2010 Operating Results

February 24 , 2011

TSE: 2412
NYSE: CHT

Disclaimer

STATEMENT REGARDING UNAUDITED FINANCIAL INFORMATION

The unaudited financial information under ROC GAAP in this presentation is preliminary and subject to adjustments and modifications. The audited financial statements and related notes with reconciliation to U.S. GAAP will be included in our annual report on Form 20-F for the year ending December 31, 2010. Adjustments and modifications to the financial statements may be identified during the course of the audit work, which could result in significant differences from this preliminary unaudited financial information.

NOTE CONCERNING FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. These statements constitute "forward-looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Statements that are not historical facts, including statements about Chunghwa's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties that could cause actual results to differ materially from the forward-looking statements. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statement. Investors are cautioned that actual events and results could differ materially from those statements as a result of a number of factors including, but not limited to the risks outlined in Chunghwa's filings with the U.S. Securities and Exchange Commission on Forms F-1, F-3, 6-K and 20-F, in each case as amended. The forward-looking statements in this presentation reflect the current belief of Chunghwa as of the date of this presentation and Chunghwa undertakes no obligation to update these forward-looking statements for events or circumstances that occur subsequent to such date, except as required under applicable law.

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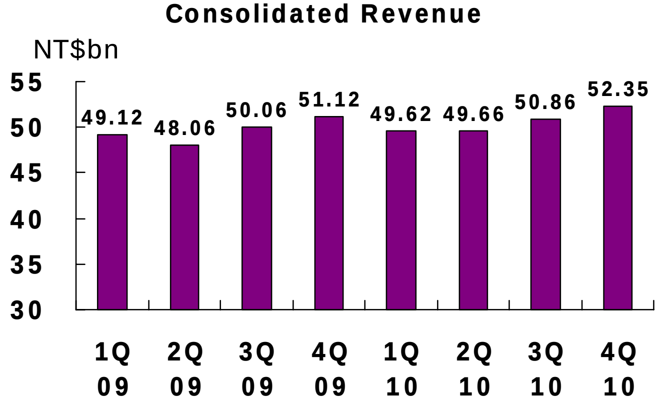
SPECIAL NOTE REGARDING NON-GAAP FINANCIAL MEASURES

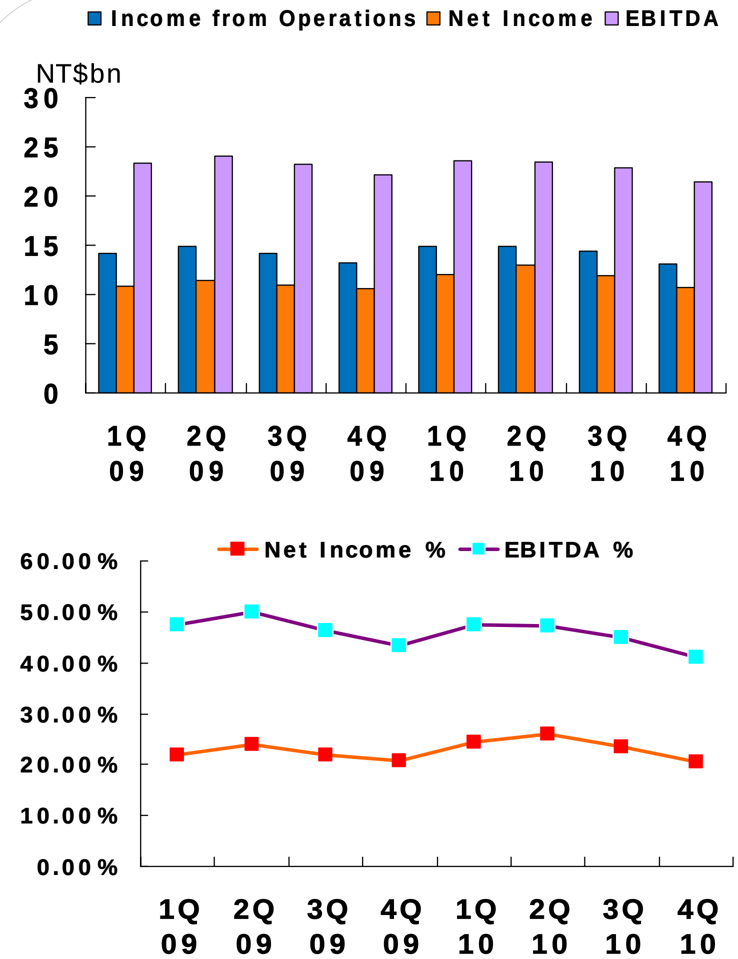
A body of generally accepted accounting principles is commonly referred to as "GAAP". A non-GAAP financial measure is generally defined by the SEC as one that purports to measure historical or future financial performance, financial position or cash flows but excludes or includes amounts that would not be so adjusted in the most comparable U.S. GAAP measure. We disclose in this report certain non-GAAP financial measures, including EBITDA. EBITDA for any period is defined as consolidated net income (loss) excluding (i) depreciation and amortization, (ii) total net comprehensive financing cost (which is comprised of net interest expense, exchange gain or loss, monetary position gain or loss and other financing costs and derivative transactions), (iii) other expenses, net, (iv) income tax, (v) cumulative effect of change in accounting principle, net of tax and (vi) (income) loss from discontinued operations.

