



中華電信  
Chunghwa Telecom

# FY 2012 Operating Results

January 30, 2013

# 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, 2012. 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.

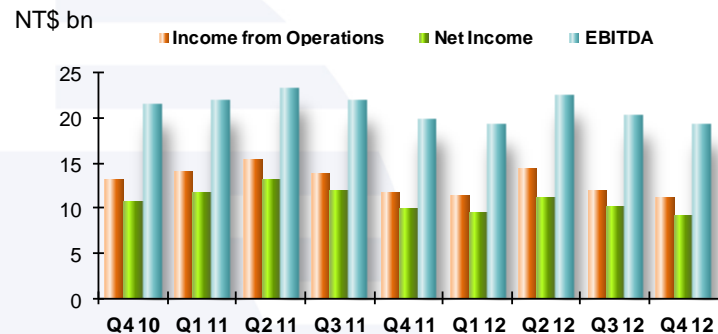
EBITDA is not a measure of financial performance under U.S. GAAP or ROC GAAP. EBITDA should not be considered as an alternate measure of net income or operating income, as determined on a consolidated basis using amounts derived from statements of operations prepared in accordance with U.S. GAAP or ROC 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.

# 2012 Performance

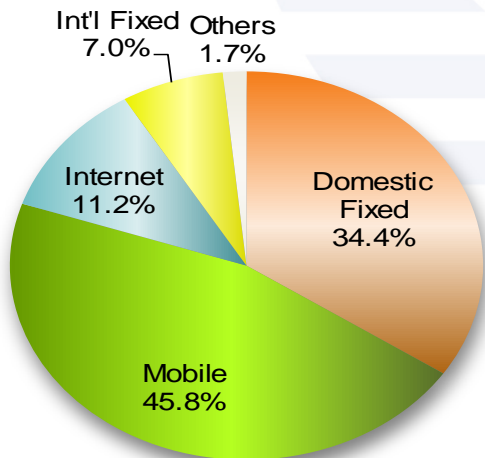
## Consolidated Revenue



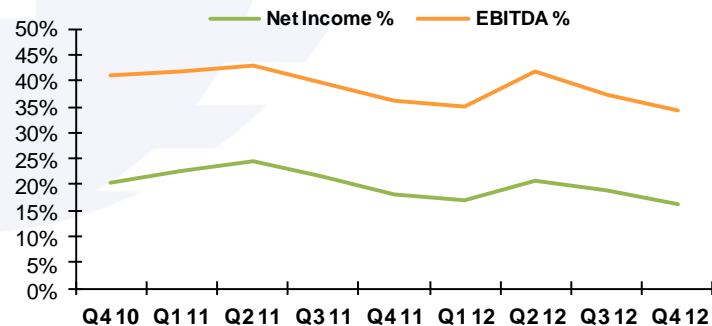
## Income and EBITDA



## 2012 Revenue Breakdown (Consolidated)

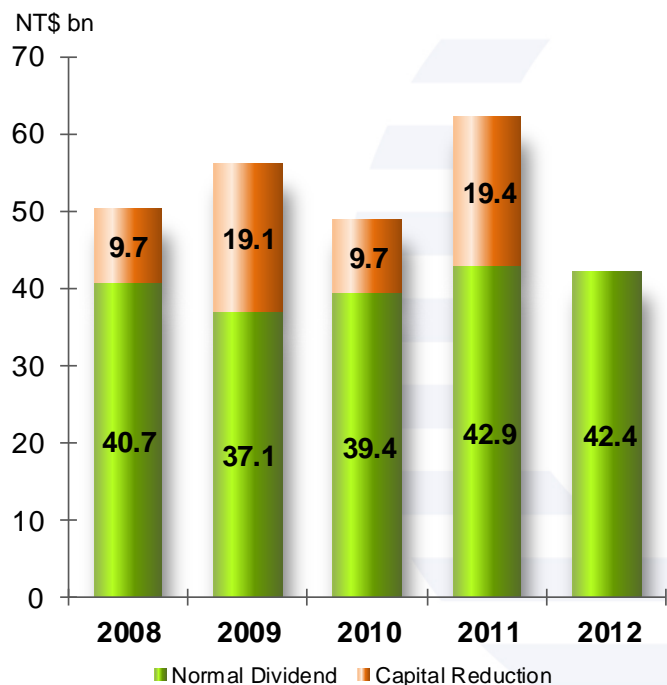


## Net Income and EBITDA Margin



# Focus on Stable Dividend

## Cash Return



- Expect to maintain a stable dividend
- The company's legal reserve is expected to amount of paid-in capital after 2015 AGM
- As a profitable company, our legal reserve and capital surplus is allowed to directly distribute cash to shareholders. Only the portion of legal reserve which exceeds 25% of the paid-in capital may be distributed

