Advocacy of Social Harmony





Narrow the digital gap and create digital opportunity

LBG assessment of investment in community

- Telecommunications universal service
- Digital Good Neighbors
- Learning with you Community Online Learning Programs
- Portable App for the blind and elderly
- EYE social innovative call center

Survey on the demand for 4G of the elderly

Short-term Continue the effort in accessible telecommunication service with the addition of Digital Good Neighbors.

Long-term Social investment will reach 1% revenue in 2020

GRI Social investment 1.5 billion

CHT Digital Good Neighbors 72 locations



Digital Inclusion

Chunghwa Telecom expects to create an environment without technology and information boundary through telecom technology, so that inheritance of culture, extension of education, promotion of industry and upgrade of arts and intellectual can be connected in the universe of internet, and everyone can be benefited from digital technology despite their age, social standing, geographical location and education, creating infinite hope. Based on the characteristics of ICT industry and the spirit of "value is where the responsibility lies", Chunghwa Telecom penetrates into the communities in Taiwan; with the objective of "shorten digital difference and create digital opportunity", Chunghwa observes the trend of digital difference and put forward solutions to facilitate society innovation and digital inclusion.



Chunghwa Telecom Digital Inclusion Strategy

Disabilities

Help disabilities and economically disadvantaged persons to use telecom services through ICT technology and favorable rates; develop ICT equipment and provide the same to the disabilities thereby improve their life quality, education and job opportunities. In addition, with the development of ICT services, we also assist to improve the life quality of people with chronicle disease and aged people who need special care.

Low Income Earners

In addition to providing favorable rates to disadvantaged groups, we also install ICT equipment for remote and disadvantaged communities.

Remote Area

Be it geographical location, distance or outlying islands, ICT service shall not have any boundary. Chunghwa Telecom never ceases to ensure the connectivity of communication. In addition to establishing dual-route in remote areas, we also use satellite to improve the communication quality in mountain area and outlying islands.

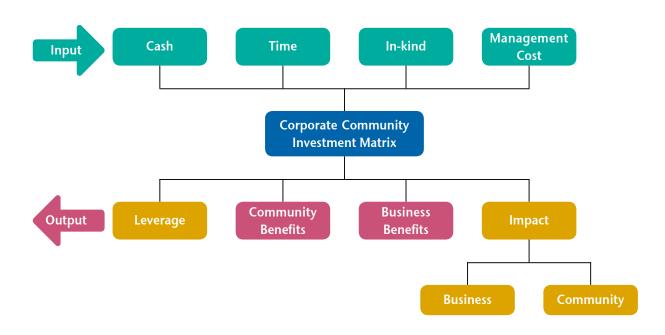
General Public

Provide learning opportunities through sufficient and comprehensive educational programs. We help users to utilize ICT services, smart communication equipment and value-added service through mobile equipment, our network and branch office.

Social Investment Management

Chunghwa Telecom believes "Taking from the society and contributing back to the society". Being the largest telecom carrier in Taiwan, our network and services provided throughout Taiwan and remote islands shapes our self-demanding of contributing to the society. Over the years, by exerting our core competence, we continue to create values for society and help society overall to improve quality of life.

By referencing community investment evaluation mechanism of LBG (London Benchmark Group), Chunghwa Telecom conducts evaluation on the possible Community benefits and Business benefits before social investment is made. The quantification of contribution of social investment allows us to make reasonable resources allocation, while avoiding repetition. It helps our future decision-making and promotion of charity or sponsor activities.



