



中華電信
Chunghwa Telecom

Q1 2014 Operating Results

April 30, 2014

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The unaudited financial information under T-IFRSs in this presentation is preliminary and subject to adjustments and modifications. Adjustments and modifications to the financial statements may be identified during the course of the audit /review work, which could result in significant differences from this preliminary unaudited financial information.

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A body of generally accepted accounting principles is commonly referred to as "GAAP". A non-GAAP financial measure is generally defined by the SEC as one that purports to measure historical or future financial performance, financial position or cash flows but excludes or includes amounts that would not be so adjusted in the most comparable U.S. GAAP measure. We disclose in this report certain non-GAAP financial measures, including EBITDA. EBITDA for any period is defined as consolidated net income (loss) excluding (i) depreciation and amortization, (ii) total net comprehensive financing cost (which is comprised of net interest expense, exchange gain or loss, monetary position gain or loss and other financing costs and derivative transactions), (iii) other expenses, net, (iv) income tax, (v) cumulative effect of change in accounting principle, net of tax and (vi) (income) loss from discontinued operations.

In managing our business we rely on EBITDA as a means of assessing our operating performance. We believe that EBITDA can be useful to facilitate comparisons of operating performance between periods and with other companies because it excludes the effect of (i) depreciation and amortization, which represents a non-cash charge to earnings, (ii) certain financing costs, which are significantly affected by external factors, including interest rates, foreign currency exchange rates and inflation rates, which have little or no bearing on our operating performance, (iii) income tax and tax on assets and statutory employee profit sharing, which is similar to a tax on income and (iv) other expenses or income not related to the operation of the business.

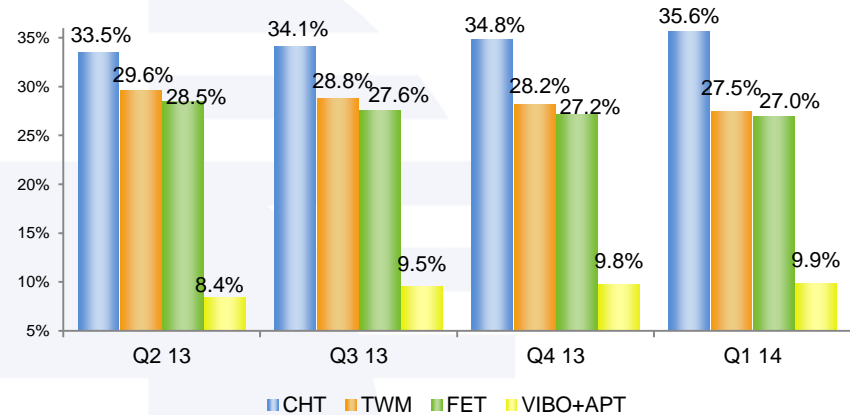
EBITDA is not a measure of financial performance under U.S. GAAP or T-IFRSs. EBITDA should not be considered as an alternate measure of net income or income from operations, as determined on a consolidated basis using amounts derived from statements of operations prepared in accordance with U.S. GAAP or T-IFRSs, as an indicator of operating performance or as cash flows from operating activity or as a measure of liquidity. EBITDA has material limitations that impair its value as a measure of a company's overall profitability since it does not address certain ongoing costs of our business that could significantly affect profitability such as financial expenses and income taxes, depreciation, pension plan reserves or capital expenditures and associated charges. These non-GAAP measures are not in accordance with or an alternative for GAAP financial data, the non-GAAP results should be reviewed together with the GAAP results and are not intended to serve as a substitute for results under GAAP, and may be different from non-GAAP measures used by other companies.

Chunghwa Telecom Overview

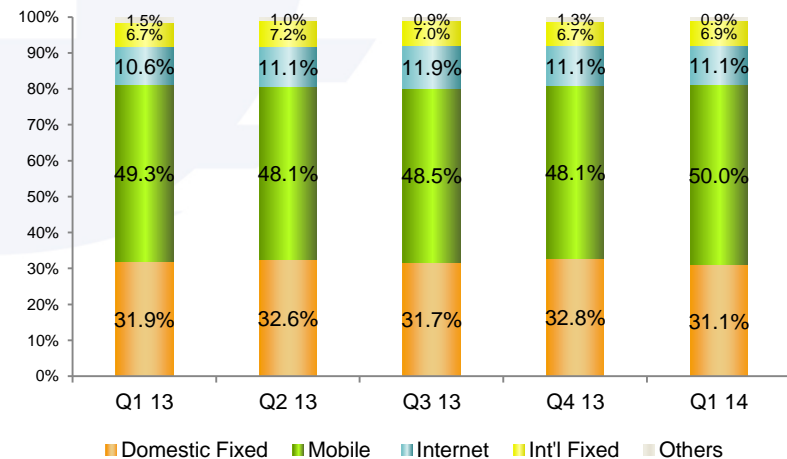
Strong Market Position ^(a)