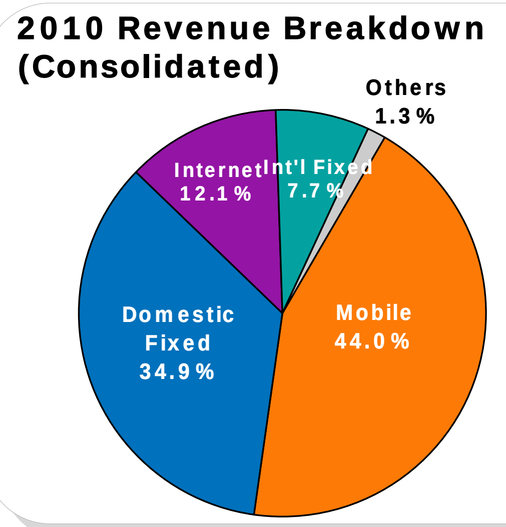
In managing our business we rely on EBITDA as a means of assessing our operating performance. We believe that EBITDA can be useful to facilitate comparisons of operating performance between periods and with other companies because it excludes the effect of (i) depreciation and amortization, which represents a non-cash charge to earnings, (ii) certain financing costs, which are significantly affected by external factors, including interest rates, foreign currency exchange rates and inflation rates, which have little or no bearing on our operating performance, (iii) income tax and tax on assets and statutory employee profit sharing, which is similar to a tax on income and (iv) other expenses or income not related to the operation of the business.

EBITDA is not a measure of financial performance under U.S. GAAP or ROC GAAP. EBITDA should not be considered as an alternate measure of net income or operating income, as determined on a consolidated basis using amounts derived from statements of operations prepared in accordance with U.S. GAAP or ROC GAAP, as an indicator of operating performance or as cash flows from operating activity or as a measure of liquidity. EBITDA has material limitations that impair its value as a measure of a company's overall profitability since it does not address certain ongoing costs of our business that could significantly affect profitability such as financial expenses and income taxes, depreciation, pension plan reserves or capital expenditures and associated charges. These non-GAAP measures are not in accordance with or an alternative for GAAP financial data, the non-GAAP results should be reviewed together with the GAAP results and are not intended to serve as a substitute for results under GAAP, and may be different from non-GAAP measures used by other companies.

Solid Performance







Note: The figure of 2010 was un-audited.

Awards

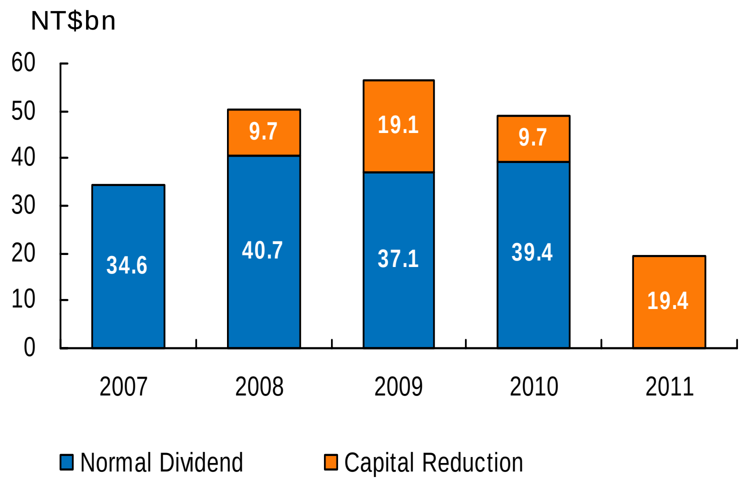
- **Service Quality**
  - Global Views Excellent Service Award 2010
  - The most trusted brand 2010 of Readers Digest

- **Corporate Governance**
  - IR Magazine Greater China Awards 2010- Best Governance & Disclosure (Taiwan)
  - FinaceAsia-Best Managed Company, Best Corporate Governance, Best Corporate Social Responsibility and Most Committed to a Strong Dividend Policy
  - Excellence for Financial Disclosure Procedures in Asia Pacific by IR Global Rankings ("IRGR")
  - Euromoney Most convincing and coherent management strategy: Taiwan

- **CSR**
  - Global Views CSR Award 2010
  - 2010 Excellence Corporate Social Responsibility by CommonWealth Magazine

Consistent Return to Shareholders

Cash Return



Note:
1. The cash return was calculated based on cash dividend and cash return from capital reduction, stock dividend was not included.
2. 1 ADR = 10 common shares

- Cash dividend for 2010 totaled NT$49.1bn
- Cumulative cash returns of NT$38.5bn to shareholders in the previous three rounds of capital reduction
- 4th capital reduction has been completed
  - NT$19.4bn of cash return (NT$2/share) on Jan. 25, 2011

Financials Overview

Financials: Income Statement Highlights

(NT$bn)	ROC GAAP (Consolidated)					
	2009	2010	Growth Rate	Q4 2009	Q4 2010	Growth Rate
Net Revenues	198.36	202.49	2.1%	51.13	52.35	2.4%
Operating Costs and Expenses	141.97	145.13	2.2%	37.97	39.22	3.3%
Income from Operations	56.39	57.36	1.7%	13.16	13.13	(0.3%)
Net Income	43.76	47.69	9.0%	10.58	10.75	1.6%
Net Income Margin (%)	22.06	23.55		20.69	20.53	
EBITDA	92.70	91.40	(1.4%)	22.13	21.46	(3.0%)
EBITDA margin (%)	46.73	45.14		43.27	40.99	

Note:The calculation of growth rate is based on NT$mn. The figure of 2010 was un-audited.

