



中華電信  
Chunghwa Telecom

# Q3 2014 Operating Results

October 29, 2014

# Disclaimer

## STATEMENT REGARDING UNAUDITED FINANCIAL INFORMATION

The unaudited financial information under T-IFRSs in this presentation is preliminary and subject to adjustments and modifications. Adjustments and modifications to the financial statements may be identified during the course of the audit /review 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 T-IFRSs. EBITDA should not be considered as an alternate measure of net income or income from operations, as determined on a consolidated basis using amounts derived from statements of operations prepared in accordance with U.S. GAAP or T-IFRSs, 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.



# **Business Overview**

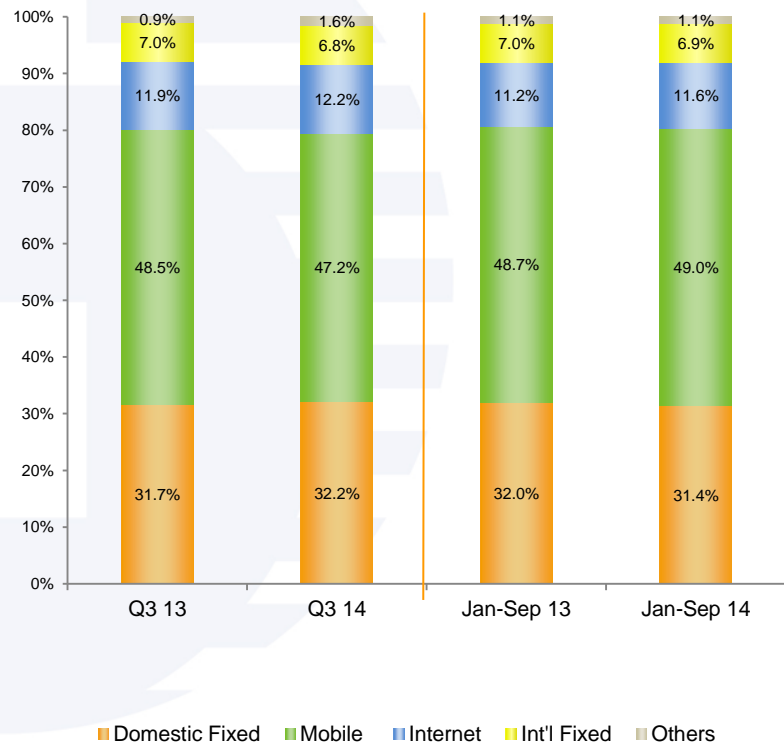


# Chunghwa Telecom Overview

## Strong Market Position <sup>(a)</sup>

- Domestic Fixed
  - #1 Local
    - 94.4% share by subs (11.43 mn subs)
    - 85.1% share by minutes
  - #1 DLD
    - 79.9% share by minutes
  - #1 Broadband access
    - 76.8% share by subs <sup>(b)(c)</sup> (4.54 mn subs)
- Mobile
  - #1 Mobile subscribers
    - 36.6% market share <sup>(d)</sup> (11.02 mn subs)
  - #1 Mobile revenue
    - 35.6% market share <sup>(e)</sup>
- Internet
  - #1 ISP
    - 68.4% share by subs (4.24 mn subs)
- International Fixed
  - #1 ILD
    - 55.7% share by minutes

