



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.

Q3 2011



Dr. Shyue-Ching Lu
Chairman&CEO

"I would like to report to you some key business developments for the third quarter. For mobile business, smartphones as percentage of total handsets sold continued to grow, reaching 45% for the quarter. We successfully addressed market competition by offering limited "free on-net call" and "my hot line" packages to enhance customer loyalty. Within our domestic fixed-line business, our strategy to promote higher-speed broadband services has enabled us to accumulate over 365 thousand subscribers to our 50 mbps offering to date. Our IPTV packages remain competitive, with subscribers currently totaling 980 thousand. We anticipate that the positive feedback engendered by our enriched family package will provide impetus for further growth, in addition to our planned expansion in the number of HD channels to 43 by the end of this year. In response to customer demand for ubiquitous services, we plan to launch our new IPTV platform in December this year so that customers can take advantage of our cloud computing technology to enjoy our high-quality programs on televisions, computers, tablets and handsets.

I am pleased with the progress we have made in executing on these and other initiatives within our vas and broadband segments, and i am confident that these segments will play an increasingly important role in the company's future growth."

MARKET FACT

Market Cap	\$25.60 Billion
NYSE	CHT
Share Price	US\$33.00
52 Week Low/High	US\$28.01/37.46
TSE	2412
Share Price	NT\$100.50
52 Week Low/High	NT\$86.10/111.00
Shares Outstanding	7,757 Million

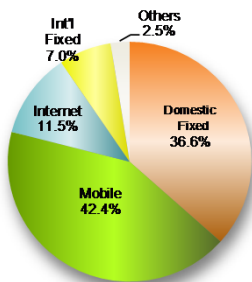
as of October 25, 2011

Source: Bloomberg

Taiwan's Telecom Leader

Integrated Services Provider with Dominant Market Positions

9 months 2011
Consolidated
Revenue:
NT\$162.6bn



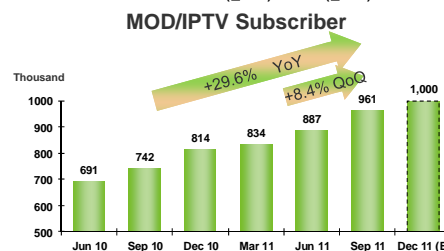
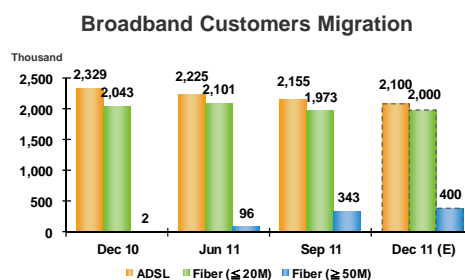
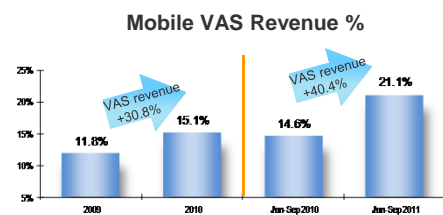
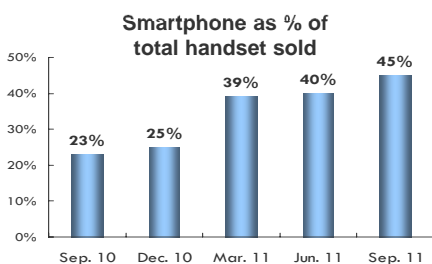
- Strong market leader with stable market share
- Focusing on mobile VAS and broadband
- Growing momentum in MOD/IPTV
- Pursuing future growth opportunities (Convergence Services, Corporate ICT, Cloud Computing)

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

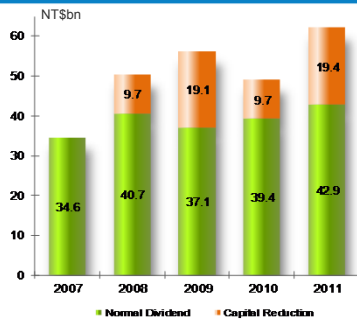


Chunghwa Telecom

Solid Financial Performance

ROC GAAP (Consolidated)						
(NT\$b)	9M 2010	9M 2011	Δ	Q3 2010	Q3 2011	Δ
Net Revenues	150.13	162.61	8.3%	50.85	55.71	9.5%
Income from Operations	44.23	43.24	(2.3%)	14.44	13.88	(3.9%)
Net Income	36.94	37.07	0.3%	11.95	11.93	(0.2%)
Net Income margin (%)	24.61	22.79		23.50	21.42	
EBITDA	69.94	67.36	(3.7%)	22.88	21.94	(4.1%)
EBITDA margin (%)	46.59	41.42		44.98	39.38	

Consistent Cash Return

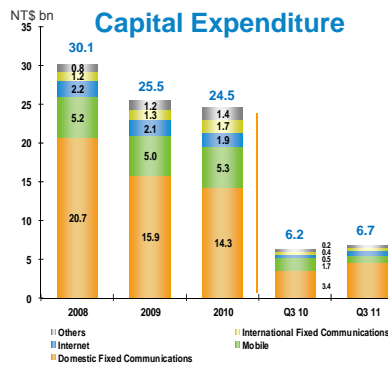


- NT\$5.5243 per share cash dividend for year 2010 has been distributed on August 17, 2011
- Cumulative cash returns of NT\$57.9bn to shareholders in the previous four rounds of capital reduction

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

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



CapEx as % of Revenue: 14.9% (2008), 12.8% (2009), 12.2% (2010), 12.1% (Q3 10), 12.0% (Q3 11)

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
- 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