Note:

- The cash return was calculated based on cash dividend and cash return from capital reduction, stock dividend was not included.
- 1 ADR = 10 common shares
- The cash dividend for year 2012 was calculated based on total share number 7,757,446,545

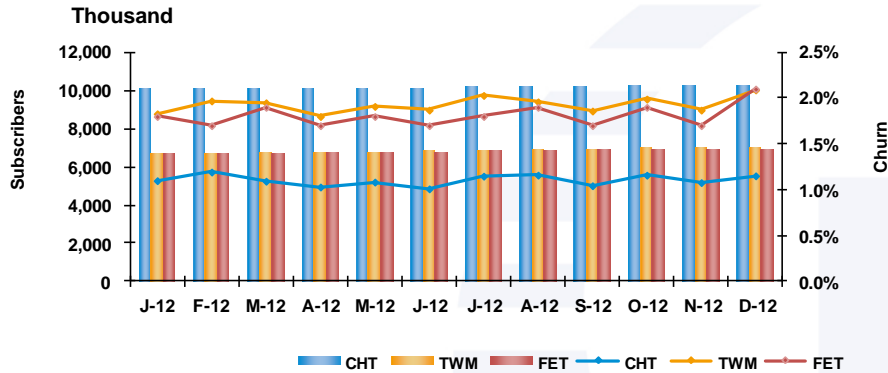


# **Business Overview**



# Smartphone – Value Driver for Mobile

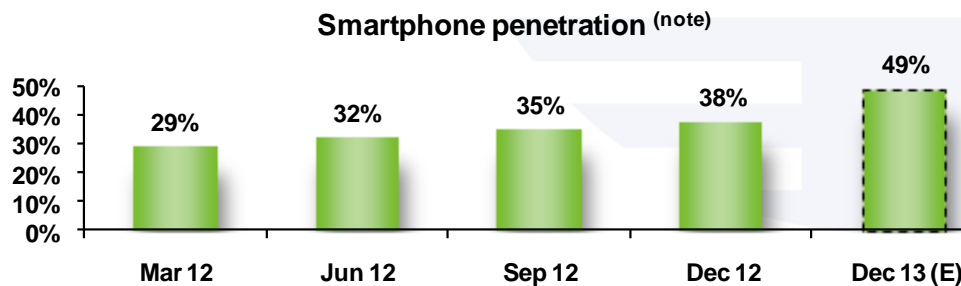
## Highest Subs & Lowest Churn



## Strategy

- Further introducing mid to low tier smartphones to expand mobile internet subscriber base
- Accelerating the migration of 2G customers to 3G network
- Enabling 3G/Wi-Fi auto-authentication to enhance customers experience
- Continuing to expand Wi-Fi access points to over 45,000 and 200 hot zones in metropolitan areas by year-end 2013
- Continuing upgrade retail stores

## Smartphone Adoption



- 4Q 2012 smartphone sales breakdown:

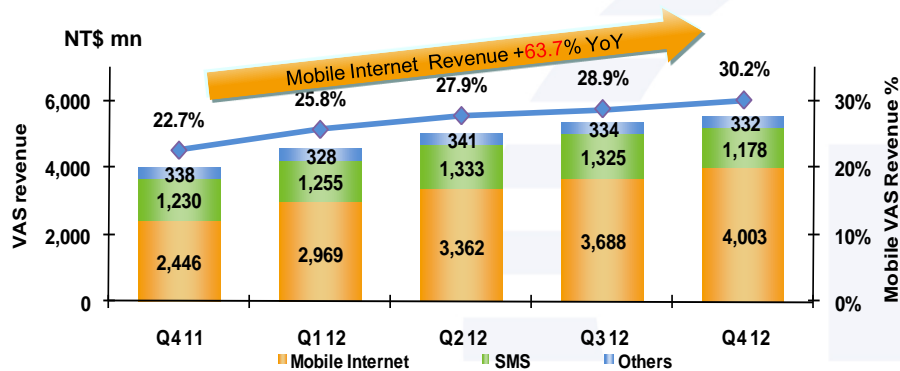
- Top-tier: 52%
- Mid-tier: 26%
- Low-tier: 22%