Example of LBG Evaluation - Long Distance Tutoring for Students in Remote Areas

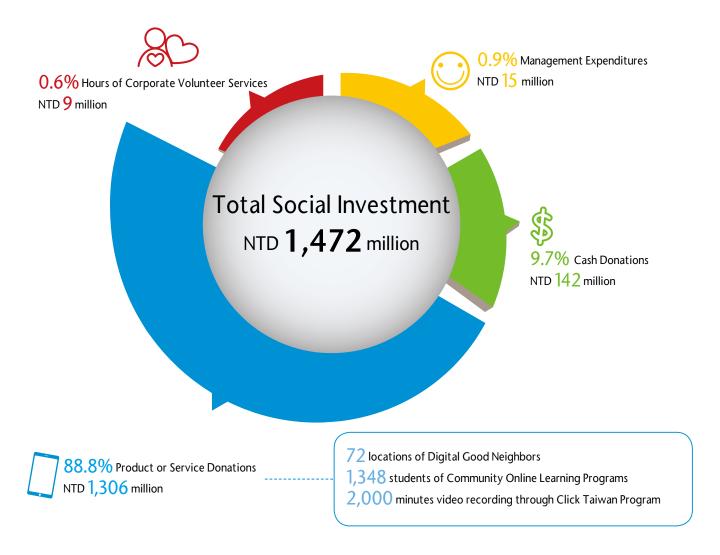
Input		Output	
Resource	Impacts	Community Benefit	Business Benefit
 Combine academic resources with our expertise of communication network to provide long distance tutoring for students in remote area. From end of December 2009 to end of January 2015, a total of NT\$ 2.97 million and 44,154 tutoring hours. 	 The first company in ICT industry to establish collaboration relationship with university, the combination of industry and academic resources to solve long distance tutoring in remote areas. Exerting the core competence of communication and corporate advantage of the "Big neighbor" of the society, to help remote schools solving computer maintenance and communication issues. 	 Exerting corporate core competence, implement the corporate social commitment of "shortendigital difference" and "create digital learning opportunity". Fulfill "Big neighbor" duty to shorten the distance between urban and rural areas through communication technology, and convey warmth between people. 	 The deepening care helps to open up the dialogue with stakeholders, and establish corporate image in welfare project. Combine social resources and minimize the gap of manpower in corporate social welfare.

Comprehensive Inclusion Action Plan

We define four aspect of telecom performance assessment according to different groups and priorities:

- 1. For disadvantaged groups: trouble-free communication use, life quality improvement, disadvantaged group employment, social change in the community, and enhance image.
- 2.For low-income groups: easy to use, affordable rates, life quality improvement, social change inside community, equipment utilization, revenue, and enhance image.
- 3. Public education by telecom equipment and services: course integrity, service course for attentive to customer, course utilization, revenue, social changes in community, and enhance image.
- 4. Infrastructure improvement in remote areas and outlying islands: basic communications coverage, high-speed wireless broadband coverage, guarantee of smooth communication, improvement of user life, equipment utilization, revenue, enhance image, social change in the community and community environment.

In the era of technology advancement, the "digital gap" has triggered inequality in education and employment opportunity. Chunghwa Telecom focused its social investment in "narrowing the digital gap" and "creation of digital opportunity", given the specific nature and the core competence of data communication of the industry we are in. In addition, we also spare no effort in the advocacy of "corporate volunteers" to participate in community service, and proactively assist the communities in creating digital opportunity.



Digital Good Neighbors, New Cloud Vision

The CHT Foundation is conceived with the spirit of "responsibility" and dedicated to "narrowing digital gap", "creating digital opportunity", "assisting local industries", "cultivation of community life", and "keep local events on record" as the directions of its work, and enter the communities from the cultural, industrial, living, and education aspects to share the growth together with the communities.

Assessment and Strategic Planning

From 2006 onwards, Chunghwa Telecom installed the "Digital Good Neighbors" program all around Taiwan so as to help the areas with the needs and have the intent, but lack the resources of digital settings to build up computer classrooms. This program helps to provide open and public information exchange space. We hear the needs of the communities with long-term companionship to cultivate positive interactions, build up mutual trust between the enterprise and the community for cooperation, and drive the autonomous growth of the communities.

Characteristics	Different from one time donation.From preliminary assessment to installation and maintenance of equipment, planning is made with far-slightness.
Procedure	Run the programs on a "case-by-case" basis with consideration of community factors, culture, time, and space, economic development, level of education, and repeated communication and discussion for proper matching.
Result	72 locations for "Digital Good Neighbors" have been accomplished.
	Make the best of effort in exploring community needs, or culture and arts to the rural areas, creative reading,
Extension	basketball summer camp, or volunteer service so as to combine internal and external resources for supplying
	the communities the kind of elements they need for long-term development.