Financials: Business Segment Revenues

(NT$bn)	ROC GAAP (Consolidated)					
	2009	2010	Growth Rate	Q4 2009	Q4 2010	Growth Rate
Domestic Fixed	**71.47**	**70.69**	**(1.1%)**	**18.52**	**18.64**	**0.6%**
Local	33.21	32.25	(2.9%)	8.60	8.19	(4.7%)
DLD	7.40	6.65	(10.2%)	1.57	1.59	1.9%
Broadband Access	19.90	20.32	2.1%	5.03	5.15	2.3%
Mobile	**86.52**	**89.04**	**2.9%**	**21.91**	**22.42**	**2.3%**
Mobile Voice	62.93	62.00	(1.5%)	15.53	15.27	(1.7%)
Mobile VAS	8.45	11.05	30.8%	2.27	3.07	35.2%
Handsets Sales	14.98	15.90	6.1%	4.08	4.09	0.2%
Internet	**23.65**	**24.48**	**3.5%**	**6.44**	**6.17**	**(4.3%)**
Internet Services	17.34	18.19	4.9%	4.38	4.63	5.5%
Internet VAS	1.98	2.15	8.5%	0.51	0.54	4.9%
International Fixed	**15.24**	**15.64**	**2.6%**	**3.72**	**3.95**	**6.1%**
ILD	12.92	12.92	0.0%	3.17	3.33	5.1%
Leased line	0.86	1.02	17.5%	0.21	0.20	(2.9%)
Others	**1.47**	**2.63**	**78.4%**	**0.54**	**1.19**	**122.0%**
Total	**198.36**	**202.49**	**2.1%**	**51.13**	**52.35**	**2.4%**

Note:The calculation of growth rate is based on NT$mn. The figure of 2010 was un-audited.

Financials: Costs & Expenses

(NT$bn)	ROC GAAP (Consolidated)					
	2009	2010	Growth Rate	Q4 2009	Q4 2010	Growth Rate
Operating Costs	112.74	115.30	2.3%	29.79	31.23	4.8%
Operating Expenses	29.23	29.83	2.1%	8.18	7.99	(2.3%)
Marketing	22.29	22.61	1.4%	6.36	6.13	(3.6%)
General and Administrative	3.77	3.98	5.7%	0.97	1.05	9.2%
R&D Expense	3.17	3.24	2.1%	0.85	0.81	(4.1%)
Total	141.97	145.13	2.2%	37.97	39.22	3.3%

Note:The calculation of growth rate is based on NT$mn. The figures of 2010 was un-audited.

Cash Flow

(NT$bn)	ROC GAAP (Consolidated)					
	2009	2010	Growth Rate	Q4 2009	Q4 2010	Growth Rate
Net Cash Flows from Operating Activities	77.29	84.59	9.5%	27.82	32.17	15.6%
CAPEX	25.48	24.50	(3.8%)	8.92	9.00	0.9%
Free Cash Flow	51.81	60.09	16.0%	18.90	23.17	22.6%
Cash and Cash Equivalents at the end of period	73.26	90.90	24.1%	73.26	90.90	24.1%

Note:
1. The calculation of growth rate is based on NT$mn.
2. Free cash flow is subtracting Capex from net cash flows from operating activities.
3. The figure of 2010 was un-audited.

2011 Forecast

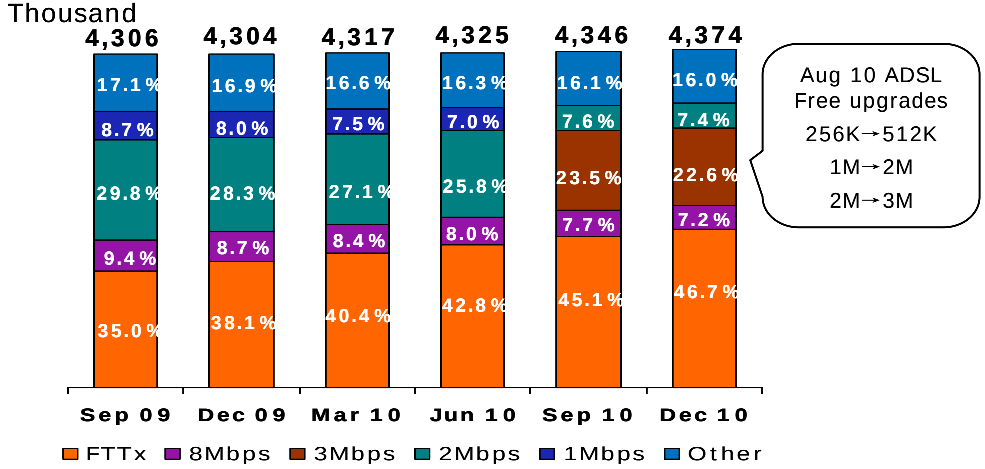
(NT$bn)	ROC GAAP (Parent Company Only)		
	2010	2011E	Growth Rate
Net Revenues	186.41	190.02	1.9%
Operating Costs and Expenses	130.67	138.61	6.1%
Income from Operations	55.74	51.41	(7.8%)
Net Income	47.69	45.73	(4.1%)
Net Income Margin (%)	25.58	24.07	
EBITDA	89.38	83.80	(6.2%)
EBITDA margin (%)	47.95	44.10	

Note:
1. These projections are based on a number of estimates and assumptions and are inherently subject to significant uncertainties and contingencies.
2. The figure of 2010 was un-audited.

