



Chunghwa Telecom is **the largest integrated telecom service provider in Taiwan**. The goal of the company is to be a value-creating and trustworthy company in providing information & communication services.

MARKET FACT

Market Cap	\$27.73 Billion
NYSE	CHT
Share Price	US\$35.74
52 Week Low/High	US\$24.00/37.46
TSE	2412
Share Price	NT\$101.50
52 Week Low/High	NT\$77.57/111.00
Shares Outstanding	7,757 Million

as of August 23, 2011

Source: Bloomberg



Dr. Shyue-Ching Lu

Chairman & CEO

"Our desire to build on this top-line growth and leverage our reputation for innovative offerings and premium customer service led to the launch of our "Digital Rainforest" initiative during the second quarter. This initiative builds on the significant traction we have already gained from our inroads into the digital business ecosystem, and represents a cohesive strategy for integrating and reinvigorating our activities within this space. Key elements of "Digital Rainforest" include a cloud computing initiative called hicloud PaaS, a cutting edge broadband service, integrated service platforms, and domestic and international collaboration on reducing carbon emissions to promote sustainability. We are also implementing our new channel strategy by transforming our service centers to convey our new image as we embrace the cloud computing era. I am confident that this "Digital Rainforest" initiative will provide additional momentum to our growth going forward."

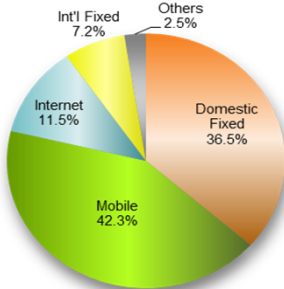
DIFFERENTIATING FACTORS

- Leading Position in Customer Access
- Extensive Product Portfolio with High Quality Services
- Branding & Scale Advantages
- Advanced Network & Technology Capabilities
- Financial Strengths

Taiwan's Telecom Leader

Integrated Services Provider with Dominant Market Positions

1H 2011 Consolidated Revenue: NT\$106.9bn

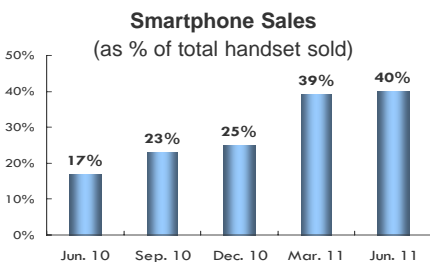


- Strong market leader with stable market share
- Steady growth with focus on mobile VAS and broadband
- Growing momentum in MOD/IPTV
- Pursuing future growth opportunities (Convergence Services, Corporate ICT, Cloud Computing)

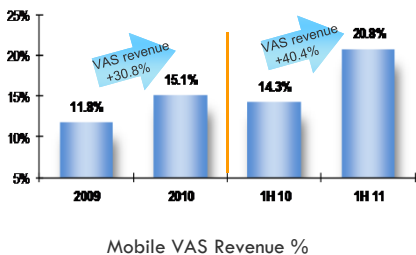
CONSISTENT RETURN

Leading Position in Mobile Market

VAS & mobile internet continue to drive

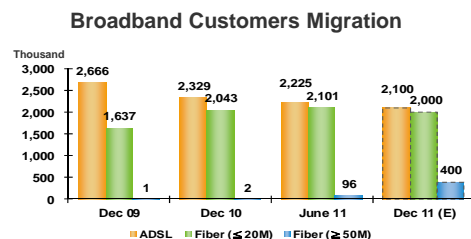


Mobile VAS Revenue %

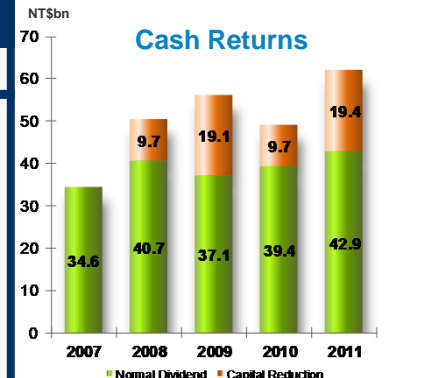
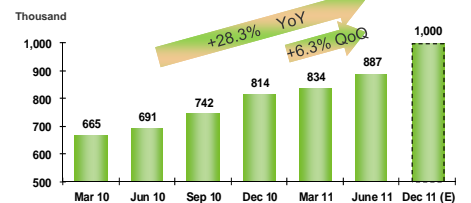


