

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 Cap \$17.24 Billion
NYSE CHT
Share Price \$17.78
52 Week Low – High \$15.18 – 25.77
TSE: 2412
Share Price NT\$59.50
52 Week Low – High NT\$52.95 – 79.85
Shares Outstanding 9,697 Million

**as of 04/23/09, Source: Bloomberg*



Market Leadership

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

Broadband & Mobile Drive Revenue

- Internet segment continues to drive revenue growth due to broadband subscriber growth and access 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

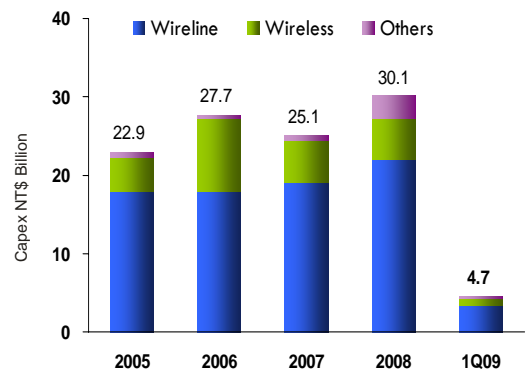
- Conducted capital reduction program in March 2009: repayment of NT\$1.64 per share

Independent Publications Recognize Achievements

- Ranked among Top 5 for Financial Disclosure Procedures in Greater China by IR Global Rankings in 2009
- Recognized as Excellent in Corporate Social Responsibility 2009 by Common Wealth Magazine
- Information Transparency and Disclosure Ranked A+ 2008 by Securities & Futures Institute



Managing Capital Expenditure



Financial Results Through Q1 2009

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

ROC GAAP (consolidated)	2006	2007	2008	1Q09
Revenue	184,528	197,391	201,670	49,120
Operating Costs & Expenses	128,261	137,042	143,103	34,994
Operating Profit	56,267	60,349	58,567	14,126
Operating Margin (%)	30.5	30.57	29.04	28.76
Income before Tax and minority interest	57,630	61,801	59,684	14,321
EBITDA Margin (%)	52.73	50.74	47.97	47.55
Tax	12,752	13,059	13,892	3,334
Net Income	44,891	48,249	45,011	10,787
Basic Earnings per Share	4.56	4.94	4.64	1.11
Basic Earnings per ADS	45.61	49.35	46.42	11.12
Assets & Liabilities				
Cash & Cash Equivalents	70,673	76,233	81,288	69,153
Total Current Assets	99,540	119,778	118,207	110,568
Total Assets	461,396	469,626	463,590	451,644
Total Liabilities	61,282	71,784	83,896	60,545

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

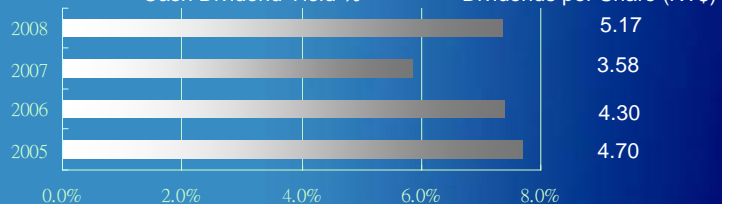
Steady Dividend Yield

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.

Cash Dividend Yield %

Dividends per Share (NT\$)



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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

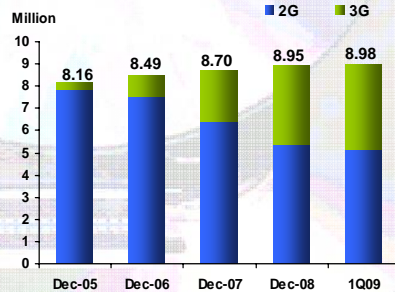
Mobile

Migrating subscribers to 3G

Taiwan's largest mobile service provider

- 8.98m subscribers Mar. 09
- 5.13m 2G subscribers
- 3.85m 3G subscribers
- Market share at 35.1% of total market including 2G, 3G and PHS as of Feb. 2009

Mobile Subscribers



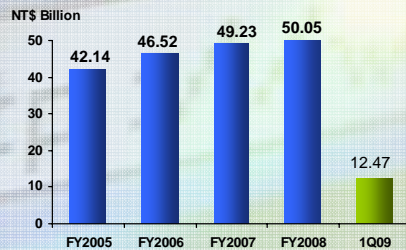
Internet & Data

Internet revenues growing steadily

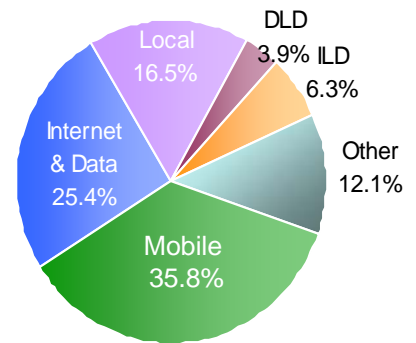
Taiwan's largest broadband internet access provider

- 4.3m Broadband access subscribers
- 1.19m FTTx solution subscribers
- Total Internet and data revenues were NT\$12.47 billion for 1Q 2009

Internet & Data Revenue



Successfully Leading the Market and Diversifying a Growing Revenue Stream



1Q 2009 Revenue

Fixed Line

Leading market position

Taiwan's largest fixed line service provider

- 12.66 million subscribers
- NT\$ 13.13 billion revenue for 1Q 2009
- Dominant market share

Fixed Line Market Share Feb. 2009

Local (by sub)	97.3%
Domestic (by min)	85.6%
International (by min)	58.3%



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