Business Overview

Broadband Services - Growth Drivers in Fixed-Line

Broadband Subscribers

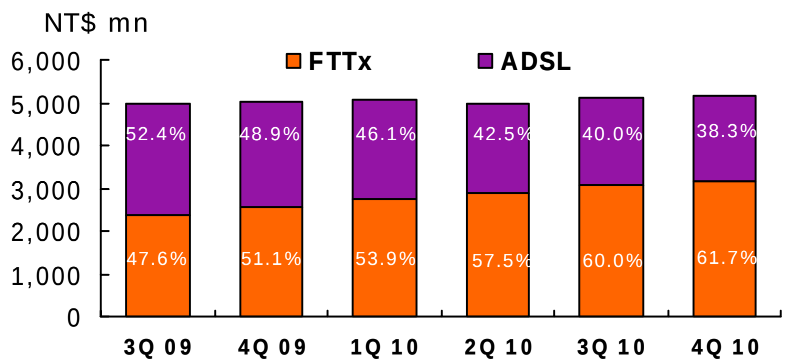


Strategies

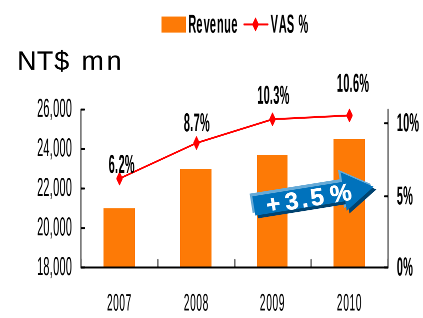
- Migrate ADSL subs to FTTx to offer services including HDTV, remote surveillance and cloud storage, etc
  - Focusing on 50Mbps service in 2011
- Continue offering differentiated services such as hifree, MOD HD, cloudbox etc.

Performance

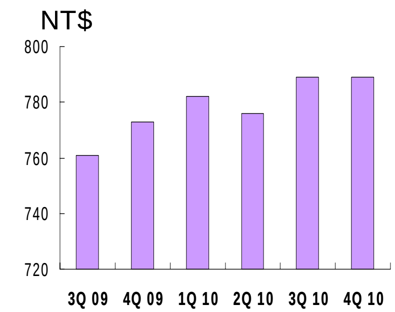
Revenue of Fixed Line Broadband



Internet Revenue



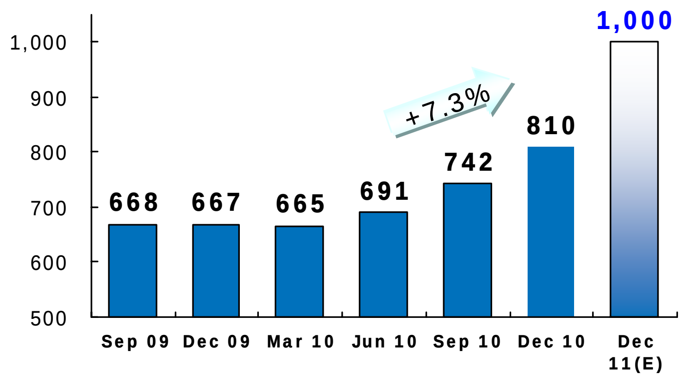
Broadband ARPU

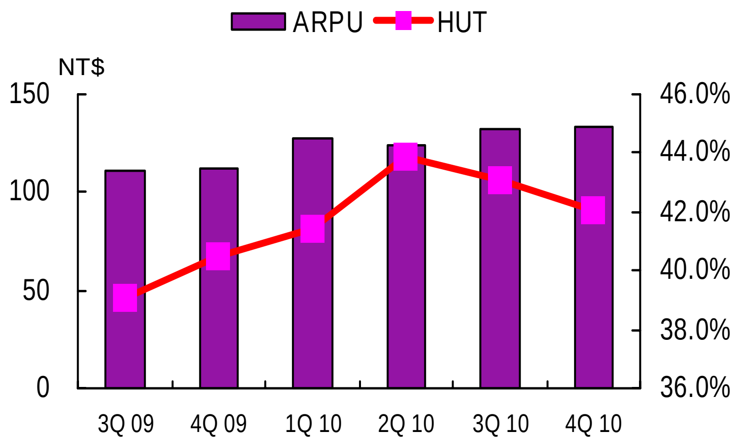


Note:The figure of 2010 was un-audited.

Growing Momentum in MOD/ IPTV

MOD/IPTV Subscribers

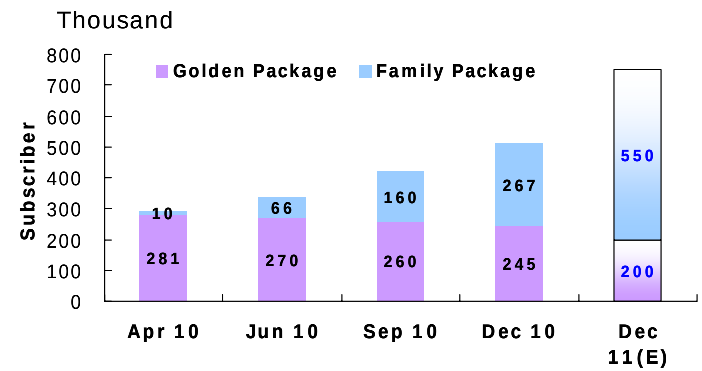




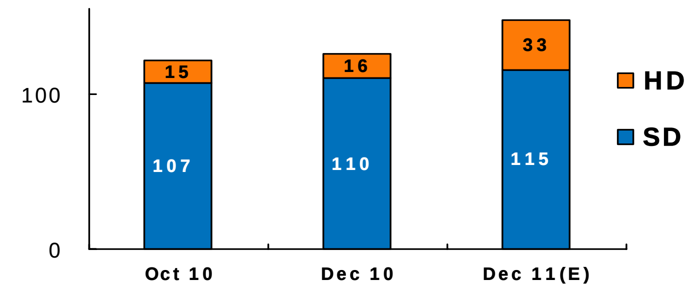
Note：MOD ARPU includes Ads and billing handling income since 2010