We also encourage the horizontal development of "Digital Good Neighbors". As such, we organized the two-day "Digital Good Neighbors exchange meeting" once a year to invite all community partners to share, exchange and make things possible. Successful locations of "Digital Good Neighbors" will be arranged in the meeting for sharing their experience. External tutors were also invited to share the insight of their respective specialization. Through interactive discussion and brainstorming, the participants can have more time to know one another and work in harmony as a team. This is also an opportunity for the communities to learn. With the abundance of experience accumulated, they could materialize in the "Digital Good Neighbors".

2014 Social Contribution of the Foundation

Unit: thousand NTD

Item	Digital	Digital Good	Click	Social	Documentary	CHT Female	Administrative
	Learning	Neighbors	Taiwan	Marketing	Safekeeping Project	Basketball Team	Expense
Input of Resources	2,839	3,975	6,676	3,815	1,000	13,521	10,251









Click Taiwan

The "Click Taiwan" program co-organized by Chunghwa Telecom and the Department of Radio and Television Broadcasting of National Chengchi University is a continuing effort for encouragement of young people to make a change from practical work, and get out of their constraints to feel different things and meet different people, and take a second look at this country on their own through participation.

The university students spend 15 to 20 days during the summer holidays to the locations of "Digital Good Neighbors" to materialize "service with one hand and keep record with another". They share what they learned in the communities and keep photographic record on the stories to 21 "Digital Good Neighbors" locations. There were 25 teams of 50 university students in the 6th "Click Taiwan" program. They provide local community service and keep photographic record. They came from different places and contributed what they learned to these communities, including story reading, news production, wall painting, English teaching, etc. By the end of 2014, there were 258 students from 44 schools participating in this program in 57 communities with documentary footage of more than 2,000 minutes.

For the perpetuation of the enthusiasm of the young people of Taiwan, Chunghwa Telecom has activated the "Click Taiwan Youth Training Scheme" in 2014 to provide outstanding students who have participated in the program to proceed advanced learning and provide service to the community again. We could see that these young people have their sense of mission and responsibility for the land. With their ceaseless input of creativity and dynamics, we hope they could activate a positive chain reaction to create a better future.

Click Taiwan "Youth Training Scheme", Knowledge is New Power

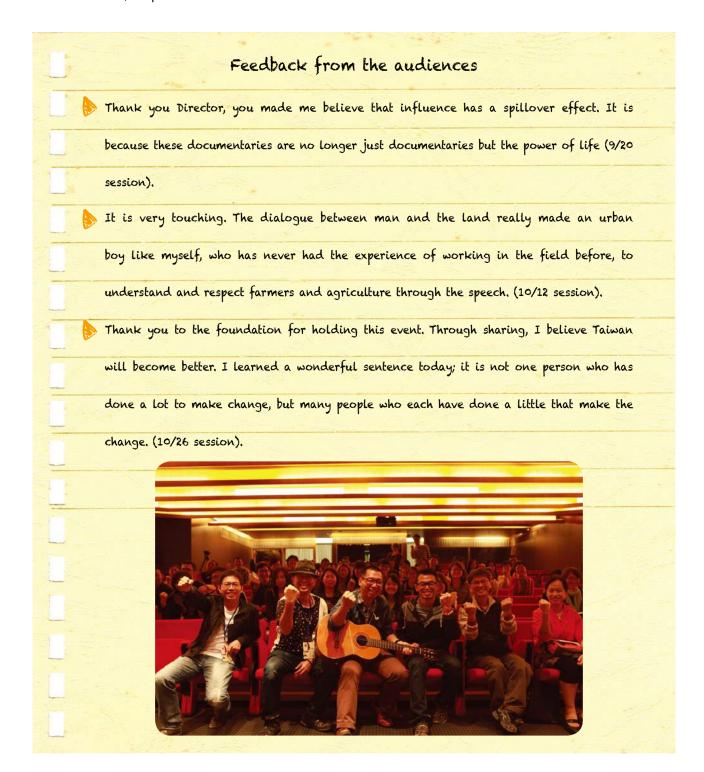
Ya-Chuan and Ya-Chen are two students with major in visual communication. They participated in the Click Taiwan Youth Training Scheme at Luo Shan Village in Fuli, Hualien. They just brought two brushes and started painting the rugged walls. After a few days of work, a large number of villagers joined the effort. They have finished turning 3 walls into colorful paintings and gave the village a fresh look. "We just did something not worth mentioning, but we have motivated the people who in turn motivated all. Finally, we have these walls", the two recalled. Their documentary titled "Straw Hat" rejuvenated the handcraft of making straw hats which is about to vanish. This reminds people in modern times that simplicity and humbleness could be as good and as warm at the time where the craving for speed is the order of the day.