## Revenue Breakdown <sup>(f)</sup>

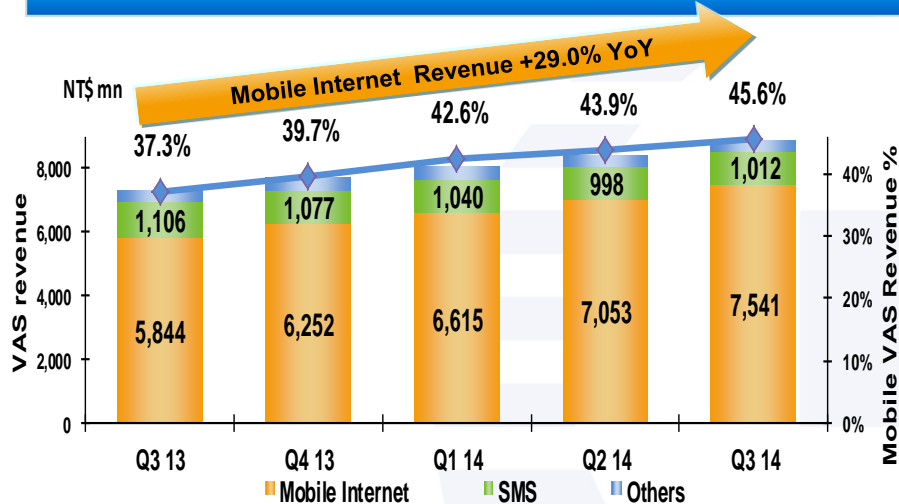


Source: Company data, MOTC, and NCC statistics

- a) Market share as of August 2014
- b) CHT access circuits were not included
- c) Excluding PWLAN subscriber numbers
- d) Includes 2G, 3G, 4G and PHS
- e) Includes 2G, 3G and PHS
- f) Revenues are based on T-IFRSs .

# Number One Mobile Services Provider

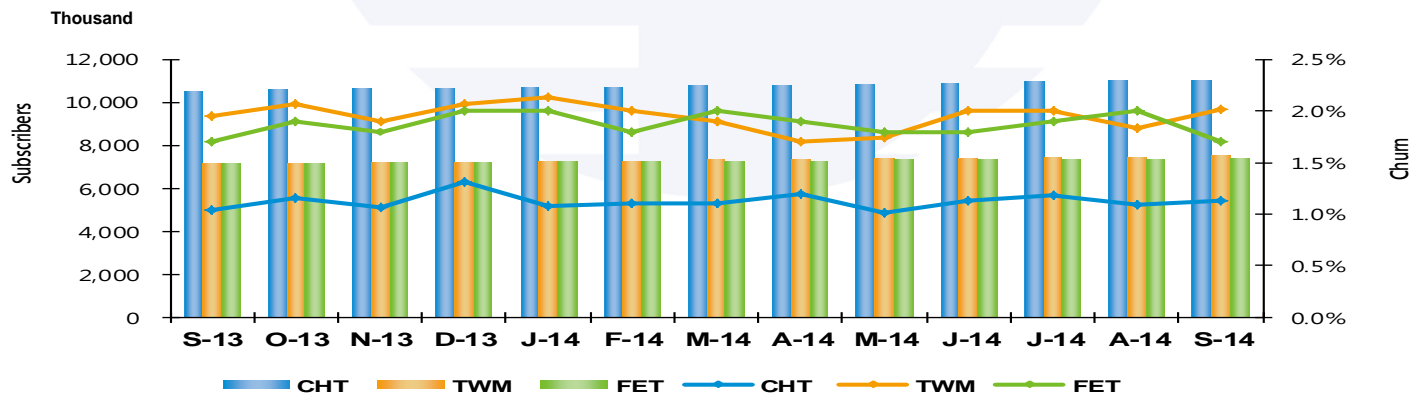
## VAS Performance



## Strategy

- ④ Focusing on 4G service promotion
- ④ Expanding 4G smart device profile
- ④ Continuing the migration of 2G customers to 3/4G network
- ④ Accelerating 4G network deployment to enhance capital efficiency