Performance

- Launching Family Packages on Apr 15, 2010



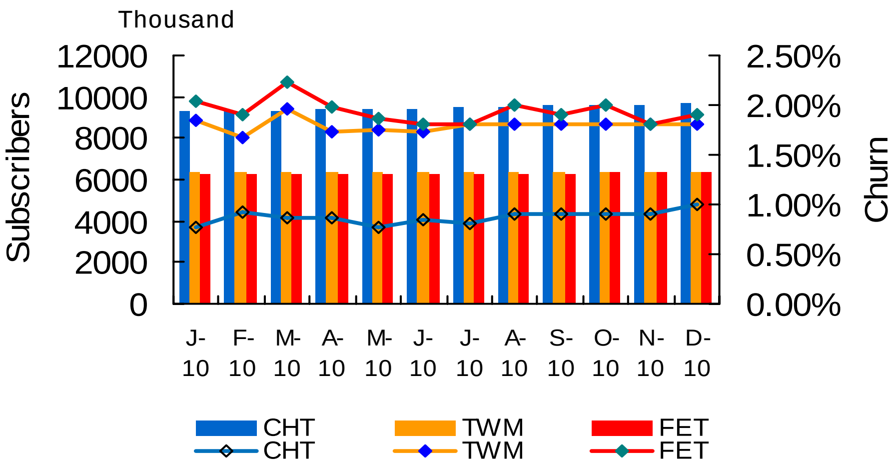
MOD channel



- Providing the highest number of HD channels in local market (Ex:ESPN,NGC,FOX, eye TV)
- More sport events and life info services to come

Number One Mobile Services Provider

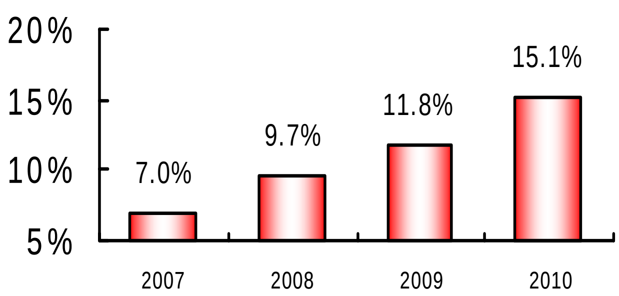
Highest Subs & Lowest Churn



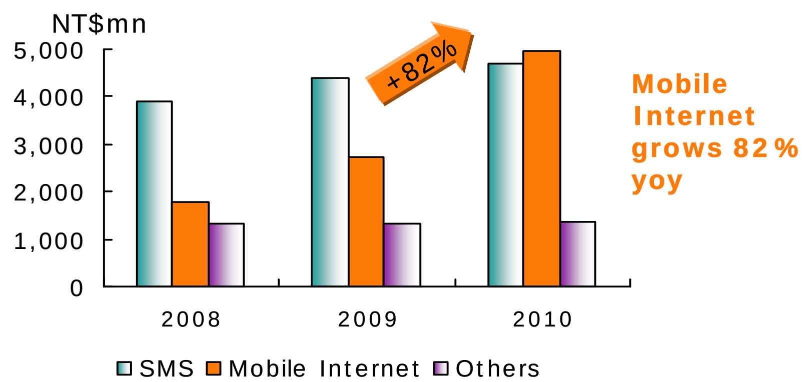
Strategies

- Maintain mobile leadership by_acquiring customers, minimizing churn rate, and increasing user loyalties via compelling user experiences
- Create value via smartphone and tablets services
- Increase mobile VAS revenue by offering customized and integrated Hami VAS services with mobile Internet tariff plans over 3.5G+Wi-Fi networks
- Provide alternative network by accumulating Wi-Fi APs totaled 10,000 by 2010, expect net add 10,000 by 2011

Mobile VAS Revenue %



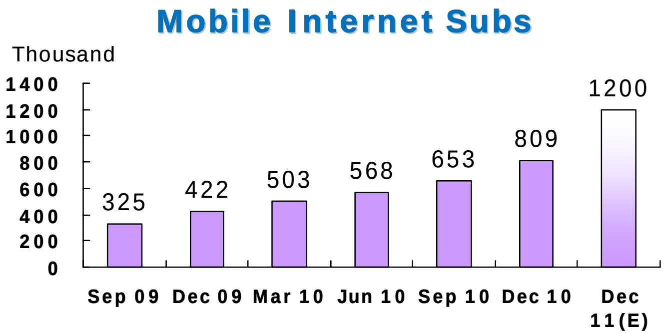
VAS Breakdown

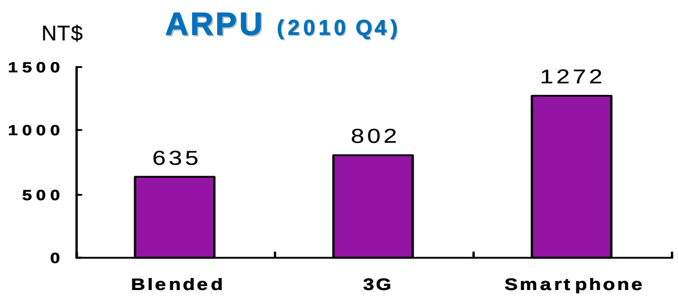


Smartphone - Value Driver for Mobile

Performance

- Smartphone customers account for 25% of the total handsets CHT offered in 2010
  - The percentage is expected to over 35% by 2011