- Domestic Fixed
 - #1 Local
 - 94.6% share by subs (11.53 mn subs)
 - 86.3% share by minutes
 - #1 DLD
 - 79.0% share by minutes
 - #1 Broadband access
 - 77.2% share by subs ^{(b)(c)} (4.54 mn subs)
- Mobile
 - #1 Mobile subscribers
 - 36.1% market share ^(d) (10.74 mn subs)
 - #1 Mobile revenue
 - 35.8% market share ^(d)
- Internet
 - #1 ISP
 - 68.5% share by subs (4.24 mn subs)
- International Fixed
 - #1 ILD
 - 57.1% share by minutes

Highest Mobile Internet Subs Market Share^(e)



Revenue Breakdown ^(f)

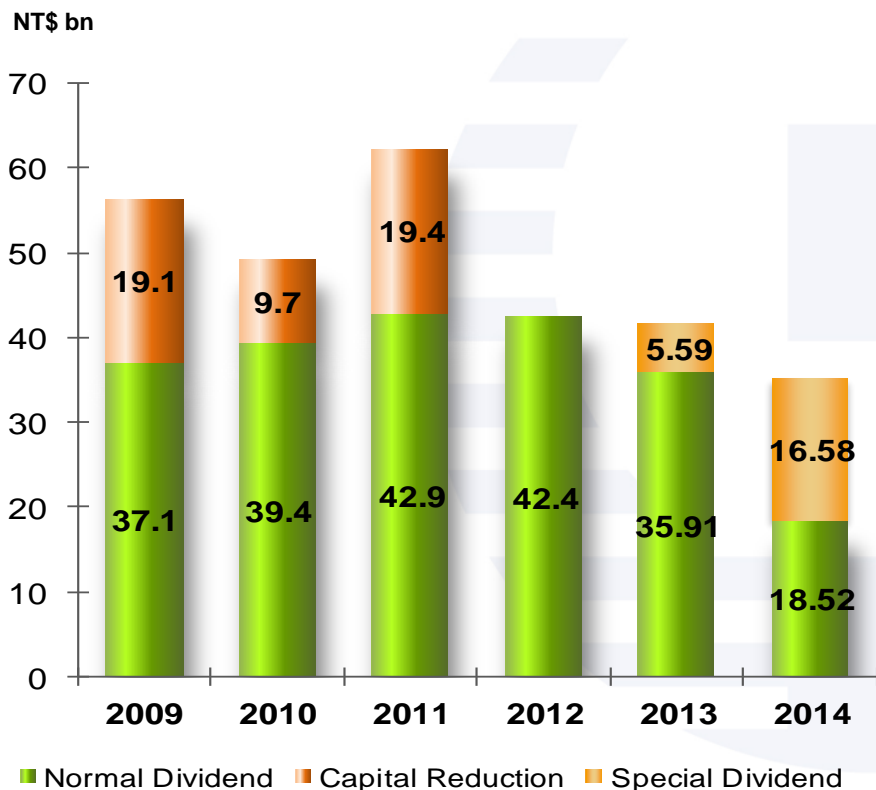


Source: Company data, MOTC, and NCC statistics

- a) Market share as of February 2014
- 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 .

Committed to Improving Shareholder Value

Cash Return



- Board resolved to distribute NT\$35.1 billion or NT\$4.5251 per share to shareholders
 - NT\$2.3881 per share from earnings distribution for 2013
 - NT\$2.137 per share from capital surplus
- Special dividend from capital surplus is allocated to compensate for the decrease of earnings upon the first adoption of T-IFRSs in 2013

Note:

- The cash return was calculated based on cash dividend and cash return from capital reduction, stock dividend was not included.
- 1 ADR = 10 common shares
- The normal dividend has been calculated based on total share number 7,757,446,545 since year 2011.

