



Dr. Yen-Sung Lee
Chairman&CEO

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.

"Dr. Yen-Sung Lee, Chairman and CEO of Chunghwa Telecom, commented, "We are proud of the success we were able to achieve in the third quarter and very excited with the results of the recent 4G auction. Having secured 35 MHz of spectrum, the largest amount in the auction, including the highly-sought-after deployment-ready 1800 MHz spectrum, we believe we have the potential to be the first-to-market in offering 4G services throughout Taiwan in the second half of 2014. Through attraction of new users and vertical migration of existing users to higher tier data plans, mobile internet subscriber growth continued to exceed our guidance. We further extended our market leadership in mobile, growing our mobile internet subscriber market share to 34.1%. In the smart phone segment, through the successful implementation of our promotional initiatives, we grew our smartphone penetration to 50%, necessitating we revise our year-end guidance upward. For our broadband business, we continued our initiatives for retaining customers as well as facilitating customer upgrades. In the third quarter, we were able to double revenues for our cloud business year over year, and secure several high-profile ICT projects. Our success in this young business line is a testament to our ability to leverage our core telecom infrastructure and services to expand into new markets. Going forward, we aim to quickly build out our 4G offering, deploy data centers for our cloud business, and seek innovative ways to expand market share and increase monetization of our large subscriber base."

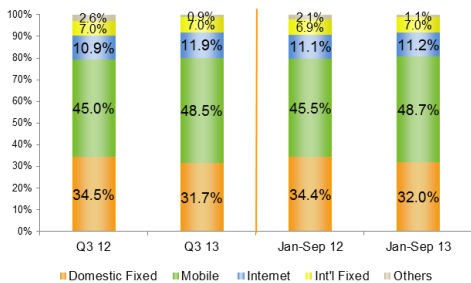
MARKET FACT

Market Cap	US\$24.41Billion
NYSE Share Price	CHT US\$31.47
52 Week Low/High	US\$29.91/33.50
TSE Share Price	2412 NT\$94.40
52 Week Low/High	NT\$89.91/101.23
Shares Outstanding	7,757 Million

as of Oct. 30, 2013 Source: Bloomberg

Taiwan's Telecom Leader / Dominant Market Positions (a)

Q3 2013 Consolidated Revenue: NT\$56.72bn (e)



- Domestic Fixed
 - #1 Local
 - 94.8% share by subs (11.62 mn subs)
 - 86.4% share by minutes
 - #1 DLD
 - 76.4% share by minutes
 - #1 Broadband access
 - 77.9% share by subs (b)(c) (4.55 mn subs)
- Mobile
 - #1 Mobile subscribers
 - 35.5% market share (d) (10.55 mn subs)
 - #1 Mobile revenue
 - 35.1% market share (d)
- Internet
 - #1 ISP
 - 68.9% share by subs (4.24 mn subs)
- International Fixed
 - #1 ILD
 - 53.6% share by minutes

Source: Company data, MOTC, and NCC statistics

- a) Market share as of August 2013
- b) CHT access circuits were not included
- c) Excluding PWWAN subscriber numbers
- d) Includes 2G, 3G and PHS
- e) Market shares are based on 3G mobile internet plan subscribers
- f) Revenues are based on T-IFRSs.