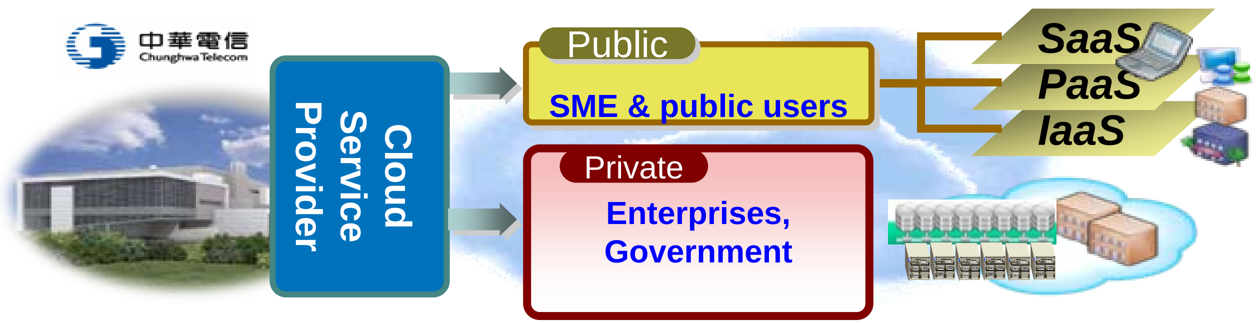
Successful Smartphone Strategies

- Promote smartphones with variety of applications to increase premium customer penetration
  - Platforms support open OS including iOS (iPhone), Android, Windows Mobile, Symbian and BMP etc.
  - Strategic partnership with HTC

Customized VAS

- Focus on 3G VAS to satisfy diversified customer demand and increase usage
- VAS services includes
  - Information: News, weather, finance, sports, public transportation timetables
  - Service applications: Movie ticketing, Xuite, shopping channel, Apps and e-book
  - Payment for parking fees, game debit card
  - Membership: Personal bill retrieving, online call center, website recommendation
  - Promotion: Festival special

New Business Initiatives for Future Growth

Convergence Services	• Services launched: Music (hifree,KKBOX), Video (Sports, Movie), News, Micropayment , weather, Surveillance, Multimedia Phone etc • Cloud-based multi-screen services available by 2011:Micropayment,Video (Movie), Weather, News, Music
ICT Business	• To focus on ICT business line and government project – ICT business line including ITS, iEN, information security, PBX, call center, billing VAS and IDC – Corporate ICT-related revenue: 15.4% yoy growth for 2010, expected to grow 23% for 2011
Cloud Computing	

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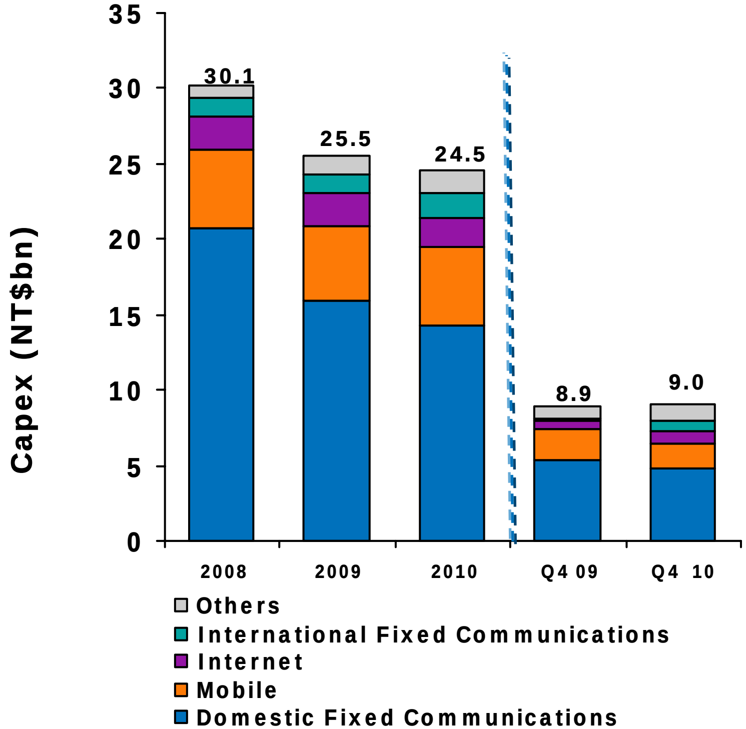
Effective and Efficient Capital Expenditures