"Click Taiwan" Public Talks

We hope more people can learn about the specific nature and happiness of life and we started to hold the "Click Taiwan" Public Talks with "Happiness and Sharing" in 2013 as the theme to convey the philosophy of CHT Foundation of "Cultivate Community Life and Assist Local Industries".

In 2014, the public talks with the topic "Happiness and Sharing" invited experts who have contributed their effort in different fields and made stories to share their experience of making their dreams come true, and their own ways of passing through their different journeys. There were 6 charity forums held with positive feedback from the participants. At the same time, the public can have more and diversified channels to know the land and its stories.



Artistic Culture in Rural Areas

Most of the locations of "Digital Good Neighbors" are in remote areas with meager transportation. The people dwelling in these locations will have a lot of trouble for joining artistic and cultural events. From 2010 onwards, Chunghwa Telecom invited artistic groups to perform in these areas with positive feedback.

In 2014, Chunghwa Telecom continued to work with the "Paper Windmill Children Opera" to perform in different rural places. We also encouraged the locations of Digital Good Neighbors to show their soft power of local culture outward, and specifically organized an artistic cultural exchange between "Digital Good Neighbors — Feng Lin Church at Lion Village of Pingtung County" and "Chin Ai Philharmonic Orchestra of Chin Ai Primary School in Nantou". The event was a success. Through two-way exchange with musical notes and songs, local tour, and DIY, the gap between Taiya, Saisiat, and Paiwan were mended. The children in the mountains and by the sea can broaden their horizons.



Digital Good Neighbors Allows for More Possibilities

"Ching Liao Church" is a location of Digital Good Neighbors in Tainan. After long-term development of digital learning, schoolchildren from primary 5 to primary 6 continue their digital learning until high school and senior high school. With prolonged training, the trainees have turned positive of their future. They advance towards professional career development. In May 2014, Reverend Wu and 2 schoolmates of the location together challenged the Level C technician for computer hardware fabrication. Reverend Wu is not disciplined in computer, but he elected to keep the two children company in the course of certification. He finally got a certificate too. Reverend Wu planned to challenge the Level B and set himself as an example for encouraging the children to create more possibilities.



Create Digital Opportunity

By utilizing our expertise in telecom technology, we hope that everyone shares the advantage of technology despite their wealth, social status or geographical location, thereby achieving the objective of shorten digital difference and creating digital opportunities. We also contributed resources in developing products and services to meet the needs of the disabled, so as to achieving their rights of enjoying the universe of digital technology.

Telecommunications Universal Service

In 2014, Chunghwa Telecom has established 65 sites for accessibility to telecommunication services in supporting the government for protecting the fundamental right of the people in communication with concrete action.

	82 rural communities in Taiwan		
	Telephone service for more than 210,000 households.		
Beneficiaries of Service	 Data communication service for more than 80,000 households. 		
	More than 69,000 public telephone sets across 22 counties/cities.		
	 Data connection service for more than 3,700 high schools, primary schools, and public libraries. 		
Recourse committed by CHT	2012~2014 with annual average contribution of about NTD 860 million.		
	• The topography of different rural zones vary significantly and they are far away, which makes		
Problems	the maintenance of the telecommunication systems difficult.		
	• There is a higher probability that natural disasters will cause damage to the telecommunication		
	facilities, and the cost of maintenance will not be lower than the cost of installation.		