- Smartphone customers account 75% of the total handsets CHT offered in 4Q 2012

Note: number of smartphone (iOS/ Android/ Symbian S60 above/ WM/ Blackberry/ Bada/ Brew MP) in mobile network/ total postpaid subs

# Growing Mobile Value-added Services

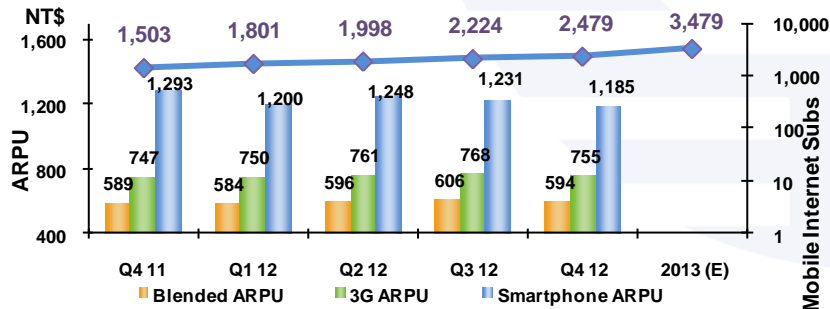
## VAS Performance



## Strategy

- Increasing mobile VAS revenue by:
  - Offering promotion programs focusing on additional data plan adoption with favorable voice discount
  - Providing customized and integrated Hami VAS services
  - Promoting eBooks , music and Hami Apps

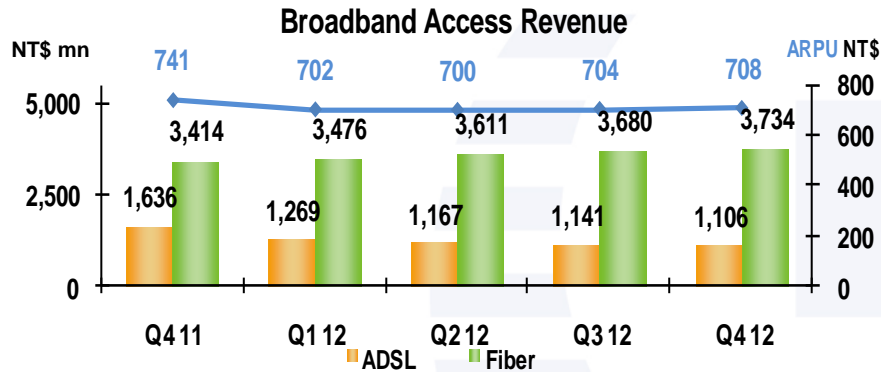
## ARPU & Mobile Internet Subs



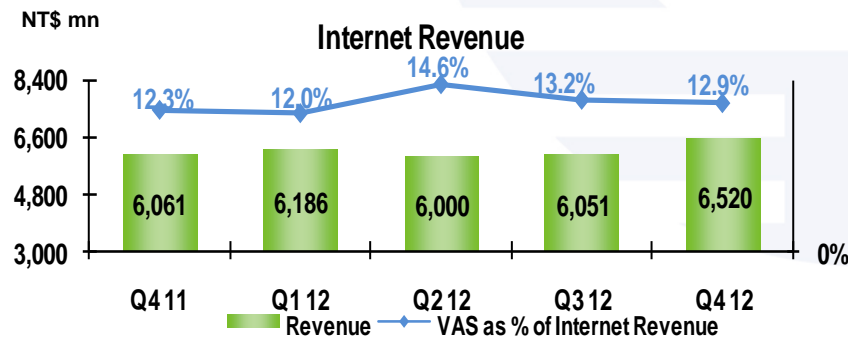
Note: Mobile subs are excluding mobile internet users without internet packages subscription