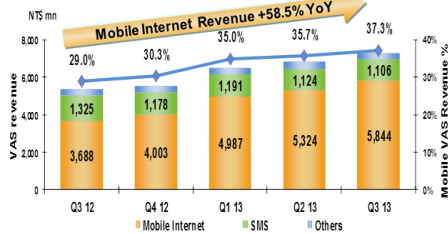
DIFFERENTIATING FACTORS

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

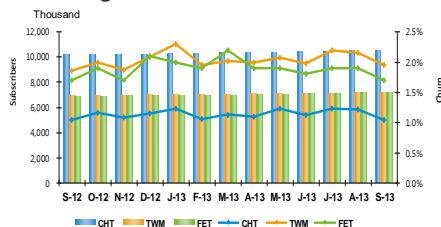
Leading Position in Mobile Market

#1 Broadband/Internet Provider

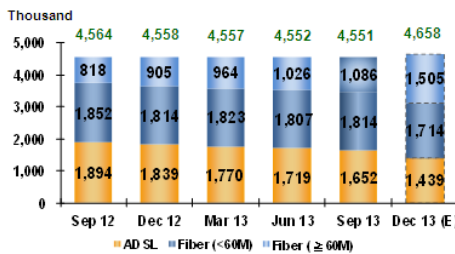
Mobile VAS Performance



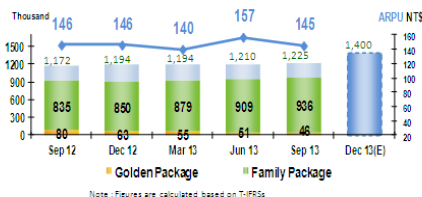
Highest Subs & Lowest Churn



Fixed Broadband Subs



IPTV Subscribers & Package Subscribers



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



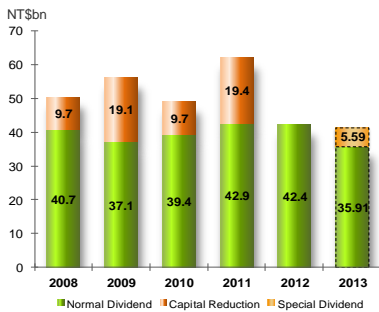
Solid Financial Performance

Consolidated

(NT\$bn)	Q3 2012 (T-IFRSs)	Q3 2013 (T-IFRSs)	Δ	Jan-Sep 2012 (T-IFRSs)	Jan-Sep 2013 (T-IFRSs)	Δ
Revenues	55.28	56.72	2.6%	165.17	169.18	2.4%
Income from Operations	12.63	12.59	(0.4%)	37.51	36.49	(2.7%)
Net Income	10.70	10.65	(0.5%)	31.73	30.48	(3.9%)
Net Income margin (%)	19.35	18.77	-	19.21	18.02	-
EBITDA	20.73	20.65	(0.4%)	61.68	60.51	(1.9%)
EBITDA margin (%)	37.50	36.40	-	37.35	35.77	-

Note: Net income attributable to owners of the parent. / The calculation of figures is based on NT\$mnn.

Committed to Improving Shareholder Value



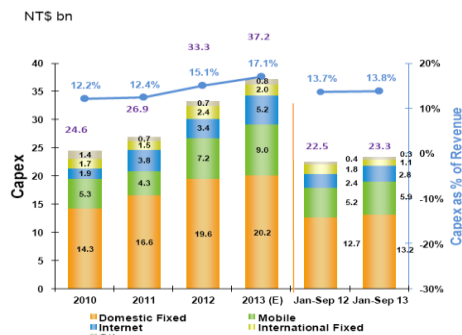
- Board resolved to distribute special cash dividend of NT\$0.7205 per share from capital surplus
- Total payment is NT\$5.35 per share or NT\$41.5 billion including the earnings distribution of NT\$4.6295 per share for fiscal year 2012

Note:
 1. The special dividend for year 2013 is distributed from capital surplus.
 2. The cash return was calculated based on cash dividend and cash return from capital reduction, stock dividend was not included.
 3. 1 ADR = 10 common shares
 4. The cash dividend has been calculated based on total share number 7,757,446,545 since year 2012.

Effective and Efficient Capital Expenditure

- Increase capital expenditure
 - Fixed and Mobile broadband
 - Cloud deployment including cloud data center build out
- Budgeted capex for 2013: NT\$37.2 bn
- Continue to focus on core businesses for future investments
 - 3G / HSPA / HSPA+
 - FTTx
 - Wi-Fi
 - Service Platforms
 - Cloud computing

Capital Expenditure



Note: Figures are on consolidated basis.

Commitment to Corporate Social Responsibility



Awards

- Included in Dow Jones Sustainability World Index in Sep. 2013
- Included in Dow Jones Sustainability Emerging Markets Index in Feb. 2013
- Most Effective Brand – Manager Today Magazine 2013 Research
- Financial Disclosure A+ – Securities & Futures Institute
- Customer Relationship Excellence – APCSC
- Trusted Brand 2013 for 10 consecutive years – Reader Digest



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