

Taiwan's Telecom Leader – Solid Performance and Consistent Strategy

Solid Performance

- Taiwan's market leader in mobile, broadband and fixed line services
- Strong brand awareness and customer service
- Delivering financial results with strong EBITDA margins and free cash flows
- Commitment to shareholder value via strong dividend policy and prudent financial management



Market Leadership

- Taiwan's market leader in all major service offerings
- #1 brand with high quality service and network

Broadband & Mobile Drive Revenue

- Value added services play key role in both mobile and Internet segment

Bundling Offerings Gain Traction

- Best positioned with integrated services to offer bundled solutions
- Both enterprise and residential bundled solutions offered

Improving Capital Structure

- Estimated total cash return from the 3rd round of capital reduction is NT\$9.7bn
- Cumulative cash returns of NT\$28.8bn to shareholders in the last two rounds of capital reduction

Independent Publications Recognize Achievements

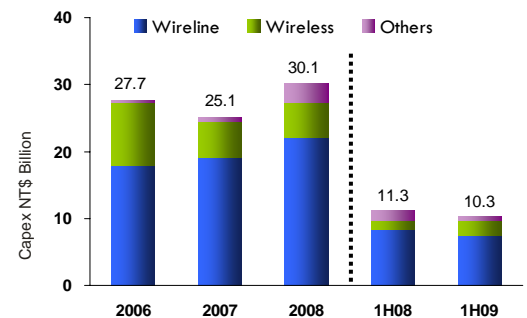
- Ranked among Top 5 for Financial Disclosure Procedures in Greater China by IR Global Rankings in 2009
- Best Companies of Asia 2009 awarded by FinanceAsia in the categories of "Best Managed Companies", "Best Corporate Governance", "Best Corporate Social Responsibility (CSR)" and "Most Committed to a Strong Dividend Policy".
- Information Transparency and Disclosure Ranked A+ 2009 by Securities & Futures Institute



Market Cap	\$18.18 Billion
NYSE	CHT
Share Price	\$17.04
52 Week Low – High	\$13.80 – 22.22
TSE:	2412
Share Price	NT\$56.10
52 Week Low – High	NT\$48.14 – 69.71
Shares Outstanding	10,666 Million

*as of 08/20/09, Source: Bloomberg

Managing Capital Expenditure



Financial Results Through 1H 2009

(Millions NT\$, except per Share & per ADS Data)

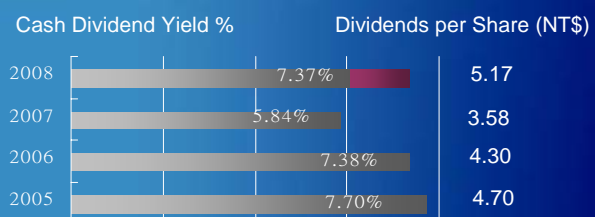
ROC GAAP (consolidated)	2006	2007	2008	1H09
Revenue	184,528	197,391	201,670	97,179
Operating Costs & Expenses	128,261	137,042	143,103	68,133
Operating Profit	56,267	60,349	58,567	29,046
Operating Margin (%)	30.5	30.57	29.04	29.89
Income before Tax and minority interest	57,630	61,801	59,684	29,482
EBITDA Margin (%)	52.73	50.74	47.97	48.79
Tax	(12,752)	(13,059)	(13,892)	(6,849)
Net Income	44,891	48,249	45,011	22,262
Basic Earnings per Share	4.56	4.94	4.64	2.09
Basic Earnings per ADS	45.61	49.35	46.42	20.90
Assets & Liabilities				
Cash & Cash Equivalents	70,673	76,233	81,288	83,423
Total Current Assets	99,540	119,778	118,207	123,767
Total Assets	461,396	469,626	463,590	461,513
Total Liabilities	61,282	71,784	83,896	95,865

Note: Since 2008, the Company reports its financial results in ROC GAAP only and provides reconciliations between ROC GAAP and US GAAP.

Steady Dividend Yield

Commitment to continued shareholder returns

Note: The dividend yield was calculated based on cash dividend and cash return from capital reduction, stock dividend was not included.



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Consistent Strategy

- Enhance value-added services to increase revenue growth
- Reduce costs and revitalize fixed assets while maintaining innovation and quality
- Shareholder returns via high cash dividend payout and capital structure management
- Commitment to research and develop world-class telecommunications technologies

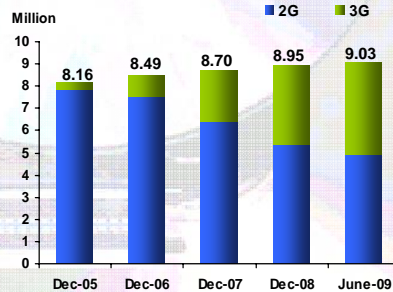
Mobile

Migrating subscribers to 3G

Taiwan's largest mobile service provider

- 9.03m subscribers June 09
- 4.93m 2G subscribers
- 4.10m 3G subscribers
- Market share at 34.5% of total market including 2G, 3G and PHS as of June 2009

Mobile Subscribers



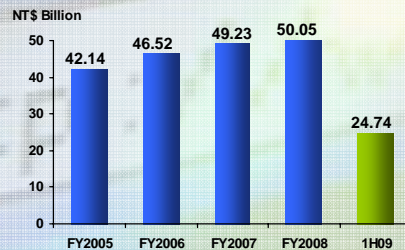
Internet & Data

Internet revenues growing steadily

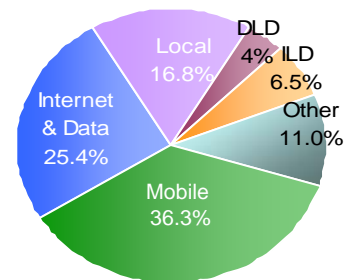
Taiwan's largest broadband internet access provider

- 4.30m Broadband access subscribers
- 1.34m FTTx solution subscribers

Internet & Data Revenue



1H 09 Revenue Breakdown



Total Consolidated Revenue: NT\$97.2 bn

Fixed Line

Leading market position

Taiwan's largest fixed line service provider

- 12.58 million subscribers
- NT\$ 26.54 billion revenue for 1H 2009
- Dominant market share

Fixed Line Market Share Jun. 2009

Local (by sub)	97.3%
Domestic (by min)	83.9%
International (by min)	59.4%



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