# Fixed Broadband and Internet Services

## Performance



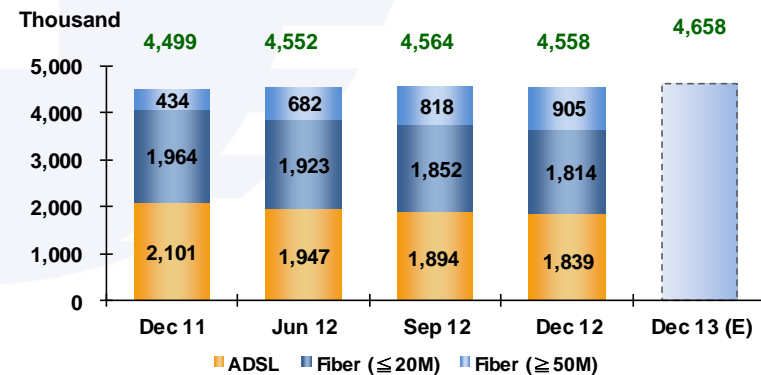
Note: Broadband ARPU is calculated as access plus ISP



## Strategy

- Increasing fiber network coverage, promoting high-speed internet to further expand fiber broadband customer base
- Applying data mining capability for precision marketing and network construction
- Offering high-speed enterprise broadband services and explore enterprise IOT broadband demand

## Fixed Broadband Subs

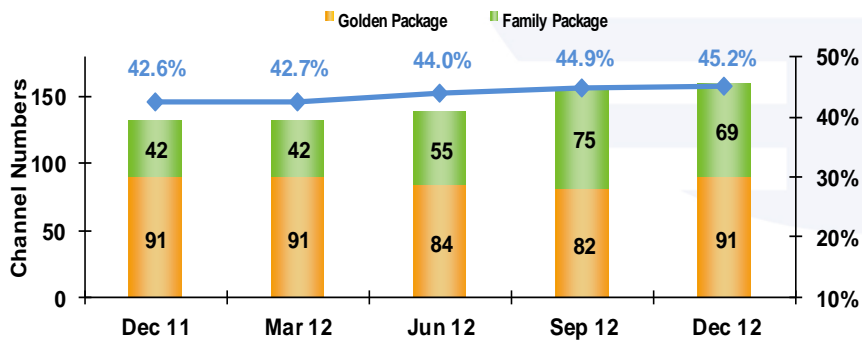
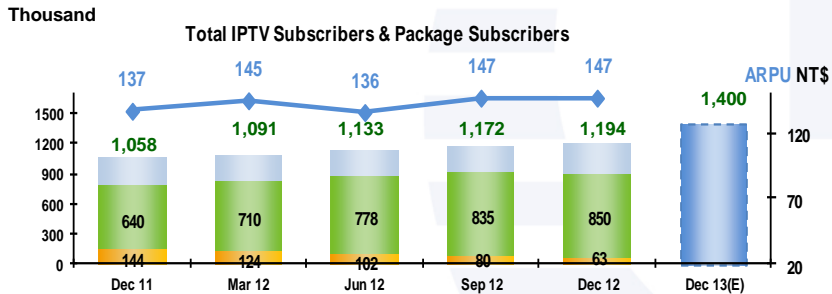




# Growing Momentum in MOD/ IPTV

## Subscriber & Usage

- Subscriber market share (CATV+IPTV) YoY grows from 15.9% to 19.0 % in Q3 2012
- 76.4% of IPTV subscribers sign up additional Packages
  - Package subscription rate YoY increase from 71.3% to 76.4%



SD HD Household Using TV Rate

Note: Household Using TV Rate = average daily active subs per quarter / total IPTV subscribers

## Strategy

- Continuing to enrich local content and introduce popular channels
- Cooperating with local TV manufacturers to imbed and co-market with our IPTV services
- Enhancing new platform to facilitate digital convergence service offerings
- Increasing HD channel selection
- Offering multi-screen cloud services

## Performance

- IPTV revenue grew over 26.1% YoY in Q4 2012
- IPTV advertisement revenue grew 3 times in the 2<sup>nd</sup> half of 2012 vs. 1<sup>st</sup> half

