



Chunghwa Telecom

INVESTOR FACTSHEET

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.

FY 2011



Dr. Shyue-Ching Lu
Chairman&CEO

"I'm pleased to report a solid performance for the full year 2011 despite challenging market conditions. Top-line growth was driven mainly by higher fixed line revenue resulting from the pricing right shift for fixed to mobile calls, as well as rises in mobile VAS revenue and handset sales. We continued to achieve strong growth momentum within our mobile business, as well as gaining traction from new business opportunities in areas such as MOD/IPTV, ICT and cloud computing. We also expect our broadband business momentum will be catching up this year. Though broadband growth momentum is mitigated attributable to the tariff reductions, we believe relevant revenues will recover to its original level in the near future.

"In view of the increasingly challenging business environment we anticipate for 2012, we are focusing on initiatives to ensure our customer offerings remain attractive and competitive, as well as continuing to invest in medium- and long-term growth. In view of this strategy, I am confident that Chunghwa will succeed in maintaining its leadership within Taiwan's telecoms space."

MARKET FACT

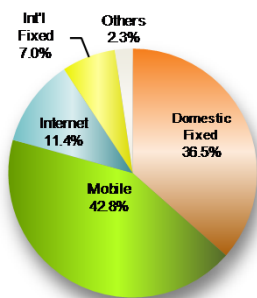
Market Cap	US\$24.51 Billion
NYSE	CHT
Share Price	US\$31.60
52 Week Low/High	US\$28.94/37.46
TSE	2412
Share Price	NT\$93.00
52 Week Low/High	NT\$87.00/111.00
Shares Outstanding	7,757 Million

as of Feb 21, 2012 Source: Bloomberg

Taiwan's Telecom Leader

Integrated Services Provider with Dominant Market Positions

FY2011
Consolidated
Revenue:
NT\$217.5bn

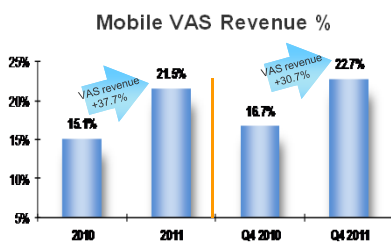
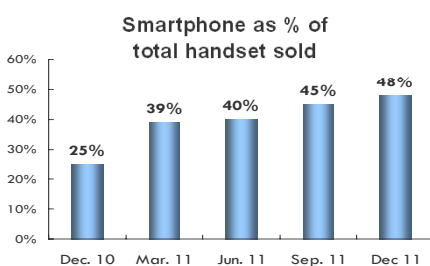


- Strong market leader with stable market share
- Focusing on mobile and broadband VAS
- Growing momentum in MOD/IPTV
- Pursuing future growth opportunities (Convergence Services, Corporate ICT, Cloud Computing)

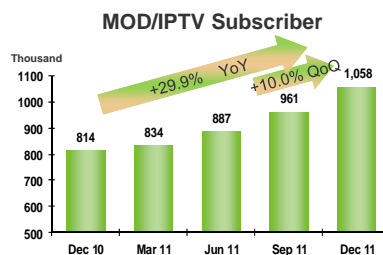
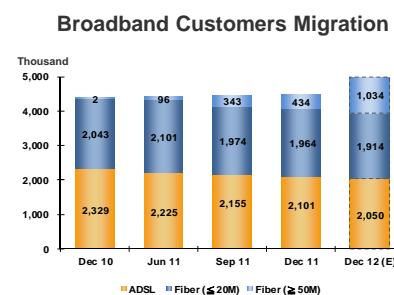
DIFFERENTIATING FACTORS

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

Leading Position in Mobile Market



#1 Broadband/Internet Provider



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



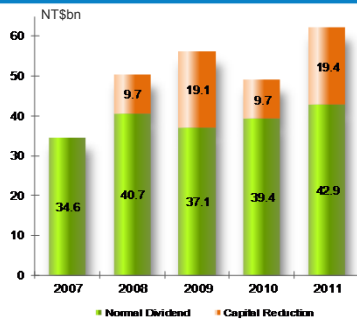
Chunghwa Telecom

Solid Financial Performance

ROC GAAP (Consolidated)

(NT\$b)	2010	2011	Δ	Q4 2010	Q4 2011	Δ
Net Revenues	202.43	217.52	7.5%	52.30	54.91	5.0%
Income from Operations	57.37	55.01	(4.1%)	13.14	11.77	(10.4%)
Net Income	47.61	47.10	(1.1%)	10.67	10.03	(5.9%)
Net Income margin (%)	23.52	21.65		20.39	18.27	
EBITDA	91.41	87.29	(4.5%)	21.47	19.93	(7.2%)
EBITDA margin (%)	45.16	40.13		41.05	36.30	

Focus on Stable Dividend



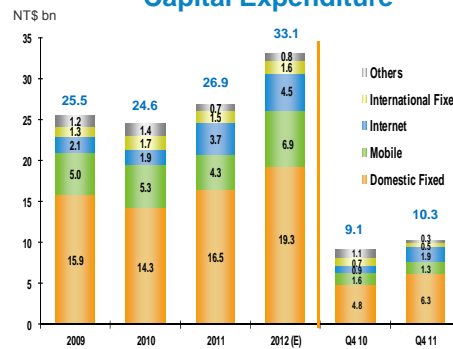
- Expect to maintain a stable dividend
- Company Act was amended on 2012/01/04:
 - A company which is profitable is allowed to directly distribute cash to shareholders from its capital surplus or legal reserve.
 - When the legal reserve has exceeded 25% of the Company's paid-in capital, the excess may be transferred to capital or distributed in cash.

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

Prudent Investments for Sustainable Growth

- Moderately speed up mid-term capital expenditure
 - Focus on Fixed and Mobile broadband
- Budgeted capex for 2012: NT\$33.1 bn
- Continue to focus on core businesses for future investments
 - 3G / HSPA / HSPA+ / LTE
 - FTTx
 - Wi-Fi / Femtocell
 - Service Platforms
 - Cloud computing

Capital Expenditure



CapEx as % of Revenue: 2009: 12.8%, 2010: 12.2%, 2011: 12.3%, 2012 (E): 17.3%, Q4 10: 17.4%, Q4 11: 18.7%

Commitment to Corporate Social Responsibility



Awards

- Financial Disclosure A+ – Securities & Futures Institute
- Trusted Brand 2011 – Reader Digest
- Corporate Citizenship Awards – Commonwealth Magazine
- Taiwan Corporate Sustainability Report Award – Taiwan's Institute for Sustainable Energy
- Best Financial Disclosure in Asia-Pacific - IRGR



Contact:

Fu-Fu Shen
 Director of Investor Relations
 Finance Department
 886-2-2344-5488
 chtir@cht.com.tw

For more information visit:
www.cht.com.tw/ir