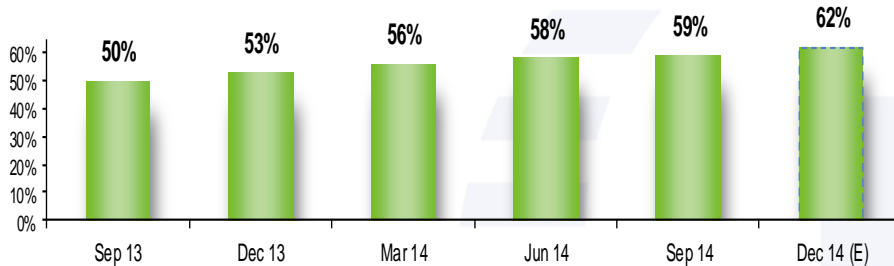
## Highest Subs & Lowest Churn



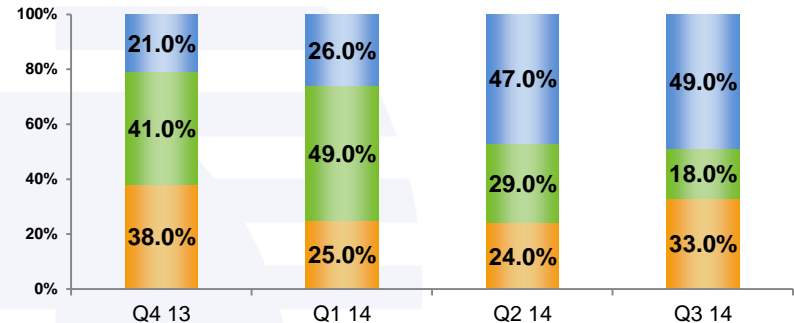
# Smartphone – Value Driver for Mobile

## Smartphone Adoption

Smartphone penetration\*



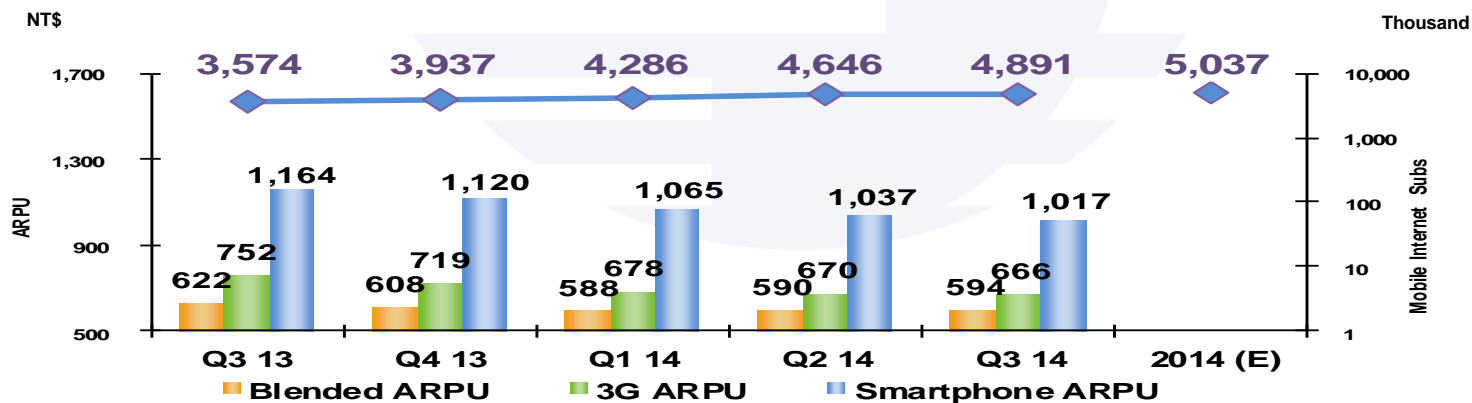
Smartphones accounted for 89% of the total handsets CHT offered in Q3 2014



\*number of smartphones (iOS/ Android/ Symbian S60 above/ WM/ Blackberry/ Bada/ Brew MP) in mobile network/ total postpaid subs

