

Press Release**May 10, 2013**

TWM announced April consolidated revenue of NT\$8.66bn. EBITDA was NT\$2.57bn, with an operating income of NT\$1.74bn and a net income of NT\$1.28bn. EPS was NT\$0.47. For the first four months of 2013, TWM reported a consolidated revenue of NT\$35.22bn, an EBITDA of NT\$10.03bn, an operating income of NT\$6.73bn and a net income of NT\$5.09bn. EPS for the first four months was NT\$1.89.

Rosie Yu, Chief Financial Officer and Spokesperson of TWM, stated that increases in the EBITDA of each business group as a result of effective cost control and strong revenue growth momentum from those business groups spurred consolidated EBITDA to grow 4% compared to the same period last year. On the non-operating front, higher asset write-off losses led to net income declining YoY. Overall, for the first four months, consolidated EBITDA and net income both reached 33%, respectively, of the full-year guidance.

Taiwan Mobile Consolidated Results (Unaudited)

NT\$mn	Apr. 2013	Apr. 2012 ²	Jan.-Apr. 2013	Jan.-Apr. 2012 ²
Revenue	8,658	7,748	35,215	32,508
Operating Revenue ¹	7,213	6,738	28,829	27,428
Handset Sales Revenue	1,445	1,010	6,386	5,080
EBITDA	2,574	2,475	10,030	10,056
Operating income	1,742	1,673	6,730	6,850
Pre-tax income	1,575	1,626	6,278	6,615
Net income	1,285	1,333	5,092	5,384
EPS (NT\$)	0.47	0.49	1.89	2.00

Note 1: Derived from deducting handset sales revenue from the total revenue

Note 2: On a pro forma basis

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Taiwan Mobile
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Taiwan Mobile Co., Ltd.

1Q13 Results Summary

April 30, 2013

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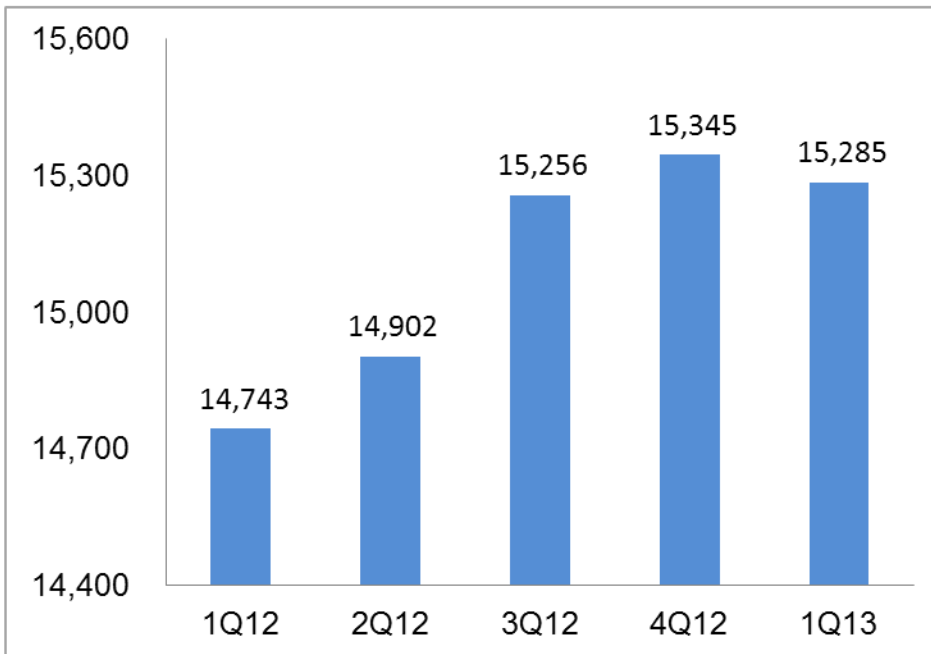