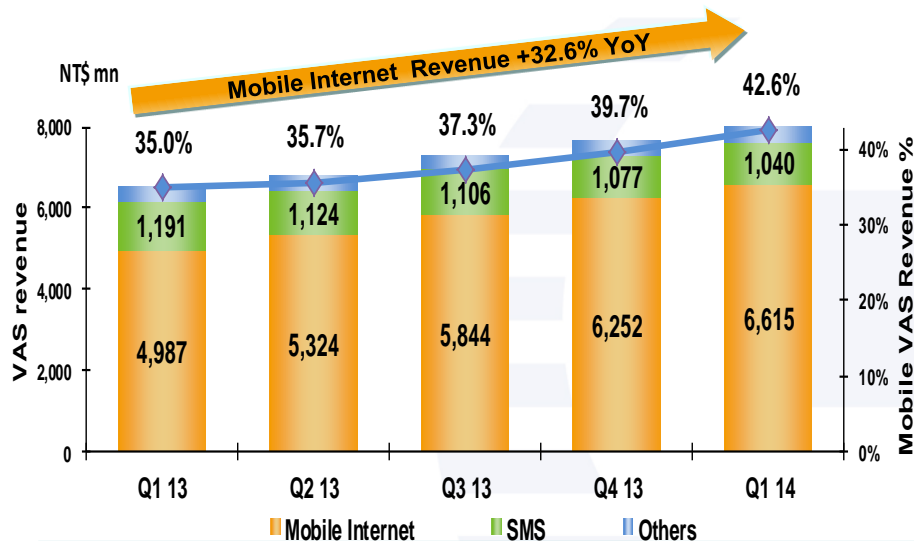


Business Overview



Number One Mobile Services Provider

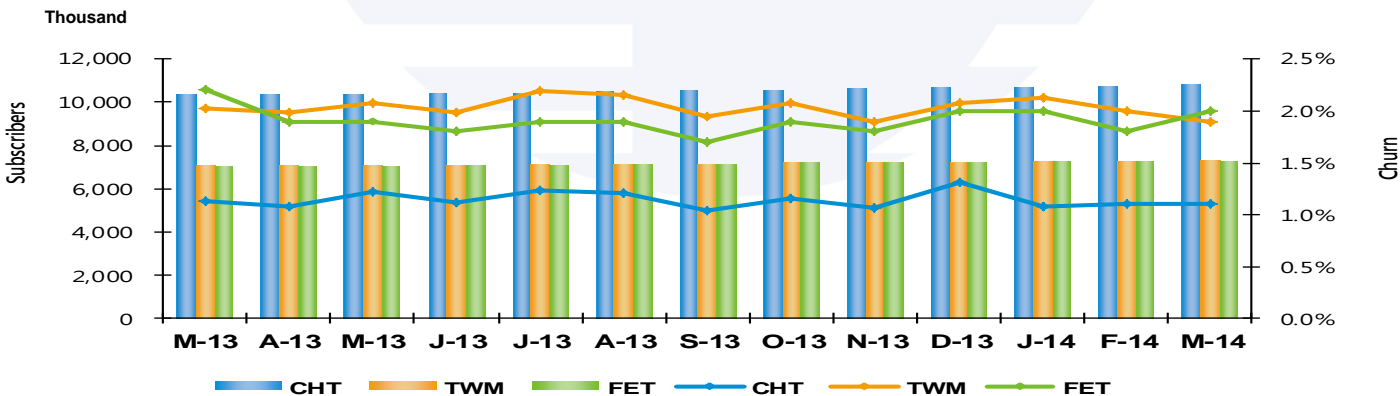
VAS Performance



Strategy

- Solidifying high-tier smartphone subscriber base by offering quality handset models
- Continuing to introduce mid-to-low tier smartphones to expand mobile internet subscriber base
- Accelerating the migration of 2G customers to 3G networks
- Deploying 4G network and taking advantage of being the first 4G player