#1 Broadband/Internet Provider

Successful customer upgrade push up ARPU



MOD/IPTV Subscriber



Note:
 1. The cash return was calculated based on cash dividend and cash return from capital reduction, stock dividend was not included.
 2. 1 ADR = 10 common shares
 3. The cash dividend for year 2011 was calculated based on total share number 7,757,446,545

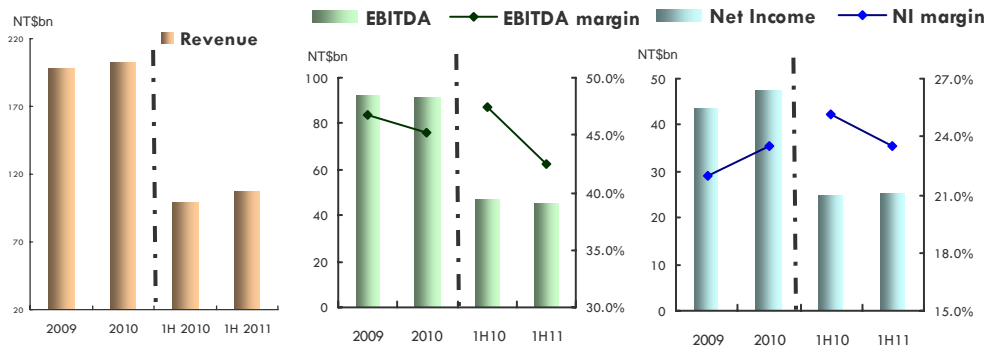
中華電信股份有限公司
 Chunghwa Telecom Co., Ltd.
 For more information visit:
www.cht.com.tw/ir



Chunghwa Telecom

Solid Financial Performance

- Strong financial performance with top line growth and stable bottom line
- Solid EBITDA margins and free cash flows

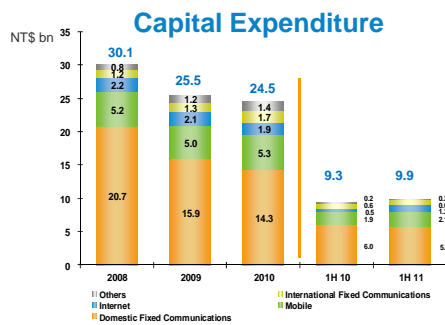


Consistent Strategic Execution

- Focus on broadband, VAS and innovative services to drive revenue growth
- Accelerate network upgrades and integration to enhance competitiveness
- Continue to drive cost efficiency
- Shareholder returns via stable cash dividend payout and capital management
- Step up commitment in preserving environment and social responsibilities

Prudent Investments for Sustainable Growth

- Moderately speed up mid-term capital expenditure
 - Focus on Fixed and Mobile broadband
- Continue to focus on core businesses for future investments
 - 3G / HSPA / HSPA+ / LTE
 - FTTx
 - Wi-Fi / Femtocell
 - Service Platforms
 - Cloud computing



Year	CapEx as % of Revenue
2008	14.9%
2009	12.8%
2010	12.2%
1H 10	9.4%
1H 11	9.3%

Commitment to Corporate Social Responsibility



Awards

- Financial Disclosure A+ – Securities & Futures Institute
- Trusted Brand 2010 – Reader Digest
- 2010 Most Admired Company Survey – Commonwealth Magazine
- Corporate Citizenship Awards – Commonwealth Magazine
- Taiwan Corporate Sustainability Report Award – Taiwan's Institute for Sustainable Energy
- Excellence for Financial Disclosure - IRGR



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