Capital Expenditure

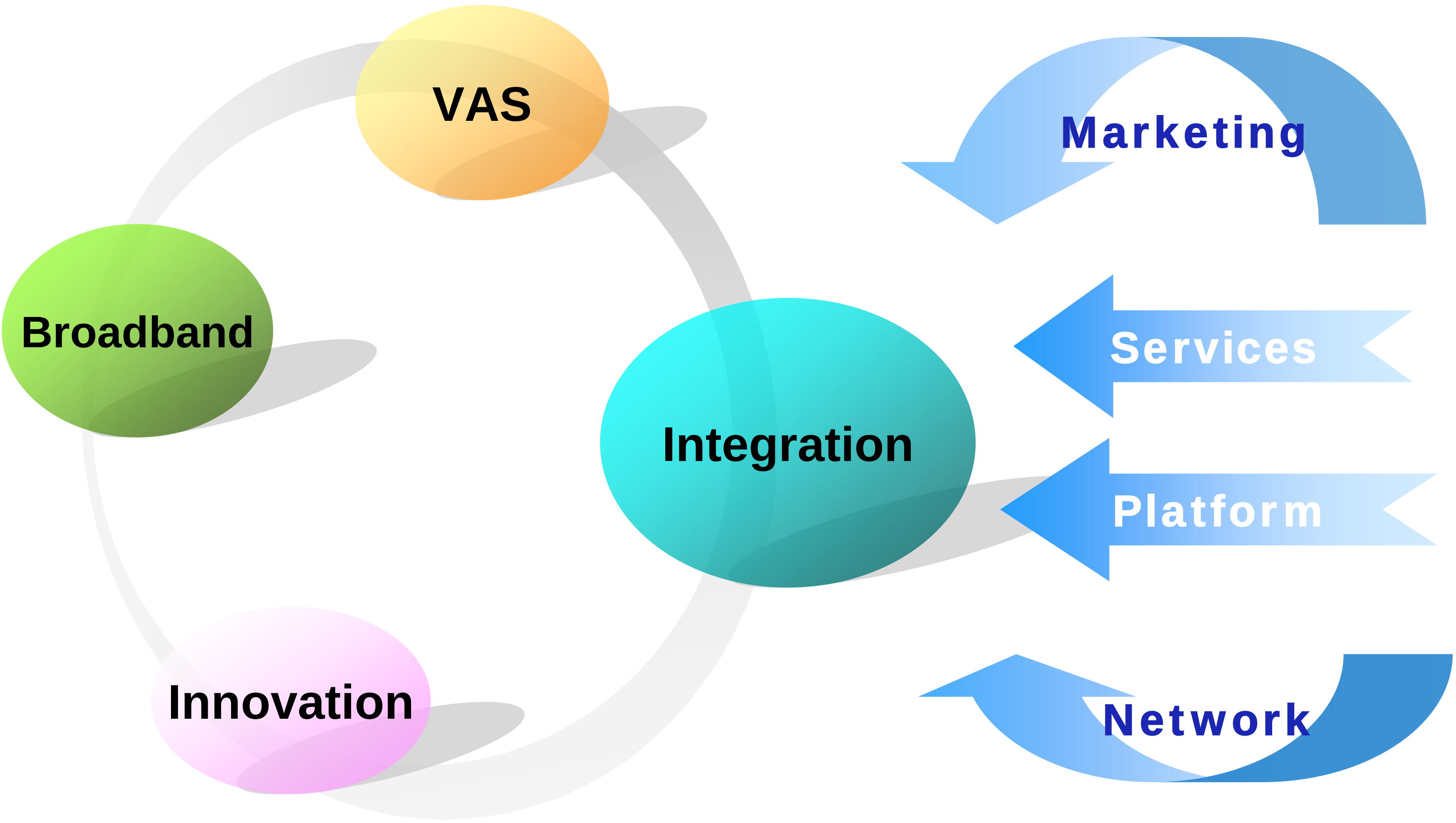


CapEx as % of Revenue	2008	2009	2010	Q4 09	Q4 10
	14.9%	12.8%	12.1%	17.4%	17.2%

Note: Figures are on consolidated basis. The figure of 2010 was un-audited.

- Future investments continue to focus on core businesses
  - 3G / HSPA / HSPA+ / LTE
  - FTTx
  - Wi-Fi / Femtocell
  - Service Platforms
- Additional investment will be on cloud computing business over next 2~3 years

2011 Operational Focus



Regulatory Update

Regulatory Update

Tariff regulation	• Wireline and wireless tariff reduction starting from April 1, 2010 over 3 years (Pls refer to reference page 25)
F2M calls Pricing Right	• Pricing rights was reverted back to fixed operator in the beginning of 2011 (Pls refer to reference page 26~27)
Digital Convergence Regulation	• Executive Yuan had passed Digital Convergence Policy Initiative in July 2010 – Telecom Act and Broadcasting-related Regulations will be amended and reviewed by Legislative Yuan in 2012 – Digital Convergence Framework is expected to be approved in 2014 – The Digital Convergence Law is expected to be finalized in 2015
2G license Extension	• Local GSM 900/1800 license will expire in 2012 and 2013 • License renewal guideline was released by MOTC on Nov 25 2010 – The term of original 2G license can be extended to Jun 2017 – The licenses to be auctioned in 2015 will be technology neutral

Management Highlights

Business Strategy and Policy

- **Pursue business growth**
  - Focus on broadband, VAS, innovation and digital converged services
  - Cooperate with subsidiaries to expand overseas business and operation scale
- **Focus on innovative services**
  - Accelerate network upgrades and integration to enhance competitiveness
  - Utilize industry alliances to develop market leading products and capture new service opportunity
- **Strengthen human resources**
  - Promote professional development and encourage early retirement
  - Foster talent to meet the needs for the innovative services of the overseas expansion
- **Continue cost efficiency**
  - Continue to drive cost efficiency
- **Reinforce corporate social responsibility**
  - Consistently implement Corporate Social Responsibility
  - Join in Green Touch Alliance and make effort to reduce energy consumption and carbon emission
- **Stable dividend payout ratio**

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Q&A

Reference

Tariff Regulations

Target	Business Operation		Applicable services	X factor	Years in effect	Formula: △CPI -X
SMP (Significant Market Power)	Fixed-line	1	IP Peering	4.816%	3	1. The three year tariff reduction plan is applicable from Apr 1, 2010 to Mar 31, 2013 and applied based on the previous year tariff. 2. △CPI for year 2009= -0.87 3. △CPI for year 2010= 0.96 4. △CPI for year 2011 to be decided
		2	Domestic wholesale leased line			
		3	ADSL circuit			
		4	Domestic long distance call (excl. Public phone call)			
All 2G/3G operators	Mobile	1	Domestic SMS	5%	3	
		2	Off-net voice call tariffs including (1) Off-net mobile (2) Mobile to fixed calls			
		3	voice call interconnection	NCC will modify regulations of wholesale rates of voice call termination on mobile network.		