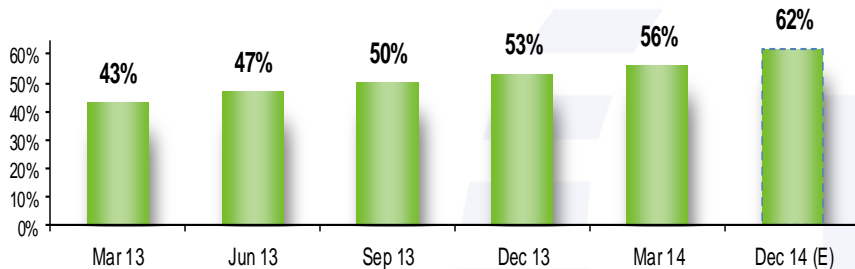
Highest Subs & Lowest Churn



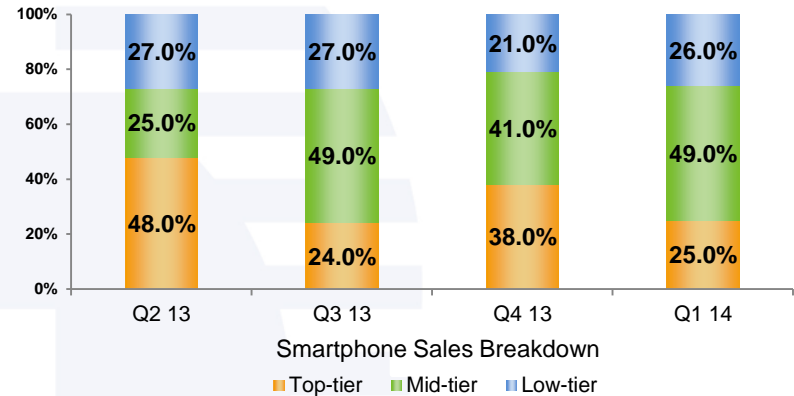
Smartphone – Value Driver for Mobile

Smartphone Adoption

Smartphone penetration*

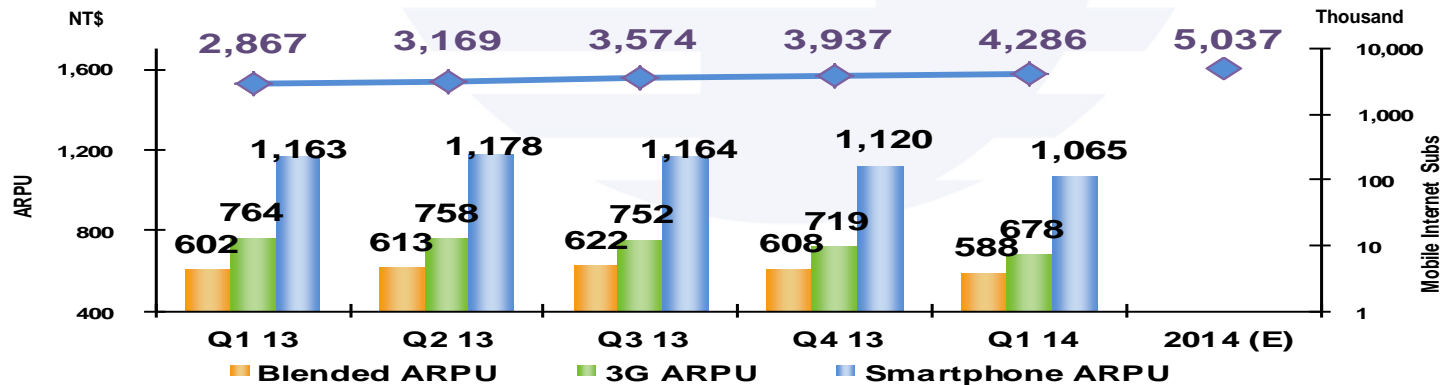


Smartphones accounted for 90% of the total handsets CHT offered in Q1 2014



*number of smartphones (iOS/ Android/ Symbian S60 above/ WM/ Blackberry/ Bada/ Brew MP) in mobile network/ total postpaid subs

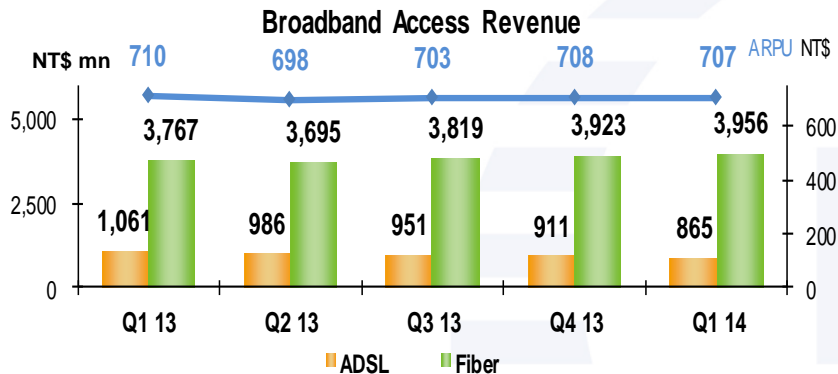
ARPU & Mobile Internet Subs



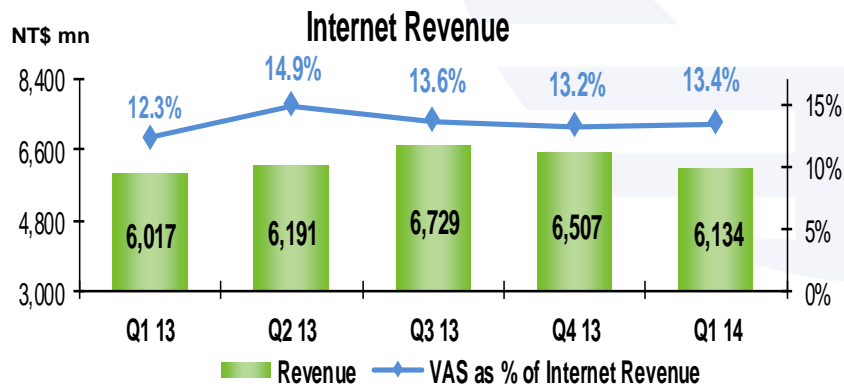
Note: Mobile internet subscriber number excludes subscribers without plan subscription.