# ICT and Cloud Computing Initiatives

## ICT Business Strategy

- Expand business scope and focus to include:
  - ITS, iEN, information security, IMO, call center, IDC, Cloud Computing, ICT for developers
  - IOT
- Leveraging enterprise high speed broadband demand to offer VAS and explore emerging service opportunity
- Offering mobility apps solution to enhance enterprise application
- Cross-selling capability with existing customers
- ICT revenue grew 17% YoY in 2012

## Cloud Computing Strategy

- Strengthen cloud computing infrastructure
- Provide hicloud CaaS, SaaS CRM, hicloud marketplace, Hami cloud, and Enterprise cloud
- Develop cloud core technology, Virtuoso and CloudBOSS, for R&H CAVE and government cloud applications
- 2013 focus: offer SaaS ERP, hicloud S3, hicloud PaaS, and hicloud Desk cloud services
- Major partners: Microsoft, Trend Micro, IBM, Intel, Fujitsu, R&H, Quanta, Inventec, Wiyynn, Show Chwan, NCP, CISA, ITRI, III



### Government

10 cloud applications: public security, food products, health, environment, transportation, ...



### Industry

hicloud PaaS  
hicloud S3



### Personal Application

Hami cloud



### Corporate Application

Enterprise cloud  
SaaS ERP  
hicloud Desk



# **Regulatory Update**



# Regulatory Update

## Mobile Interconnection rate

- NCC announced mobile interconnection rate reduction from Jan.2, 2013
- The rate is to reduce from NT\$2.15/min to NT\$1.15/min in 4 years with CAGR -14.5%

## Tariff Regulation

- Mandatory tariff reduction starting from April 1, 2013 over 4 years (Please refer to reference page 23)
- Mobile retail tariff is expected to be reduced from April 1, 2013 in accordance with the mobile interconnection tariff reduction; however, the magnitude is yet to be decided

## Telecom Act Amendment

- Executive Yuan returned the draft to NCC for reconsideration in Oct. 2012
- CHT expects the amendment to focus more on the facilitation of digital convergence capabilities for the overall industry

## 2G license Extension & 4G License Award

- Chunghwa has received the approval from NCC for the extension of the 2G license to be extended to June 2017
- NCC released a draft for 4G technology-neutral licenses and spectrum bidding
- The final arrangement details are expected to be released before June 30, 2013
- The bidding process is expected to finish before end of 2013



# Financials Overview



# Financials: Income Statement Highlights

(NT\$bn)	ROC GAAP (Consolidated)					
	2011	2012	Growth Rate	Q4 2011	Q4 2012	Growth Rate
<b>Net Revenues</b>	<b>217.49</b>	<b>220.28</b>	<b>1.3%</b>	<b>54.89</b>	<b>56.27</b>	<b>2.5%</b>
<b>Operating Costs and Expenses</b>	<b>162.41</b>	<b>171.22</b>	<b>5.4%</b>	<b>43.04</b>	<b>45.08</b>	<b>4.8%</b>
<b>Income from Operations</b>	<b>55.08</b>	<b>49.06</b>	<b>(10.9%)</b>	<b>11.85</b>	<b>11.19</b>	<b>(5.6%)</b>
<b>Net Income</b>	<b>47.07</b>	<b>40.07</b>	<b>(14.9%)</b>	<b>10.00</b>	<b>9.11</b>	<b>(8.9%)</b>
<b>Net Income Margin (%)</b>	<b>21.64</b>	<b>18.19</b>	<b>(16.0%)</b>	<b>18.22</b>	<b>16.19</b>	<b>(11.2%)</b>
<b>EBITDA</b>	<b>87.37</b>	<b>81.54</b>	<b>(6.7%)</b>	<b>20.02</b>	<b>19.30</b>	<b>(3.6%)</b>
<b>EBITDA margin (%)</b>	<b>40.17</b>	<b>37.02</b>	<b>(7.9%)</b>	<b>36.47</b>	<b>34.30</b>	<b>(6.0%)</b>

Note: The calculation of figures is based on NT\$m. The figure of 2012 was un-audited.