Smartphone Sales Breakdown  
 Top-tier Mid-tier Low-tier

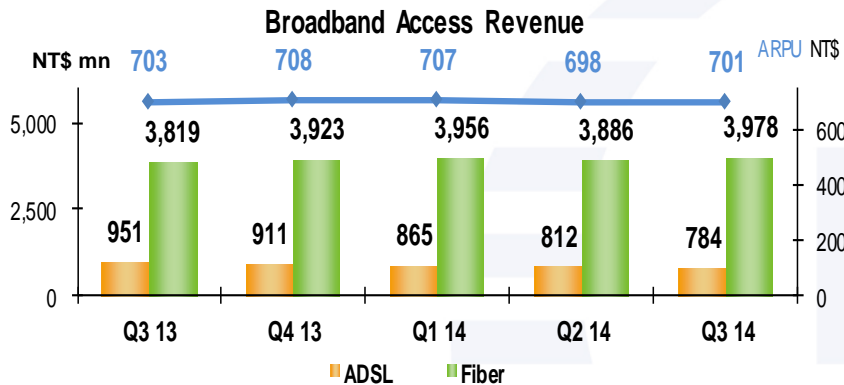
## ARPU & Mobile Internet Subs



Note 1: Mobile internet subscriber number excludes subscribers without plan subscription.

# Fixed Broadband and Internet Services

## Performance

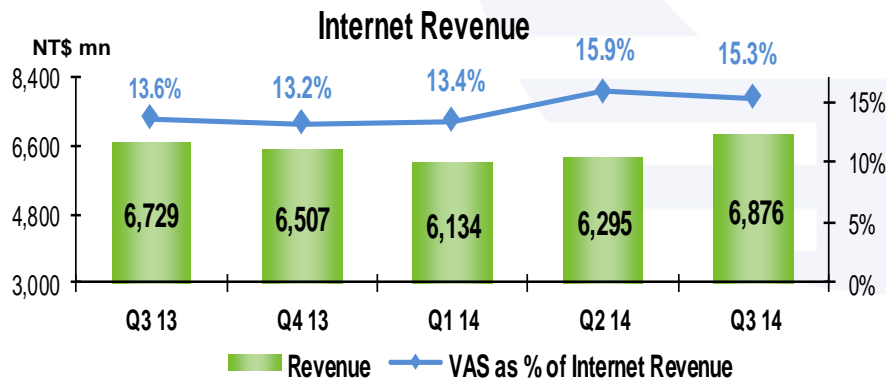


Note1 : Broadband ARPU is calculated as access plus ISP  
 Note2 : Revenue is calculated based on T-IFRSs

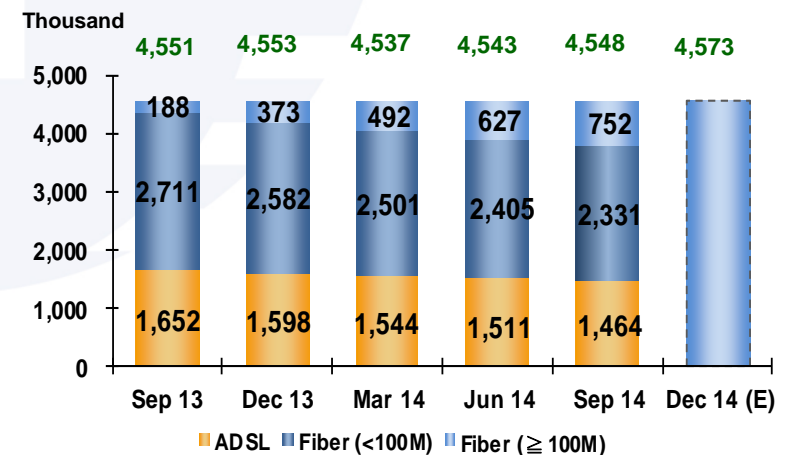
## Strategy

- Launching 300M/100M fiber service to maintain leadership
- Continuing to migrate customers from low speed to high speed fiber services
- Expediting FTTH construction and enhancing household coverage of 100M service
- Leveraging network capability to offer higher-speed upload service

## Fixed Broadband Subs



Note : Revenue is calculated based on T-IFRSs



Legend: ADSL, Fiber (<100M), Fiber (≥ 100M)

# MOD/ IPTV Service

## Performance

- IPTV revenue increased by 23.2% YoY for Q3 2014
- Household TV Usage rate increased to 61.9% from 57.6% YoY for Q3 2014

## Strategy

- Continuing to enrich local contents and VOD programs
- Optimizing MOD cost structure
- Leveraging the existing broadband subscriber base to grow MOD subscription
- Providing the SVoD packages and improving user experience to differentiate from CATV services