Fixed Broadband and Internet Services

Performance



Note1 : Broadband ARPU is calculated as access plus ISP
 Note2 : Revenue is calculated based on T-IFRSs

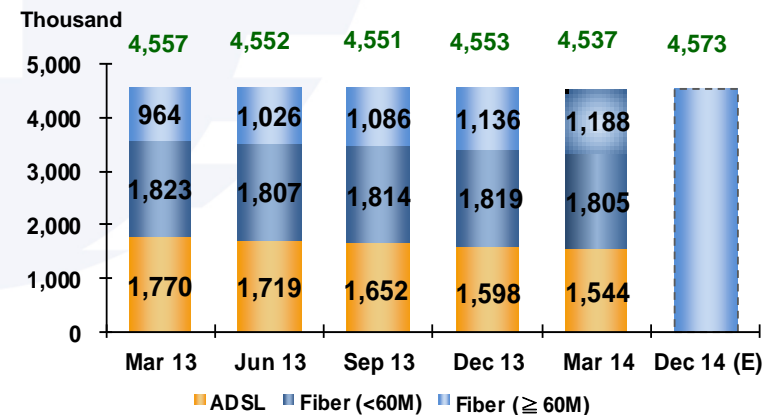


Note : Revenue is calculated based on T-IFRSs

Strategy

- Continuing to migrate customers from low speed to high speed fiber services
- Expediting FTTH construction and enhancing household coverage of 100M service
- Leveraging network capability to offer higher-speed upload service
- Applying data mining capability for precision marketing and network construction

Fixed Broadband Subs



MOD/ IPTV Service

Performance

- IPTV revenue increased by 19.9% YoY in Q1 2014
- Household TV Usage rate increased to 58.7%

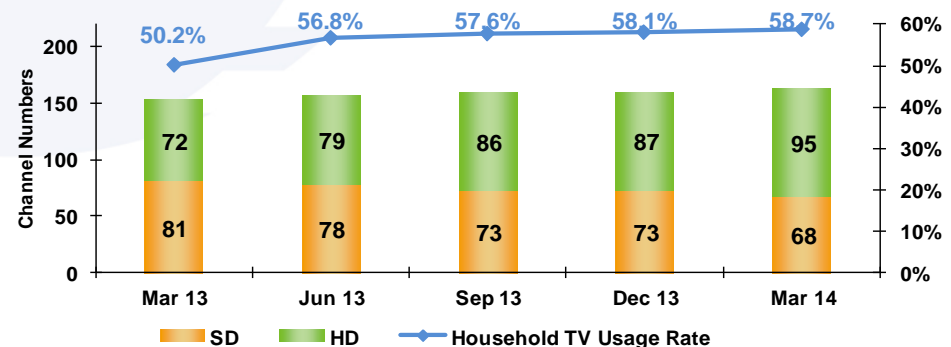
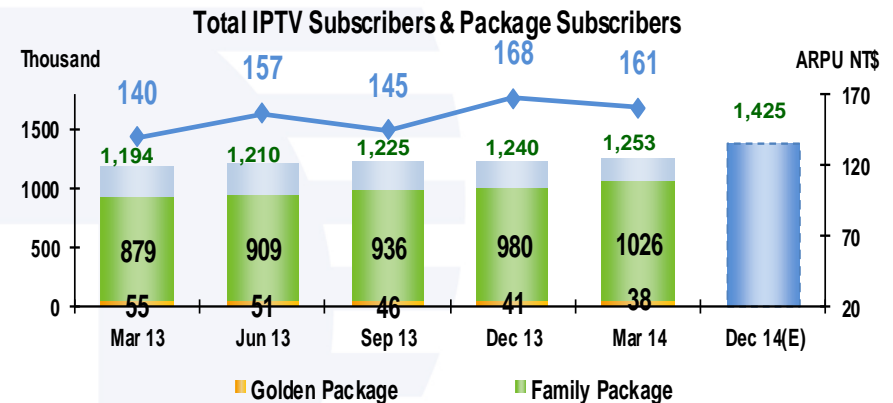
Strategy

- Differentiating MOD service by offering popular HD channels and VOD services
- Continuing to enrich local content
- Targeting different customer groups to offer demassified SVoD packages
- Providing TV Everywhere service for seamless program viewing experience on multi-screens

Note: SVoD or Subscription Video on Demand

Subscriber & Usage

- Subscriber market share (CATV+IPTV) YoY grew from 19.3% to 19.8 % in Q4 2013
- 84.9% of IPTV subscribers signed up additional Packages



Note: Household TV Usage Rate = average daily active subs per quarter / total IPTV subscribers

ICT and Cloud Computing Initiatives

Performance

- Cloud service revenue doubled YoY in Q1 2014
- Personal Cloud (Hami+) subscribers accumulated to 1.76 million
- Acquired several significant ICT projects in Q1 2014 with contract amount totaling NT\$2.5 bn
 - Host computer leasing project for Ministry of Labor
 - Taxation information system maintenance project for Ministry of Finance
 - E-Invoice system for Ministry of Finance

Expecting to secure ICT projects for several public sectors, a construction company and a hospital.