# Financials: Business Segment Revenues

(NT\$bn)	ROC GAAP (Consolidated)					
	2011	2012	Growth Rate	Q4 2011	Q4 2012	Growth Rate
<b>Domestic Fixed</b>	<b>79.35</b>	<b>75.70</b>	<b>(4.6%)</b>	<b>19.85</b>	<b>19.32</b>	<b>(2.7%)</b>
Local	41.69	40.37	(3.2%)	10.37	9.85	(5.0%)
DLD	5.79	3.77	(34.9%)	1.39	0.9	(35.3%)
Broadband Access	20.42	19.18	(6.1%)	5.05	4.84	(4.2%)
<b>Mobile</b>	<b>93.00</b>	<b>100.79</b>	<b>8.4%</b>	<b>24.05</b>	<b>25.6</b>	<b>6.5%</b>
Mobile Voice	55.67	52.03	(6.5%)	13.68	12.74	(6.9%)
Mobile VAS	15.22	20.45	34.3%	4.01	5.51	37.3%
Handset Sales	22.01	28.23	28.3%	6.33	7.29	15.1%
<b>Internet</b>	<b>24.83</b>	<b>24.76</b>	<b>(0.3%)</b>	<b>6.06</b>	<b>6.52</b>	<b>7.6%</b>
Internet Services	17.95	17.02	(5.2%)	4.4	4.32	(1.9%)
Internet VAS	2.47	2.58	4.6%	0.62	0.64	3.4%
<b>International Fixed</b>	<b>15.22</b>	<b>15.32</b>	<b>0.7%</b>	<b>3.79</b>	<b>3.95</b>	<b>4.3%</b>
ILD	12.42	12.07	(2.9%)	3.04	3.02	(0.6%)
Leased line	0.99	1.22	23.3%	0.27	0.32	20.4%
<b>Others</b>	<b>5.09</b>	<b>3.71</b>	<b>(27.2%)</b>	<b>1.14</b>	<b>0.88</b>	<b>(23.0%)</b>
<b>Total</b>	<b>217.49</b>	<b>220.28</b>	<b>1.3%</b>	<b>54.89</b>	<b>56.27</b>	<b>2.5%</b>

Note: The calculation of figures is based on NT\$m. The figure of 2012 was un-audited.

# Financials: Costs & Expenses

(NT\$bn)	ROC GAAP (Consolidated)					
	2011	2012	Growth Rate	Q4 2011	Q4 2012	Growth Rate
<b>Operating Costs</b>	<b>131.53</b>	<b>141.14</b>	<b>7.3%</b>	<b>34.77</b>	<b>36.77</b>	<b>5.8%</b>
<b>Operating Expenses</b>	<b>30.88</b>	<b>30.08</b>	<b>(2.6%)</b>	<b>8.27</b>	<b>8.31</b>	<b>0.5%</b>
<b>Marketing</b>	<b>23.17</b>	<b>22.41</b>	<b>(3.3%)</b>	<b>6.33</b>	<b>6.36</b>	<b>0.6%</b>
<b>General and Administrative</b>	<b>4.18</b>	<b>4.00</b>	<b>(4.2%)</b>	<b>1.02</b>	<b>1.03</b>	<b>1.2%</b>
<b>R&amp;D Expense</b>	<b>3.53</b>	<b>3.67</b>	<b>3.9%</b>	<b>0.92</b>	<b>0.92</b>	<b>(0.3%)</b>
<b>Total</b>	<b>162.41</b>	<b>171.22</b>	<b>5.4%</b>	<b>43.04</b>	<b>45.08</b>	<b>4.8%</b>

Note: The calculation of figures is based on NT\$mn. The figure of 2012 was un-audited.



# Cash Flow & EBITDA Margin

(NT\$bn)	ROC GAAP (Consolidated)					
	2011	2012	Growth Rate	Q4 2011	Q4 2012	Growth Rate
Net Cash Flow from Operating Activities	75.36	67.61	(10.3%)	30.31	24.53	(19.1%)
CAPEX	26.88	33.34	24.0%	10.29	10.78	4.7%
Free Cash Flow	48.48	34.27	(29.3%)	20.02	13.75	(31.3%)
Cash and Cash Equivalent at the end of period	67.39	53.21	(21.0%)	67.39	53.21	(21.0%)
EBITDA Margin(%) -Consolidated	40.17	37.02	(7.9%)	36.47	34.30	(6.0%)
EBITDA Margin(%) -Parent company only	43.21	41.04	(5.0%)	39.57	37.71	(4.7%)

Note:

1. The calculation of figures is based on NT\$m. The figure of 2012 was un-audited.
2. Free cash flow is subtracting Capex from net cash flows from operating activities.

