

# A message from the Chairman

A new generation of active communication and cloud computing has already started to have a profound impact on the lifestyle. Chunghwa Telecom believes that our core technology and industrial skills lie in the areas of digital confluence and cloud integration. Assisting in industrial growth and adapting to problems such as climate change, food security, health and disease, and public education will be important challenges for the future.

In 2012 Chunghwa Telecom received international recognition, chosen for the Dow Jones Sustainability Index (DJSI), emerging market index, for the first time. Furthermore, we have been honored with the SAM Silver Award along with BT, Vodafone, and other international telecom companies. This proves that environmental sustainability through public participation is a key part of the Chunghwa Telecom corporate governance strategy. We will uphold our forward looking and innovative concepts, to achieve the goal of becoming “the most valuable and trustworthy telecom company.”

For the development of cloud computing, we have developed unique and innovative services by providing the ‘individual cloud’, ‘storage cloud’, ‘enterprise cloud’, ‘tourism cloud’, ‘transportation cloud’, and ‘health cloud’ solutions. We have developed the Virtuoso cloud system software for enterprises to create a complete plan for integrated cloud services. With an eye on the international market, we have also taken concrete action to spur the growth of the cloud computing industry in our country.

With a surge in creativity and with close alliances and partnerships, we have become a distinct and active enterprise that cooperates closely with society. By sharing value and using the “collaborative cooperation” theory, our country’s industrial development can be upgraded. Apart from combined domestic enterprises to form the “Taiwan Cloud Computing Industrial Society” to spur innovative ways of thinking and developing energy saving know-how for the future, Chunghwa Telecom’s innovations are very competitive – in the fields of sightseeing, cloud computing, MOD, Hami, and six other development platforms, we cooperate with every leading firm in Taiwan. Entrepreneurship creates new value, and is the key to the competitive strength of Taiwan’s cloud computing application industry.

We will continue to work towards combining both sustainability and growth, as well as our ultimate goal of being a company that combines telecommunications, information, value-adding, digital confluence, and cloud integration services in one coherent body. We will strive to create a “digital rainforest” and let the excellent Chunghwa network platform become a tool for industrial growth. We want to construct a forward looking, sustainable, win-win industrial ecological system that will spur and upgrade our country’s industry and add value for our stakeholders. We humbly ask that people from all walks of life help guide us and provide suggestions for this path.

**Yen-Sung Lee**

Chairman and Chief Executive Officer