Connect Smangus to the World

Smangus is the dwelling place of the Taiya Tribe with a total population of some 170 in 28 household units. The tribe is located at back side of a mountain of Jian Shi Village in Hsinchu County. Chutung, the nearest township to the tribe, takes about 3 hours of driving. The mountainous scene of this tribe is magnificent, covered with century-old trees, and has attracted visitors from far away. This tribe is known as the tribe of the gods.

This tribe is far away from any urban zone and has winding and bumpy mountain trails. It poses much difficulty for the telecommunication service providers to set up related network. From 2003 onwards, Chunghwa Telecom has overcome the hardship of the journey and invested NTD 8 million in setting up digital microwave systems to provide local telephone, ADSL network (1M/256k) service. In 2012, the company has upgraded the backbone broadband of the network and started to provide MOD service in this region. The connection speed with fiber optic broadband line is as high as 20Mbps. In June 2014, the company has completed the installation of 18 public Wi-Fi hotspots for free access to the Internet via Wi-Fi.

Through the connection with the Samangus tribe via the Internet, about 50,000 to 60,000 head counts of visitors have visited the tribe each year. Of these visitors, some were from Japan, the USA, and Canada. The connection of the tribe to the web helps to upgrade the economic efficiency of the tribe through tourism and sale of agricultural produce.



Read with You - Community Network Tutoring

Chunghwa Telecom has supported the education and showed its concern for the rural villages since 2009, after the turmoil left behind by Typhoon Morakot. We extend our service to the permanent settlement and newly developed communities in the disaster zone. Through the installation of visual technology of the Internet, we delivered the educational resources in the form of private tutorship to rural villages and the hands of the unfortunate.

We hope to give the children of the next generation a learning environment with "safety, dignity, and hope" through pragmatic means of cultivation and development!

Characteristics	By way of online education, university students assist the pupils of junior high schools and primary schools in the rural villages to enhance their learning effect and prompt for equal opportunity of learning.
Method	To realize the spirit of stakeholder engagement, we have cooperated with Catholic Fu Jen University for online education. University students were called to the cause with one-to-one tutoring to take care of the school children in the rural villages and the disaster zones.
Participants	Chin Lun Hot Spring Tribe in Taitung, Galan Community at Taitung, Pintung Sunshine Tutoring Association, Pingtung Feng Lin Church, Pingtung Chao Chou Boys Town, Kaohsiung Liu Kuei Catholic Church, Kaohsiung Shan Lin Tzuchi Park, Chiayi Fu Jen High School, Yilan Toucheng Catholic Church, Orchid Island High School and Matzu High School.
Major result in 2014	For pupils at high junior schools and primary schools, we recruited 42 senior high school students to the tutorial program so as to provide tutorial methods for 3 distinctive learning needs. We also hope the parents can keep their children company in learning and show their concern to motivate the pupils and students in learning!







Tutorship at Primary School Level	Tutorship at University Level	Tutorial Hours	Total Cost (NT\$)	
1,348	2,232	44,154	29,716,523	

^{*} The data period started on 2009.12.01 and ended on 2015.01.31

Personal Assistant App for Visually Impaired and the Elderly

In 2013, Chunghwa telecom was the first to design the "Personal Assistant App for Visually Impaired and the Elderly" for ethnic Chinese. This is the combination of the cloud functions of image, voice, reading, and living and presented as a solution for those who have visual problems in food, clothing, residence, mobility, and entertainment. As of the end of 2014, there were 6,282 downloads.

• In 2013, the Android version was launched, and in 2014 the iPhone version was launched. Traditional and simplified Chinese, English, and Japanese languages are available.

Result at Present

- Banknote identification function: for identification of Banknote including in CNY, NTD, USD, EUR, and JPY.
- Identification of daily items (under the assistance of the cloud volunteer from remote end via Facebook and Skype)
- There are 200 cloud volunteers in Taiwan at present. Those who want to become a volunteer may search for "object identification" in FB, and add as a good friend, and you can give a colorful life for the visually impaired.
- Voice books (30,000 copies)

Future Target

- Volunteer assistance system that helps to translate static photographs to dynamic audiovisual display.
- Integrate different ICT technologies and community volunteers to allow the visually impaired to look at things through a wide array of choices.

