



# Chunghwa Telecom

## INVESTOR FACTSHEET

Q3 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.

In the third quarter, we maintained our strong momentum, with total revenues, operating income, and EPS all increasing year over year and outperforming our guidance. Supported by our successful promotional packages, our 4G subscriber base reached 3.56 million by the end of September, and we expect that figure to continue on its upward trajectory and exceed 4.2 million by year-end. The iPhone 6s' launch earlier this month supports our top-line growth and mobile subscriber expansion; however it also increases related expenses. Despite this expected margin impact, we remain confident in outperforming our full-year guidance.

We are currently evaluating the technology and investment efficiency for the 2.6G spectrum in advance of the auction expected to begin in November. In doing so, we hope to acquire the band which most benefits our operation and enable us to offload heavy traffic in metropolitan areas, further supporting our market-leading mobile network capabilities. Going forward, we will continue to focus on improving our network capability and customer satisfaction by strengthening customer service, offering affordable and integrated packages and increasing the speed and reliability of our network.



Dr. Rick L. Tsai  
Chairman and CEO

### MARKET FACT

Market Cap	US\$24.14 Billion
NYSE Share Price	CHT US\$31.12
52 Week Low/High	US\$28.49/32.85
TSE Share Price	2412 NT\$100.0
52 Week Low/High	NT\$91.6/100.0
Shares Outstanding	7,757 Million

as of October 23, 2015

Source: Bloomberg

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

Q3 2015 Consolidated Revenue: NT\$56.18 bn (e)

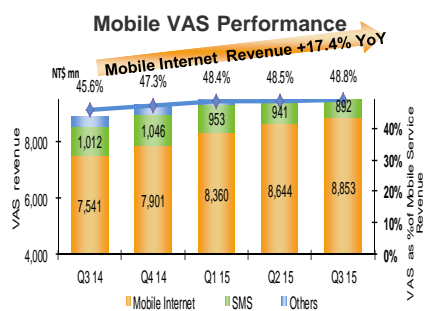
- Domestic Fixed
  - #1 Local
    - 94.1% share by subs (11.23 mn subs)
    - 85.6% share by minutes
  - #1 DLD
    - 82.2% share by minutes
  - #1 Broadband access
    - 75.8% share by subs<sup>(b)(c)</sup> (4.51 mn subs)
- Mobile
  - #1 Mobile subscribers
    - 38.1% market share<sup>(d)</sup> (11.22 mn subs)
  - #1 Mobile revenue
    - 37.1% market share<sup>(e)</sup>
- Internet
  - #1 ISP
    - 68.1% share by subs (4.21 mn subs)
- International Fixed
  - #1 ILD
    - 58.3% share by minutes

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

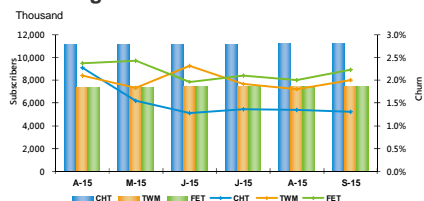
### DIFFERENTIATING FACTORS

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

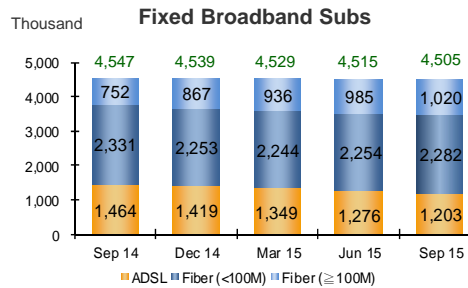
### Leading Position in Mobile Market



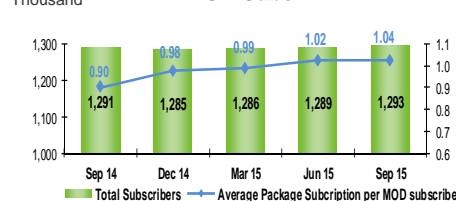
### Highest Subs & Lowest Churn



### #1 Broadband Provider



### MOD Subs



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



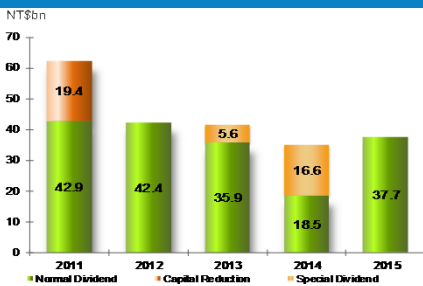
# Chunghwa Telecom

## Solid Financial Performance

Consolidated						
(NT\$b)	Q3 2014 (T-IFRSs)	Q3 2015 (T-IFRSs)	Growth Rate	9M 2014 (T-IFRSs)	9M 2015 (T-IFRSs)	Growth Rate
Revenues	56.14	56.18	0.1	166.97	169.57	1.6
Income from Operations	11.17	14.04	25.7	35.40	39.02	10.2
Net Income	9.73	11.80	21.3	30.55	33.35	9.2
Net Income Margin (%)	17.45	21.31	-	18.49	20.00	-
EPS	1.25	1.52	21.3	3.94	4.30	9.2
EBITDA	19.76	22.30	12.8	60.88	64.24	5.5
EBITDA Margin (%)	35.21	39.70	-	36.46	37.88	-

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. / Figures of 2015 are unaudited.

## Committed to Improving Shareholder Value

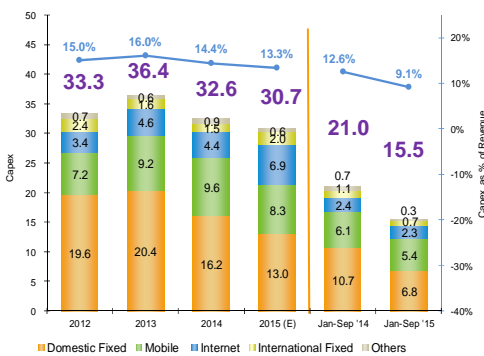


2015 AGM resolved to distribute NT\$37.7 billion or NT\$4.8564 per share to shareholders

Note:  
 1. The cash return was calculated based on cash dividend and cash return from capital reduction.  
 2. 1 ADR = 10 common shares  
 3. The normal dividend has been calculated based on total share number 7,757,446,545 since year 2011.

## Effective and Efficient Capital Expenditure

### 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 simultaneously for the successive 3 years
- Trusted Brands Platinum Award– by the Reader's Digest for the successive 11 years
- Excellence in Corporate Social Responsibility Award– by the Commonwealth magazine for the successive 9 years
- 2015 Best Practices Award for Taiwan Mobile Service Providers– by Frost & Sullivan
- Brand of the Year– Taiwan, 2015 World Branding Award– by World Branding Forum



### 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](http://www.cht.com.tw/ir)