Strategy

- Leveraging core telecom infrastructure and services to expand ICT business
- Leading the cloud computing industry by taking advantage of broadband and IDC service foundation
- Establishing strategic partnership with international companies, eg. Microsoft, Trend Micro, IBM, etc.
- Cooperating with ISV* to run hicloud apps mall

* Independent Software Vendor



Government

10 cloud applications: public security, food products, health, environment, transportation, ...



Industry

hicloud PaaS
hicloud S3



Personal Application

Hami cloud



Corporate Application

Enterprise cloud SaaS
hicloud Desk



Regulatory Update



Regulatory Update

4G Spectrum Auction

- The mobile broadband license bidding process ran from September 3 to October 30, 2013. Six of qualified bidders secured 4G spectrum bands
- All of the six winners received approval from NCC to deploy 4G networks
- The 2600MHz spectrum band is expected to be released in 2015

Digital Convergence

- Executive Yuan requested NCC to draft the Digital Convergence Regulation in order to integrate the current Broadcasting and Telecom related regulations
- Before submitting the draft proposal, NCC collected opinions from stakeholders and academics regarding the issues of providing equal competitive access to local loop, restriction of the media holding by government, military or political party, antitrust enforcement of media, and etc.



Financials Overview



Financials: Income Statement Highlights

(NT\$bn)	Consolidated					
	2012 (T-IFRSs)	2013 (T-IFRSs)	Growth Rate	Q1 2013 (T-IFRSs)	Q1 2014 (T-IFRSs)	Growth Rate
Revenues	221.42	227.98	3.0	56.62	55.06	(2.8)
Operating Costs and Expenses	171.48	180.36	5.2	45.36	43.15	(4.9)
Other Income and Expenses	(1.57)	0.06	103.8	(0.03)	(0.01)	65.3
Income from Operations	48.37	47.68	(1.4)	11.23	11.90	5.9
Net Income¹	40.78	39.72	(2.6)	9.20	10.20	10.9
Net Income Margin² (%)	18.93	17.91	-	16.98	18.80	-
EBITDA	80.53	79.87	(0.8)	19.26	20.27	5.2
EBITDA Margin (%)	36.37	35.03	-	34.02	36.81	-

Note:

1. Net income attributable to owners of the parent.
2. Net income margin is based on consolidated net income (including net income attributable to NCI)
3. The calculation of figures is based on NT\$mnn.
4. The figures of Q1 2014 are un-audited.

Financials: Business Segment Revenues

(NT\$bn)	Consolidated					
	2012 (T-IFRSs)	2013 (T-IFRSs)	Growth Rate	Q1 2013 (T-IFRSs)	Q1 2014 (T-IFRSs)	Growth Rate
Domestic Fixed	76.13	73.50	(3.5%)	18.05	17.15	(5.0%)
Local	40.86	37.82	(7.5%)	9.42	8.90	(5.5%)
DLD	3.77	3.46	(8.0%)	0.85	0.82	(4.0%)
Broadband Access	19.14	19.11	(0.1%)	4.83	4.82	(0.1%)
Mobile	100.79	110.59	9.7%	27.90	27.51	(1.4%)
Mobile Voice	52.03	48.32	(7.1%)	12.10	10.85	(10.3%)
Mobile VAS	20.51	28.38	38.4%	6.52	8.05	23.4%
Handset Sales	27.65	33.10	19.7%	9.10	8.42	(7.4%)
Internet	24.77	25.45	2.7%	6.02	6.13	1.9%
Internet Services	16.94	17.19	1.5%	4.31	4.29	(0.4%)
Internet VAS	2.57	2.69	4.4%	0.60	0.67	10.4%
International Fixed	15.32	15.75	2.8%	3.82	3.80	(0.5%)
ILD	11.54	11.25	(2.6%)	2.82	2.73	(3.3%)
Leased line	1.21	1.43	18.4%	0.34	0.36	6.8%
Others	4.41	2.69	(38.9%)	0.83	0.47	(43.6%)
Total	221.42	227.98	3.0%	56.62	55.06	(2.8%)

Note:

1. The calculation of figures is based on NT\$ mn.
2. The figures of Q1 2014 are un-audited.

Financials: Costs & Expenses

(NT\$bn)	Consolidated					
	2012 (T-IFRSs)	2013 (T-IFRSs)	Growth Rate	Q1 2013 (T-IFRSs)	Q1 2014 (T-IFRSs)	Growth Rate
Operating Costs	141.51	147.29	4.1	37.45	34.96	(6.6)
Operating Expenses	29.97	33.07	10.4	7.91	8.19	3.6
Marketing	22.25	25.16	13.1	5.99	6.23	4.0
General and Administrative	4.02	4.19	4.2	1.05	1.07	2.0
R&D Expense	3.70	3.72	0.7	0.87	0.89	2.5
Total	171.48	180.36	5.2	45.36	43.15	(4.9)