Regulatory Update- F2M call pricing

<table>
<tr><th></th><th colspan="6">Payment to Mobile Operators (NT$/Minute)</th><th>F2M call pricing</th></tr>
<tr><td rowspan="3">Dominant Fixed- line Market player

(CHT)</td><td colspan="6">◎Mobile Interconnection Fee (NT$2.15) + Transition Fee (NT$1.956~0) in peak hours and Mobile Interconnection Fee (NT$2.15) only in off-peak hours

◎Transition Fee decreases to zero over the period of 6 years</td><td rowspan="3">No higher than CHT’s 2G tariff before the reverse</td></tr>
<tr><td>2011</td><td>2012</td><td>2013</td><td>2014</td><td>2015</td><td>2016</td></tr>
<tr><td>1.956</td><td>1.7304</td><td>1.3843</td><td>1.0383</td><td>0.6922</td><td>0.3461</td></tr>
<tr><td>Other Fixed-line Operators</td><td colspan="6">Mobile Interconnection Fee (zero transition fee) in all hours</td><td>No higher than CHT’s 2G tariff before the reverse</td></tr>
</table>

F2M Call Pricing Right Revert Back (2)
– Illustration of impact on profit

	Annual Impact[a]		
NT$bn	Fixed Voice	Mobile Voice	Total
Service revenues from external customers	+11.48[b]	-7.48	+4.00
Intersegment service revenues	-1.28[d]	+5.74[c]	+4.46
Operating costs & expenses	+5.32[e]	-0.01[f]	+5.31
Intersegment costs and expenses	+5.74[c]	-1.28[d]	+4.46
Profit Impact	-0.86	-0.45	-1.31

Note:

(a) The illustration are based on actual traffic volume for year 2010.

(b) Fixed voice revenue will increase but partially offset by the removal of interconnection and billing handling income from other mobile operators

(c) Interconnection and transition payment from CHT fixed to CHT mobile segment

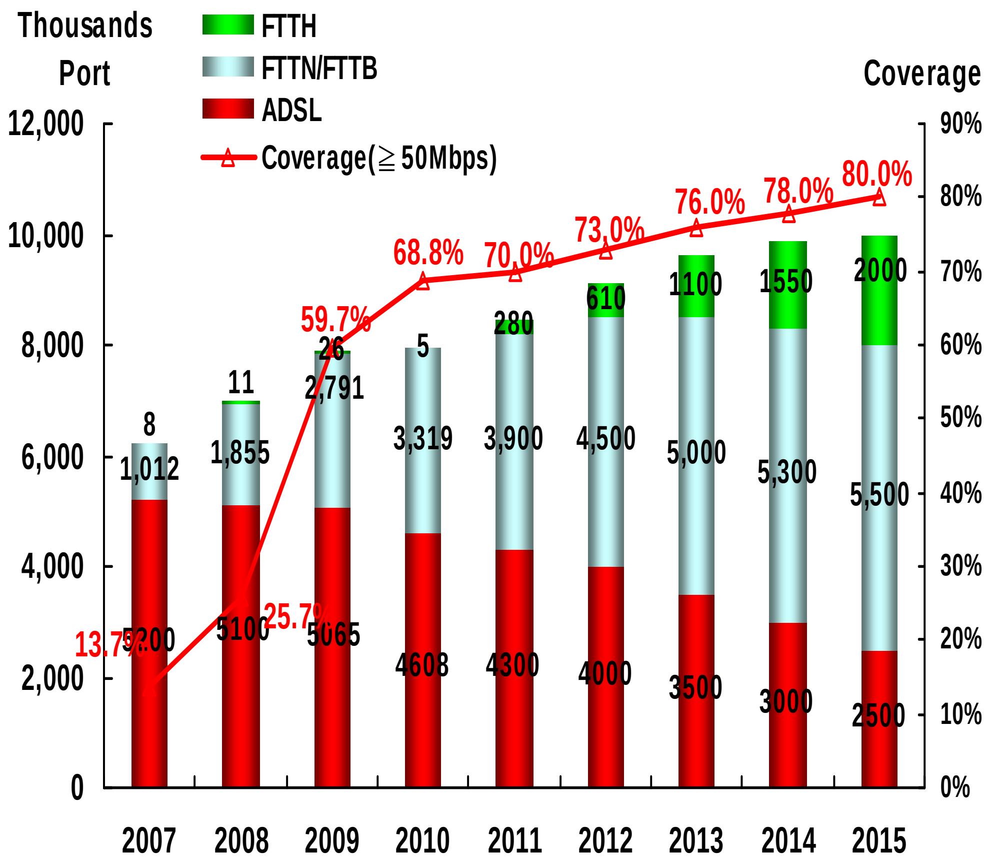
(d) No more interconnection and billing handling fee from CHT mobile to CHT fixed segment

(e) Interconnection and transition payment to other mobile operators and increase of franchise fee

(f) Mobile franchise fee to decrease

✓ The interconnection and transition payment will be declining over years

Continuing Broadband Network Construction



Note:

(1) The Coverage rate(≥50Mbps) is based on the household number (7.93mn) as of Dec. 2010

(2) Wireline : Fixed + Internet

Fiber Deployment Plan

- FTTx access expected to exceed ADSL access by year 2011
- FTTx coverage (≥ 50Mbps) expected to reach 80% by year 2015
- Broadband access + ISP revenue slightly growing in upcoming years
- Wireline* VAS revenues expected to have higher growth