Use 4G to Help the Visually Impaired

In gratitude of the perpetual effort of the "cloud volunteers" in helping the visually impaired in "identification of daily items", and introduction of the function of the App at present and in the future, Chunghwa Telecom, the Resource Center for the Visually Impaired at Tamkang University and the Technology Development Association for the Disabled of the ROC jointly held the "4G in Action to Help the Blind" conference on December 5 2014.

According to the statistics of the Ministry of Health and Welfare, there were approximately 57,000 visually impaired persons in Taiwan as of the end of 2014, which accounted for 5% of the physically and mentally impaired. Chunghwa Telecom wishes to work in conjunction with professional institutions to call for more cloud volunteers to help the visually impaired to open a new window with the 4G visual guide and Beacon guide.

The 2014 App Surfing Campaign

In the "2014 App Surfing Campaign", the elderly generation higher than 55 from Taipei, New Taipei, Keelung, Taichung, Changhua County, and Kaohsiung City were invited to run in the "Elder Life Helper App". Inquiries and interviews were also conducted on the evaluation of the service in general, the interface efficiency, and functional demands. By the end of 2014, there were 868 downloads. A total of 10 such events have been held with promotion to some 1,065 elderly people and 203 of whom have actually taking the test. More than 80% of these elderly people are satisfied with the overall service, and feel that the interface and function of this App are suitable for the elderly.

Step

The research staff gives introduction to the content of the service and operation of the "Elder Life Helper App" developed by TL.

Step Allow the elderly to run the App and experience the operation.

The research staff gives introduction to the content of the service and operation of the "Elder Life Helper App" developed by TL

Feedback from the pilot run: The wording displayed in the Evergreen Helper App can allow the user to clearly understand the functions. The background color is not flashy and has a good feeling in general. The font size is good enough for clear and comfortable viewing. The fonts used are identical with the fonts used in the mobile phone that gives a sense of familiarity.

Innovation Creates Employment Opportunity

Chunghwa Telecom has engaged in long-term cooperation with the Resources Center for the Blind at Tamkang University, and has established the EYE Social Innovative Call Center in 2011. The joint effort led to the unveil of the first "Total solution" in Taiwan, including the research and development of the computer assisted telephone system for the visually impaired, improvement and the training and supervision of talents and develop the skills of the telephone customer service personnel in responding to the needs of the visually impaired.

In addition to the telephone survey on service satisfaction by Chunghwa Telecom, there is also the Taipei 1999, Taoyuan County 1999, Kaohsiung City 1999 and the Disease Control Bureau 1922 that has introduced the customer service system for the visually impaired. For the time being, Chunghwa Telecom has assisted 45 visually impaired persons to provide telephone customer service in five units including Chunghwa Telecom and 1999.

By the end of 2014, the "Total solution" has provided 9 satisfaction survey personnel for Chunghwa Telecom and 12 customer service personnel for the 1999 system. They have answered to more than 10,097 calls each month, of which 1 of the visually impaired staff has passed the evaluation and promoted as the supervisor of telephone customer service.

QR Code Charity Donation

In 2013, Chunghwa Telecom unveiled the QR code mobile payment App that enable users to scan QR code to make immediately donation to social charity by credit card. Start from the heart, donation to social charity become smart. The App allows the "Scan and Donate" become a national event and extend the love of people to every corner of the world.

Through this App, we can make use of the low cost advantage of the "Scan and Donate" action so that the donors are no longer constrained to designated venues for making donation such as the chain store, Internet, and gasoline stations. They can make social charity donation with a wide array of choices. This also helped to streamline the operation of the donors. Cooperation with Tzuchi Foundation in 2013 and the Eden Foundation in 2014 for joint promotion of the App. There were 289 participants with donation amounting to NTD 125,800.



Preferential Subsidies for the Disadvantaged Groups

To make communication services available to the disadvantaged groups, Chunghwa Telecom offers them with preferential subsidies.