Note:

1. The calculation of figures is based on NT\$ mn.
2. The figures of Q1 2014 are un-audited.

Cash Flow & EBITDA Margin

(NT\$bn)	Consolidated					
	2012 (T-IFRSs)	2013 (T-IFRSs)	Growth Rate	Q1 2013 (T-IFRSs)	Q1 2014 (T-IFRSs)	Growth Rate
Net Cash Flow from Operating Activities	65.66	75.29	14.7%	8.53	9.70	13.7%
CapEx	33.28	36.38	9.3%	7.53	5.77	(23.4%)
Free Cash Flow	32.38	38.91	20.2%	1.00	3.93	293.0%
Cash and Cash Equivalents at the end of period	30.94	14.59	(52.9%)	35.07	18.99	(45.9%)
EBITDA Margin(%)	36.37	35.03	-	34.02	36.81	-

Note:

1. The calculation of figures is based on NT\$ mn.
2. Free cash flow is calculated by subtracting CapEx from Net Cash Flows from Operating Activities.
3. The figures of Q1 2014 are un-audited.

Forecast & Operating Results

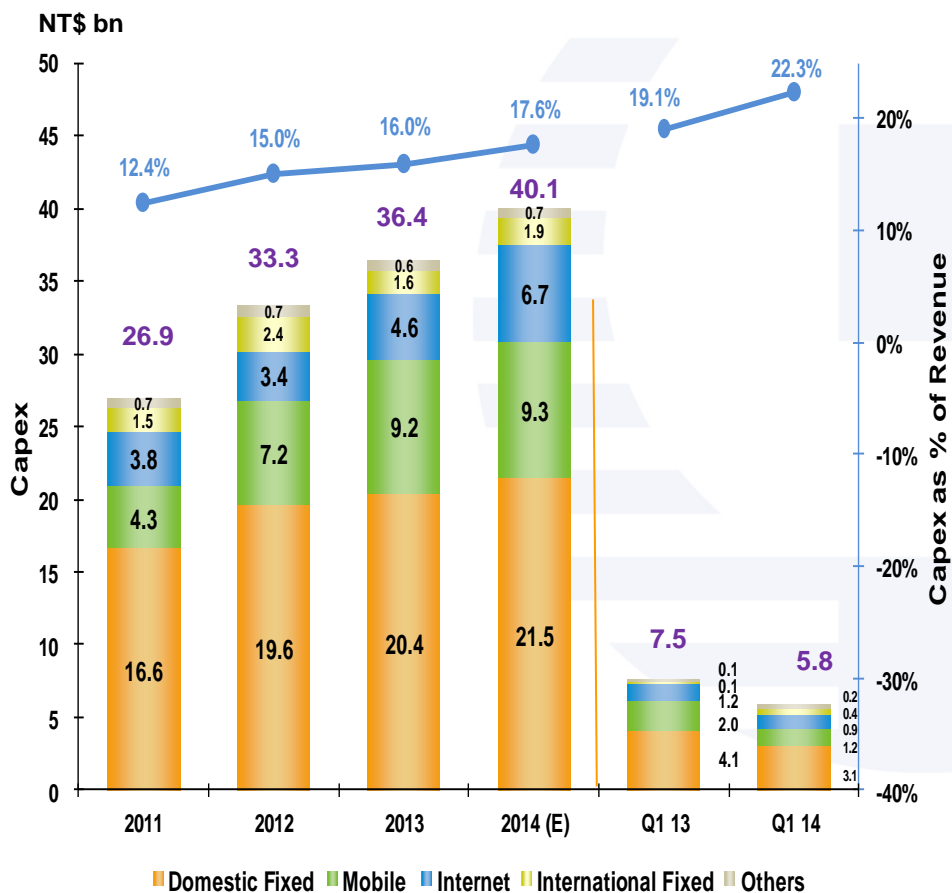
(NT\$bn)	Consolidated					
	2013 (T-IFRSs)	2014 (T-IFRSs E)	Growth Rate	Q1 2014 (T-IFRSs)	Q1 2014 (T-IFRSs E)	Achieving Rate
Revenues	227.98	228.23	0.1%	55.06	56.53	97.4%
Operating Costs and Expenses	180.36	184.70	2.4%	43.15	46.24	93.3%
Other Income and Expenses	0.06	-	-	(0.01)	-	-
Income from Operations	47.68	43.53	(8.7%)	11.90	10.29	115.6%
Net Income	39.72	35.84	(9.8%)	10.20	8.49	120.2%
EPS	5.12	4.62	(9.8%)	1.32	1.09	121.1%
EBITDA	79.87	77.10	(3.5%)	20.27	18.58	109.1%
EBITDA Margin (%)	35.03	33.78	-	36.81	32.87	-

Note 1: The information therein is predictive and may not necessarily be fully realized in the future, and that reference to the company's significant accounting policy and summary of basic assumptions shall be made for further details.