## Subscriber & Usage

- Subscriber market share (CATV+IPTV) QoQ grew from 20.1% to 20.5% in Q2 2014
- 90.1% of IPTV subscribers signed up additional Packages

Total IPTV Subscribers & Package Subscribers



Note: ARPU figures are calculated based on T-IFRSs

Note: SVoD or Subscription Video on Demand

# ICT and Cloud Computing Initiatives

## Performance

- Cloud and information security service revenue increased by 27.7% YoY in Q3 2014
- Personal Cloud (Hami+) subscribers accumulated to 2.3 million
- Acquired several significant ICT projects in Q3 2014 with contract amount totaling NT\$0.62 bn
  - Information system project for New Taipei City Government
  - Monitoring and recording system projects for police departments under two local governments
  - ICT project for commercial office building for a private company

*Expecting to secure ICT projects for several public sectors.*



### 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  
hicloud Desk

## Strategy

- Leveraging core telecom infrastructure and services to expand ICT business
- Leading the cloud computing industry by taking advantage of broadband and IDC service foundation
- Establishing strategic partnership with international companies, eg. Microsoft, Trend Micro, IBM, etc.
- Cooperating with ISV\* to run hicloud apps mall

\* Independent Software Vendor



# Financials Overview



# Financials: Income Statement Highlights

(NT\$bn)	Consolidated					
	Q3 2013 (T-IFRSs)	Q3 2014 (T-IFRSs)	Growth %	Jan-Sep 2013 (T-IFRSs)	Jan-Sep 2014 (T-IFRSs)	Growth %
<b>Revenues</b>	<b>56.72</b>	<b>56.14</b>	<b>(1.0)</b>	<b>169.18</b>	<b>166.97</b>	<b>(1.3)</b>
<b>Operating Costs and Expenses</b>	<b>44.12</b>	<b>44.96</b>	<b>1.9</b>	<b>132.67</b>	<b>131.55</b>	<b>(0.8)</b>
<b>Income from Operations</b>	<b>12.59</b>	<b>11.16</b>	<b>(11.3)</b>	<b>36.47</b>	<b>35.39</b>	<b>(3.0)</b>
<b>Net Income<sup>1</sup></b>	<b>10.65</b>	<b>9.73</b>	<b>(8.8)</b>	<b>30.48</b>	<b>30.55</b>	<b>0.3</b>
<b>Net Income Margin<sup>2</sup> (%)</b>	<b>19.20</b>	<b>17.45</b>	<b>-</b>	<b>18.56</b>	<b>18.49</b>	<b>-</b>
<b>EPS</b>	<b>1.37</b>	<b>1.25</b>	<b>(8.8)</b>	<b>3.93</b>	<b>3.94</b>	<b>0.3</b>
<b>EBITDA</b>	<b>20.63</b>	<b>19.76</b>	<b>(4.2)</b>	<b>60.48</b>	<b>60.88</b>	<b>0.7</b>
<b>EBITDA Margin (%)</b>	<b>36.36</b>	<b>35.19</b>	<b>-</b>	<b>35.75</b>	<b>36.46</b>	<b>-</b>

Note:

1. Net income attributable to owners of the parent.
2. Net income margin is based on consolidated net income (including net income attributable to NCI)
3. The calculation of figures is based on NT\$mn.
4. The figures of 2014 are un-audited.