# Forecast & Operating Results

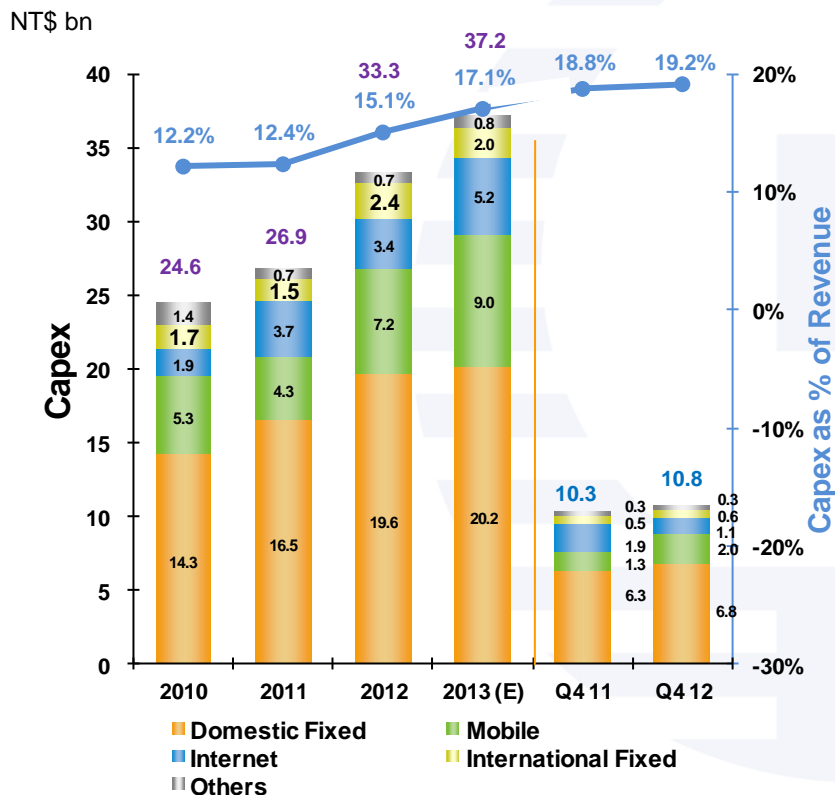
(NT\$bn)	(Consolidated)		
	2012 (ROC GAAP)	2013 (T-IFRSs E)	Growth Rate
<b>Net Revenues</b>	<b>220.28</b>	<b>217.82</b>	<b>(1.1%)</b>
<b>Operating Costs and Expenses</b>	<b>171.22</b>	<b>172.71</b>	<b>0.9%</b>
<b>Income from Operations</b>	<b>49.06</b>	<b>45.11</b>	<b>(8.1%)</b>
<b>Comprehensive Income attributable to owners of the parent (Note 2)</b>	<b>40.07</b>	<b>37.59</b>	<b>(6.2%)</b>
<b>EPS</b>	<b>5.16</b>	<b>4.85</b>	<b>(6.1%)</b>
<b>EBITDA</b>	<b>81.54</b>	<b>78.22</b>	<b>(4.1%)</b>
<b>EBITDA margin (%)</b>	<b>37.02</b>	<b>35.91</b>	<b>(3.1%)</b>

Note 1: The information therein is predictive and will not necessarily be fully realized in the future, and that reference to the company's significant accounting policy and summary of basic assumptions shall be made for further details. The figure of 2013 is based on T-IFRSs.

Note2: The figure of 2012 was Net Income attributable to owners of the parent based on ROC GAAP.

# Effective and Efficient Capital Expenditure

## Capital Expenditure



- Increase capital expenditure
  - Fixed and Mobile broadband
  - Cloud deployment including cloud data center build out
- Budgeted capex for 2013: NT\$37.2 bn
- Continue to focus on core businesses for future investments
  - 3G / HSPA / HSPA+
  - FTTx
  - Wi-Fi
  - Service Platforms
  - Cloud computing

Note: Figures are on consolidated basis. The figure of 2012 was unaudited.