	Preferential Plan	Total Benefited and Total Preferential Amount	
Public Phone Card Subsidy	 NT\$ 100 IC public phone card for the disadvantaged applicant. 	5,007 people	
•		NTD 2.5 million	
	Double communication hours at original rate plan.	-	
Caring Series Rate Plan	300 free SMS intra-network and 100 free SMS extra-network.	NTD 21.1 million	
Broadband Preferential	 50% off on HiNet 6M/2M, 20M/5M, 60M/15M monthly rate. 	2,678 people	
Plan for Low-income Households	• 50% off on ADSL 2M/64K and 5M/384K monthly rate.	NTD 11.7 million	
Broadband Preferential Plan for the Disabled	• 5% off on HiNet 20M/5Mand 60M/15M monthly rate.	992 people	
	15% off on ADS 5M/384K monthly rate.5% off for other rates.	NTD 0.4 million	
MOD Plan for the	• Average service charge: special offer at 50% off (NT\$ 45/month) during the		
	first 2 years after the completion of work. One-year subscription for family deluxe package is entitled to a 10% discount	2,100 people	
Socially Unfortunate	(NT\$ 243/month) within the effective period.		
·	• Family Preferred Package: One-year subscription is entitled to a 10% discount	-	
	(NT\$ 98/month) within the effective period.		
	For low-income households, providing free first year service to protect children	540 people	
Healthy Internet Plan	from harmful websites such as pornography, violence, suicide, weapons, gambling, drugs.	NTD 0.8 million	
	• Installed 110 cm from the floor in public areas for the convenience of the handic	apped.	
Welfare Public Telephone	 The keyboard was designed with embossment for the visually impaired on the "5" key. A function for voice adjustment from 3db to 6db that is exclusively prepared for people using hearing 		
	aids.	r people using neuring	
	 A slot for inserting an IC card is designed on the side of all public telephone ser of the visually impaired. 	ts for the convenience	
Message Relay Service	 All telephone messages will be translated and faxed to the service hotline 080 personnel will then relay the message in voice and return the message to the du to 80 words for relay and up to 30 words for reply). 		
for the Dump and Deaf	 Those who are not deaf and dump may also call the hotline for the relay of m dump and deaf. The service hours are 08:00-21:00 daily. 	essages via fax to the	

G4-16

Table of the Key Associations Joined by Chunghwa Telecom

Chunghwa Telecom has joined almost 100 associations and groups with a view to upgrading its technology and stimulating the development of the industry through exchange and cooperation within the industry and across different industries:

Name of Organization	Note
The Chinese Institute of Electrical Engineering	Present opinions on the telecommunication policy of the government through the telecommunication symposium held by the institute, and sponsor the activities of the institute so as to perform the responsibility of supporting the industry.
Taiwan Intelligent Aerotropolis Association	CHT leads the planning and the operation of the association so as to develop new business opportunities and the industrial prowess of Taiwan, and develop the kind of skills capable of exporting solutions to all parts of the world.
Taiwan Telecommunication Industry Development Association	This is a platform for interchange among the industry peers. With collective consultation and discussion on important issues, this association plays the role as the bridge between the industry and the competent authority.
Chinese International Economic Cooperation Association	CHT delivered speeches on special topics at invitation of the association, and assist in the promotion of international exchange and business joint venture.
TCCDA (Taiwan Customer Service Center Development Association)	Organize seminars frequently and introduce the latest customer service system techniques, operation management, and concept of service and business innovation, which is helpful for CHT to improve its operation management and customer service.
Pacific Telecommunications Council (PTC)	Contact with worldwide telecommunications firms at regular intervals for business deal in nearby locations. This provided substantial result in overseas business expansion.
BCSD Taiwan	Good for the review of sustainable corporate development strategy and the introduction of related management tool, control the dynamics of the international development of CSR issues.
Cloud Computing Association in Taiwan	It helps to get a grip on the information of the government cloud and business opportunity and give recommendations to the government on the cloud industry through the association.
Taiwan Electromagnetic Industry-Academia Consortium	This is a research consortium organized by the university faculties specialized in electromagnetic across Taiwan who have strong potential in the research and development of B4G/5G wireless technology.