# Financials: Business Segment Revenues

(NT\$bn)	Q3 2013 (T-IFRSs)	Q3 2014 (T-IFRSs)	Growth %	Jan-Sep 2013 (T-IFRSs)	Jan-Sep 2014 (T-IFRSs)	Growth %
<b>Domestic Fixed</b>	17.97	18.08	0.6%	54.21	52.46	(3.2%)
Local	9.58	8.98	(6.3%)	28.59	26.88	(6.0%)
DLD	0.87	0.84	(3.1%)	2.61	2.50	(4.3%)
Broadband Access	4.77	4.76	(0.2%)	14.28	14.28	0.0%
MOD	0.53	0.65	23.2%	1.60	1.87	17.1%
<b>Mobile</b>	27.53	26.47	(3.8%)	82.30	81.76	(0.7%)
Mobile Voice	12.26	10.65	(13.1%)	36.66	32.28	(11.9%)
Mobile VAS	7.33	8.95	22.1%	20.67	25.43	23.0%
Handset Sales	7.74	6.69	(13.5%)	24.40	23.47	(3.8%)
<b>Internet</b>	6.73	6.88	2.2%	18.94	19.31	1.9%
Internet Services	4.28	4.31	0.7%	12.89	12.91	0.2%
Internet VAS	0.67	0.78	15.5%	2.03	2.26	11.1%
<b>International Fixed</b>	3.97	3.84	(3.2%)	11.81	11.56	(2.1%)
ILD	2.85	2.62	(8.0%)	8.54	8.10	(5.2%)
Leased line	0.36	0.39	8.2%	1.05	1.11	4.9%
<b>Others</b>	0.53	0.87	64.2%	1.93	1.88	(2.5%)
<b>Total</b>	56.72	56.14	(1.0%)	169.18	166.97	(1.3%)

Note:

1. The calculation of figures is based on NT\$ mn.
2. The figures of 2014 are un-audited.

# Financials: Costs & Expenses

(NT\$bn)	Consolidated					
	Q3 2013 (T-IFRSs)	Q3 2014 (T-IFRSs)	Growth %	Jan-Sep 2013 (T-IFRSs)	Jan-Sep 2014 (T-IFRSs)	Growth %
<b>Operating Costs</b>	<b>35.79</b>	<b>36.28</b>	<b>1.4</b>	<b>108.52</b>	<b>106.32</b>	<b>(2.0)</b>
<b>Operating Expenses</b>	<b>8.33</b>	<b>8.68</b>	<b>4.2</b>	<b>24.15</b>	<b>25.23</b>	<b>4.5</b>
<b>Marketing</b>	<b>6.37</b>	<b>6.81</b>	<b>6.8</b>	<b>18.32</b>	<b>19.40</b>	<b>5.9</b>
<b>General and Administrative</b>	<b>1.04</b>	<b>1.05</b>	<b>1.4</b>	<b>3.10</b>	<b>3.22</b>	<b>3.9</b>
<b>R&amp;D Expense</b>	<b>0.92</b>	<b>0.82</b>	<b>(10.4)</b>	<b>2.73</b>	<b>2.61</b>	<b>(4.0)</b>
<b>Total</b>	<b>44.12</b>	<b>44.96</b>	<b>1.9</b>	<b>132.67</b>	<b>131.55</b>	<b>(0.8)</b>

Note:

1. The calculation of figures is based on NT\$ mn.
2. The figures of 2014 are un-audited.

# Cash Flow & EBITDA Margin

(NT\$bn)	Consolidated					
	Q3 2013 (T-IFRSs)	Q3 2014 (T-IFRSs)	Growth %	Jan-Sep 2013 (T-IFRSs)	Jan-Sep 2014 (T-IFRSs)	Growth %
Net Cash Flow from Operating Activities	17.10	18.15	6.1	45.00	42.19	(6.3)
CapEx	7.72	7.89	2.2	23.31	20.98	(10.0)
Free Cash Flow	9.38	10.26	9.4	21.69	21.21	(2.2)
Cash and Cash Equivalents at the end of period	34.75	8.10	(76.7)	34.75	8.10	(76.7)
EBITDA Margin(%)	36.36	35.19	-	35.75	36.46	-

Note:

1. The calculation of figures is based on NT\$ mn.
2. Free cash flow is calculated by subtracting CapEx from Net Cash Flows from Operating Activities.
3. The figures of 2014 are un-audited.