Note 2: The figures of Q1 2014 are un-audited.

Effective and Efficient Capital Expenditure

Capital Expenditure



- Increase capital expenditure
 - Fixed and Mobile broadband
 - Cloud deployment including cloud data center build out
- Budgeted capex for 2014: NT\$40.1bn
- Continue to focus on core businesses for future investments
 - 4G / 3G
 - FTTx
 - Wi-Fi
 - Service Platforms
 - Cloud computing

Note: Figures are on consolidated basis.



Q&A





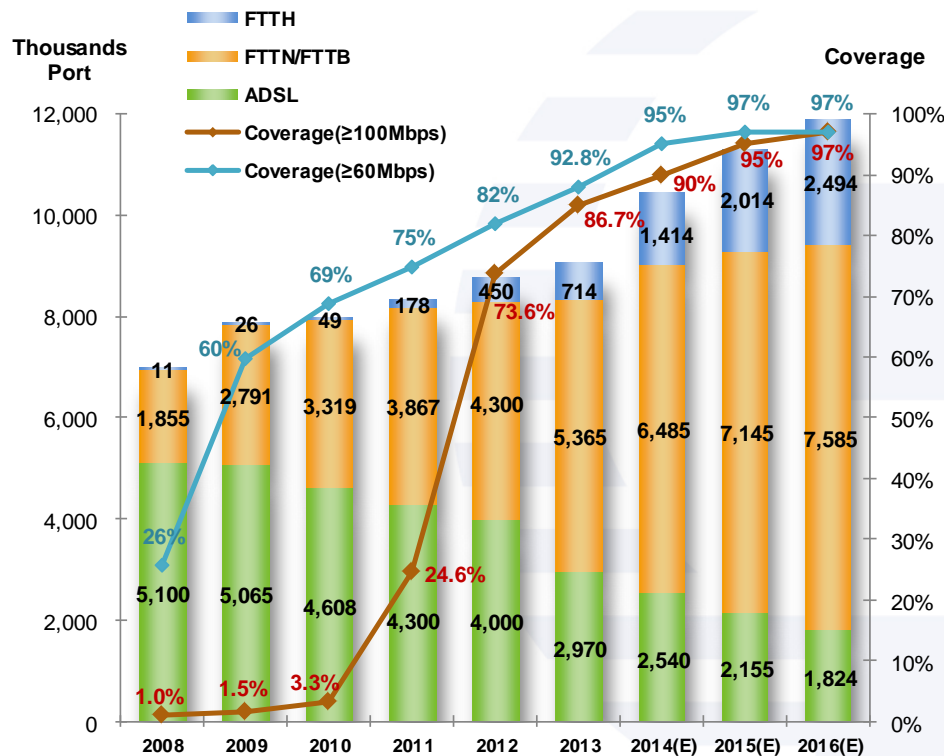
Reference



Regulatory Update (2013/4/1~2017/3/31)

Target	Business	Applicable Services	X factor	Years in effect	Formula : $\Delta\text{CPI} - X$
SMP (Significant Market Power)	Fixed-line	1 <ul style="list-style-type: none"> ■ xDSL monthly fee ■ FTTx monthly fee (exclude FTTH and FTTB) 	5.1749%	4	1. The four year tariff reduction plan is applicable from April 1, 2013 to March 31, 2017 and applied based on the previous year tariff. 2. ΔCPI for year 2012 = 1.93% 2013 = 0.79%
		2 Domestic leased line wholesale service			
		3 IP Peering			
All 2G/3G Operators	Mobile	mobile interconnection fee	Mobile interconnection rate reduced from NT\$2.15/min to NT\$1.15/min over four years 2013 : NT\$1.84/min 2014 : NT\$1.57min 2015 : NT\$1.34/min 2016 : NT\$1.15/min		

Continuing Broadband Network Construction



Note:

- (1) The Coverage rate is based on the household number (8.28mn) as of December 2013
- (2) Wireline : Fixed + Internet
- (3) 100M fiber construction adopted traditional technologies in 2011, and DSL bonding technologies and GPON solutions in 2012.

Fiber Deployment Plan

- ④ FTTx coverage (≥100M) reach 97% by 2016
- ④ Increase FTTH construction in order to meet the demand of high speed broadband
- ④ Fiber construction plan including CAPEX will be reviewed in accordance with market demand