# Business Outlook for 2013 and Beyond

- Focus on growth
  - Leverage solid customer base to provide new services
  - Enhance fixed and mobile VAS service offerings
  - Offer ICT enabling and cloud services
- Increase infrastructure investment over next 2 years
  - Expand fixed and mobile broadband networks
  - Build out cloud-related infrastructure
- Expect stabilizing EBITDA margins for telecom businesses in coming years



# Q&A





# Reference



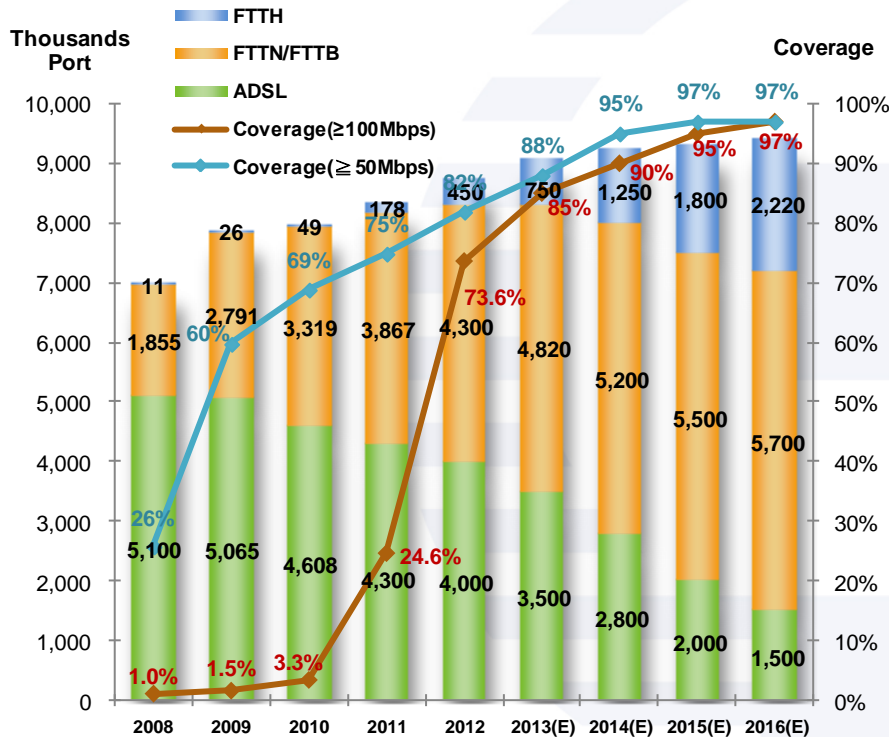
# Regulatory Update (2013/4/1~2017/3/31)

Target	Business	Applicable Services		X factor	Years in effect	Formula : $\Delta\text{CPI} - X$
SMP (Significant Market Power)	Fixed-line	1	IP Peering	5.1749%	4	1. The four year tariff reduction plan is applicable from April 1, 2013 to March 31, 2017 and applied based on the previous year tariff. 2. $\Delta\text{CPI}$ for year 2012 = 1.93%
		2	Domestic leased line wholesale service			
		3	ADSL Circuit monthly fee			
		4	FTTB Circuit monthly fee ( exclude rates over 100M/40M)			
All 2G/3G Operators	Mobile	mobile interconnection fee		Mobile interconnection rate reduced from NT\$2.15/min to NT\$1.15/min in four years 2013 : NT\$1.84/min 2014 : NT\$1.57min 2015 : NT\$1.34/min 2016 : NT\$1.15/min		

Note: Partial regulations above are yet to finalize.

# Continuing Broadband Network Construction

## Fiber Deployment Plan



Note:

- (1) The Coverage rate is based on the household number (8.19mn) as of December 2012
- (2) Wireline : Fixed + Internet
- (3) 100M fiber construction was applied traditional technologies in 2011, while applied DSL bonding technologies and GPON solutions in 2012.

- FTTx coverage (≥100M) reach 97% by 2016
- Increase FTTH construction in order to meet the demand of high speed broadband
- 1Gbps trial services has reached over 1,100 households
  - Chunghwa is one of the leading operators that provides 1Gbps residential broadband service
- Fiber construction plan including capex will be reviewed in accordance with market demand