# Forecast & Operating Results

(NT\$bn)	Consolidated					
	Q3 2014 (T-IFRSs)	Q3 2014 (T-IFRSs E)	Achieving %	Jan-Sep 2014 (T-IFRSs)	2014 (T-IFRSs E)	Achieving %
<b>Revenues</b>	<b>56.14</b>	<b>57.23</b>	<b>98.1</b>	<b>166.97</b>	<b>228.23</b>	<b>73.2</b>
<b>Operating Costs and Expenses</b>	<b>44.96</b>	<b>45.23</b>	<b>99.4</b>	<b>131.55</b>	<b>184.70</b>	<b>71.2</b>
<b>Income from Operations</b>	<b>11.16</b>	<b>12.00</b>	<b>93.1</b>	<b>35.39</b>	<b>43.53</b>	<b>81.3</b>
<b>Net Income</b>	<b>9.73</b>	<b>9.92</b>	<b>98.1</b>	<b>30.55</b>	<b>35.84</b>	<b>85.2</b>
<b>EPS</b>	<b>1.25</b>	<b>1.28</b>	<b>98.1</b>	<b>3.94</b>	<b>4.62</b>	<b>85.2</b>
<b>EBITDA</b>	<b>19.76</b>	<b>20.38</b>	<b>97.0</b>	<b>60.88</b>	<b>77.10</b>	<b>79.0</b>
<b>EBITDA Margin (%)</b>	<b>35.19</b>	<b>35.61</b>	<b>-</b>	<b>36.46</b>	<b>33.78</b>	<b>-</b>

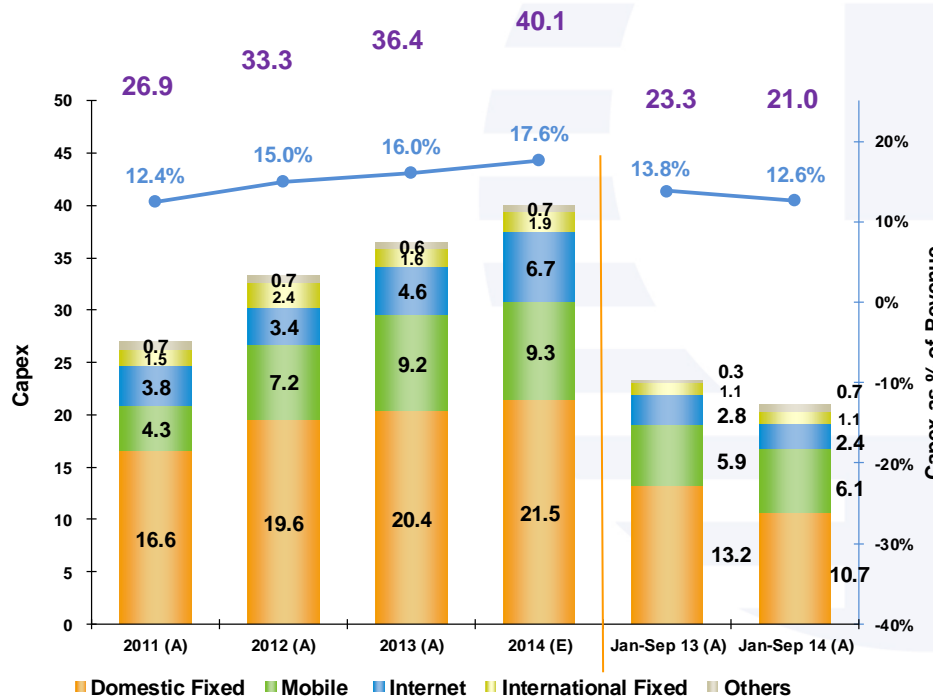
Note 1: The information therein is predictive and may not necessarily be fully realized in the future, and that reference to the company's significant accounting policy and summary of basic assumptions shall be made for further details.

Note 2: The figures of 2014 are un-audited.

# Effective and Efficient Capital Expenditure

## Capital Expenditure

NT\$ bn



Budgeted capex for 2014: NT\$40.1bn

— Expect to see more than 10% reduction

Continue to focus on core businesses for future investments

- 4G
- FTTx
- Service Platforms
- Cloud / IDC

Note: Figures are on consolidated basis



# Q&A

