



Chunghwa Telecom

INVESTOR FACTSHEET

Q1 2015

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.

We are pleased with our operational and financial results for the first quarter of 2015, which included exceeding our total revenues, operating income, and EPS expectations. This result was driven by our continued focus on key businesses, as evidenced by the further growth of mobile VAS and mobile service revenue, with growth rates of 19.0% and 4.6%, respectively. ICT business revenue was also growing. Furthermore, we continued to expand our market share in terms of mobile subscribers and revenues, reaching 37.5% and 37.1% by the end of February, respectively. Till now, according to our internal figures, we have already accumulated over 2.0 million 4G subscribers and continue to maintain our leadership position in this premium service offering.



Dr. Rick L. Tsai
Chairman and CEO

As we move forward, we will continue expanding our 4G customer base, allowing us to achieve favorable economies of scale and help us to generate strong EBITDA growth for our 4G business. As part of this market share expansion strategy, we announced a short-term promotional plan with favorable pricing incentives to attract new 4G subscribers. We will also continue to offer customized and comprehensive ICT solutions to enterprise customers, as well as develop in-house big data capabilities for future commercialization. Overall, we are pleased with our performance thus far in 2015, and expect our ongoing initiatives will help to further fortify Chunghwa's position as the leading integrated telecommunications service provider in Taiwan.

MARKET FACT

Market Cap	US\$24.91 Billion
NYSE Share Price	CHT US\$32.11
52 Week Low/High	US\$28.95/32.38
TSE Share Price	2412 NT\$99.0
52 Week Low/High	NT\$90.0/99.8
Shares Outstanding	7,757 Million

as of April 23, 2015 Source: Bloomberg

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

Q1 2015 Consolidated Revenue: NT\$56.47bn (f)

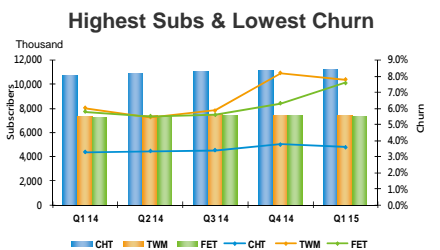
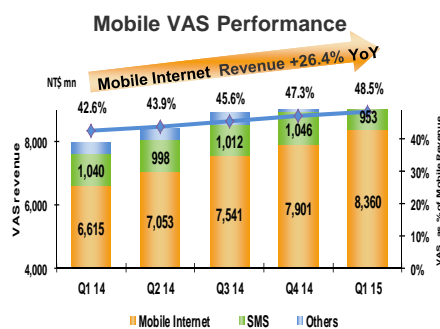
- Domestic Fixed
 - #1 Local
 - 94.2% share by subs (11.33 mn subs)
 - 87.2% share by minutes
 - #1 DLD
 - 84.4% share by minutes
 - #1 Broadband access
 - 76.6% share by subs ^{(b)(c)} (4.53 mn subs)
- Mobile
 - #1 Mobile subscribers
 - 37.5% market share ^(d) (11.21 mn subs)
 - #1 Mobile revenue
 - 37.1% market share ^(e)
- Internet
 - #1 ISP
 - 68.5% share by subs (4.23 mn subs)
- International Fixed
 - #1 ILD
 - 58.4% share by minutes

Source: Company data, MOTC, and NCC statistics
 a) Market share as of February 2015
 b) CHT access circuits were not included
 c) Excluding PWLAN subscriber numbers
 d) Includes 2G, 3G, 4G and PHS
 e) Includes 2G, 3G, 4G and PHS
 f) Revenues are based on T-IFRSs.

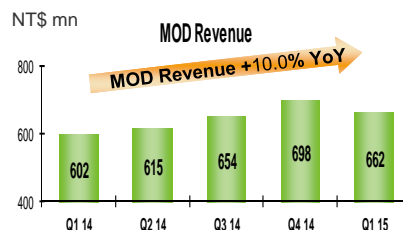
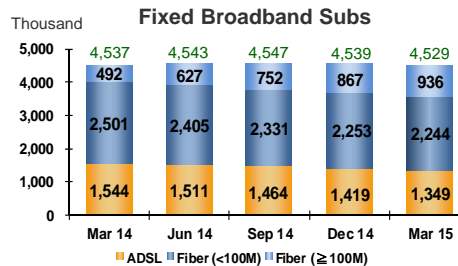
DIFFERENTIATING FACTORS

- 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 Provider



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



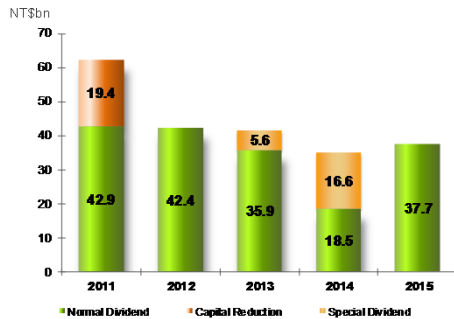
Chunghwa Telecom

Solid Financial Performance

Consolidated						
(NT\$bn)	Q1 2014 (T-IFRSs)	Q1 2015 (T-IFRSs)	Growth Rate	2013 (T-IFRSs)	2014 (T-IFRSs)	Growth Rate
Revenues	55.05	56.47	2.6	227.98	226.61	(0.6)
Income from Operations	11.90	11.78	(0.9)	47.68	44.80	(6.0)
Net Income	10.24	10.45	2.0	39.72	38.62	(2.7)
Net Income Margin (%)	18.86	18.77	-	17.91	17.28	-
EBITDA	20.26	20.34	0.4	79.87	78.92	(1.2)
EBITDA Margin (%)	36.81	36.01	-	35.03	34.83	-

Note: Net income attributable to owners of the parent. / Net income margin is based on consolidated net income (including net income attributable to NCI). / The calculation of growth rates is based on NT\$m. / The figures of 2014 are audited and reviewed.

Committed to Improving Shareholder Value

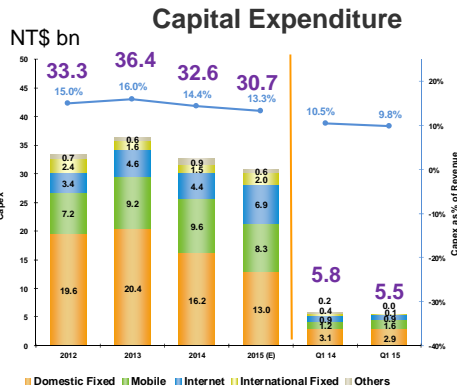


In February, the board resolved to distribute NT\$37.7 billion or NT\$4.8564 per share to shareholders

- 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.

Effective and Efficient Capital Expenditure

- Budgeted capex for 2015: NT\$30.7 bn
- Continue to focus on core businesses for future investments
 - 4G
 - FTTx
 - Service Platforms
 - IDC/ Cloud



Commitment to Corporate Social Responsibility



Awards

- Included in Dow Jones Sustainability World Index and Emerging Markets Index
- Included in MSCI Global Sustainability Indexes
- Financial Disclosure A+ + – by Securities & Futures Institute for the successive 9 years
- Certificate of Corporate Governance System CG6008 Advanced Assessment
- Best Benchmarking Enterprise– by the Commonwealth magazine



Contact:

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

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