

Message from the CEO

2011 was a fruitful year for the operational development of Chunghwa Telecom. Our mobile phone subscriber base exceeded 10 million and MOD service clientele also passed the hurdle of a million users. In response to the challenge of digital exchange, we provide the “multi-monitor, one cloud” cross platform service that additionally integrates fixed and mobile broadband services. The enormous power of the Internet can be reached using a smart phone, a tablet PC, a computer or a TV and we believe that the easier it is to access and use this information, the more likely it is to promote healthy lifestyle changes. We are committed to sustainable innovation, and the “iEN Smart Energy Conservation Service” and “EYE Social Innovation Call Center” are concrete demonstrations of our use of core ICT capability to solve environmental and social problems.

In 2011, our performance in the area of corporate social responsibility enjoyed much recognition, as it always does. For six consecutive years we have been honored by the Securities and Futures Institute and selected as one of the 10 A+ level listed companies in the area of information disclosure. IR Global Ranking presented us with the Outstanding Financial Information Disclosure Award for the Asia-Pacific and Greater China regions and we received the Best Corporate Governance and Best Corporate Social Responsibility Award from Finance Asia magazine for the Taiwan region. In addition, we have received the Reader’s Digest Platinum Award for Brand Credibility in the Telecommunications Industry for eight consecutive years, as well as the “2011 Common Wealth Corporate Citizen Award.”

With the expansion of the business group, we have standardized the operations management systems of our subsidiaries, strengthened collaboration and enhanced synergy within the business group itself. In addition, our business partnerships have increased to more than 7000 companies with an annual procurement value exceeding 50 billion NT. This means that we have even greater influence for the implementation of corporate social responsibility. In 2011, we released the “Code of Corporate Social Responsibility for Suppliers” and “Guidelines for Facilitating Suppliers in Fulfillment of Social Responsibility.” These were the first of their kind dealing with supplier management in the Taiwan service sector. We will continue to encourage and assist suppliers in achieving the appropriate corporate social responsibility standards and hope they can apply them to supplier management in general.

2011 was also the first five year milestone in our promotion of corporate social responsibility. We have disclosed primary CSR direction and cases in this report and Chunghwa Telecom use the characteristics of the ICT industry to extend the power of corporate social responsibility. Using resources in the most effective place is the concrete expression of “CHT + CSR = Care + Creativity.”

Starting in 2012, we will provide even more open communication channels and listen carefully to the sounds of the outside world as a reference for our actions. All our hard work points towards one goal which is our vision: “Become the most valuable and trusted ICT Company” and look forward to all sectors offering their comments and advice.



Chairman
Shyue-Ching Lu

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