishan Tsun, Taoyuan Township, Kaohsiung County; Hsinkuang Elementary School, Chienshih Township, Hsinchu County; Yehung Workshop, Miaoli County; Chiaoshih Workshop, Hualien County; and Hsienchachiao Community, Yuchih Township, Nantou County.

Helping Local Cultural Industries and Enriching Community Life

- Chunghwa Telecom established “Click Taiwan” (www.clicktaiwan.com.tw), a website dedicated to local culture and community life, in order to help local cultural industries communicate with the outside world and let the world see Taiwan's creativity.
- Chunghwa Telecom made sixty-four films that captured distinctive local cultural features or historical value to be shown on the “Click Taiwan” website as part of the company's promotion of community cultural industries.
- Chunghwa Telecom has transferred local culture and community life content to the HiNet, MOD, and 3G systems.

Reaching out to Consumers

Charitable Events

- Chunghwa Telecom helped the Children Are Us Foundation to set up the “Children Are Us Farm” in Cishan Township, Kaohsiung County. The company also plans to commit its corporate resources to the farm's operation, creating a brand-new model for cooperative corporate-charitable undertakings.
- Chunghwa Telecom participated in the “New Year's Day Walk & Charity Relay” activity promoting the healthy benefits of walking, and performed charity fund-raising. Funds raised by Chunghwa Telecom will be used for international sign language volunteer interpreter training in preparation for the 2009 Hearing-Impaired Olympics.
- Chunghwa Telecom co-sponsored the “Reading for Hope, Making Change Visible” activity and contributed the special mobile service number 55180 and local telephone service number 4121080 for donation hotlines to help children in remote areas learn to read.
- Chunghwa Telecom offered “Foreign Mother Parenting Classes” and set up the “0800-080508 Foreign Mother Caring Hotline” to provide multilingual services



and show the company's concern.

Promoting Ecologically Sustainable Development

- Chunghwa Telecom mobilized employees and its mobile/Internet platforms to participate in the “Map the Migration Routes of the Purple-Spotted Butterfly” activity, and produced a special TV commercial of its international phone 009 service titled, “Let the World Listen to the Sound of Taiwan,” which pictured an endemic *Euploea sylvester swinhoei* butterfly. These activities reminded even more people to show concern for Taiwan’s precious ecological resources.

Increasing Diversity of Opportunities for Local Industries

- Chunghwa Telecom arranged the direct broadcast of US Major League Baseball over its 3G, MOD, and Internet platforms, enabling baseball fans to watch Taiwanese star Wang Chien-min play.



- The company expanded business opportunities by promoting superior documentaries, including “Movies in Kaohsiung,” “Doctors,” and “the 2006 Select Documentary Festival” at the Golden Horse Awards and the “INPUT 2006 International Public Television Screening Conference.”
- To help local Taiwanese artists expand their international profiles, Chunghwa Telecom has sponsored performing artists “A Moving Sound” and “Flying Clouds Group” in “Let the World Listen to the Sound of Taiwan” at the WOMEX (World Music Expo) held in Spain.
- Chunghwa Telecom has helped promote Taiwan's sports diplomacy, and produced a version of the “Let the World Listen to the Sound of Taiwan” international phone 009 TV commercial, which featured 4 Desert Race champion Lin Yi-chieh crossing the Gobi Desert.
- Chunghwa Telecom has assisted up-and downstream firms in the digital content industry in line with the “Firefly Program.”

Facilitating Small Donations to Charitable Organizations

- Chunghwa Telecom provides a donation service, through which kind-hearted individuals can use the company's “55135” speed-dial number on their cell phone or phone bill to make donations to charitable organizations and public interest groups.

Caring for Employees – Our Greatest Asset

Employee Benefits

- In accordance with regulations, female employees may take physiological and childcare leave, and may claim childcare subsidies even if they have already gone on leave without pay.
- Chunghwa Telecom provides travel and other subsidies for employee marriages, births, child education, retirement, deaths, and family members' deaths; it also

offers a nursing room and specially-contracted day care centers.

- Chunghwa Telecom has established programs for employees who take part in lifelong learning activities, including The Telecommunication Training Institute, where classes in eight major core areas, as well as management training courses are offered. Employees may obtain subsidies to attend job-related training classes offered by public or private training organizations.

Convenient Communication and Consulting Channels

- Chunghwa Telecom has signed a collective agreement with its labor union, and holds regular labor-management conferences.
- The Union's Chairman and branch executive directors are invited to the company's business meetings, personnel promotion meetings, and evaluation committee meetings.



- The company has instituted employee proposal and appeal systems.

On-the-Job Health and Safety

- Chunghwa Telecom performs employee health check-ups and has instituted a health management system. The company also conducts health promotion activities that address potential health problems found through statistical analysis of health check-up results.
- Chunghwa Telecom has implemented a psychological counseling system, and offers ample recreational facilities for employee use, which allow employees to relax and ease their stress.
- Regular tests of the work environment are conducted in all units' office spaces.

Employment Security for Disadvantaged Employees

- Chunghwa Telecom hired seven new disadvantaged employees in 2006, and now employs 652 disadvantaged persons. A company of its size is required to employ 240 disadvantaged persons: Chunghwa Telecom has a 272% attainment rate. Extra points are added to the employment tests scores of aboriginal applicants. The Company has hired 7 aboriginal employees.