Business Overview

Steady Wireless Data Growth

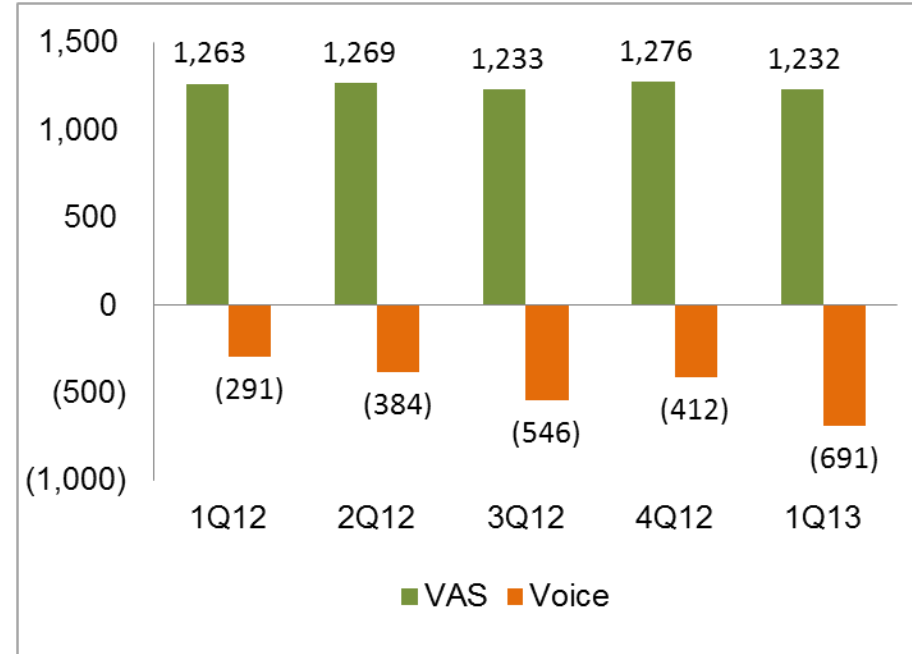
Mobile Service Revenue

Unit: NT\$mn



Revenue YoY Change

Unit: NT\$mn

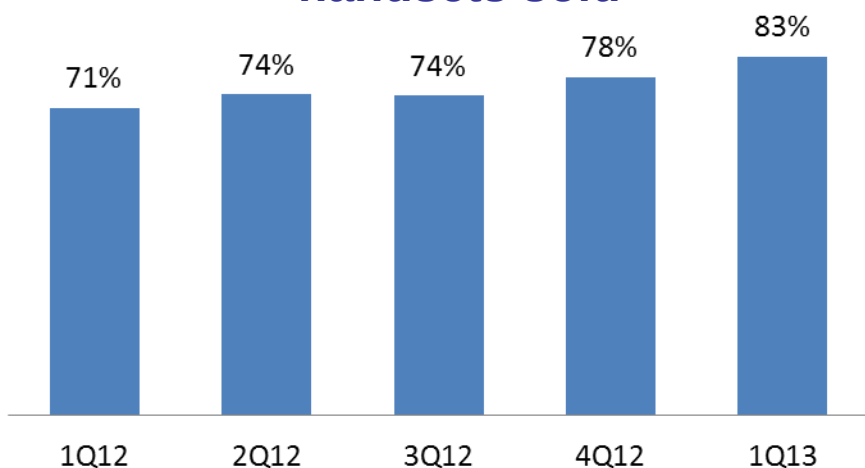


* Based on IFRS – Residual Value Method, i.e. excluding revenue adjustments under the current accounting policy.

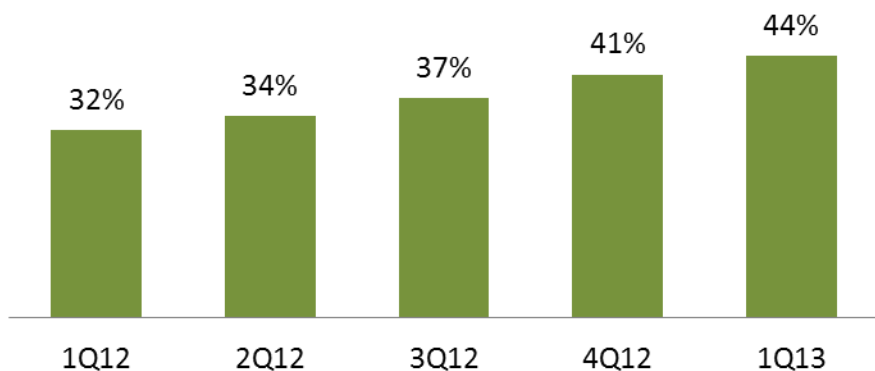


Our Smartphone Strategy

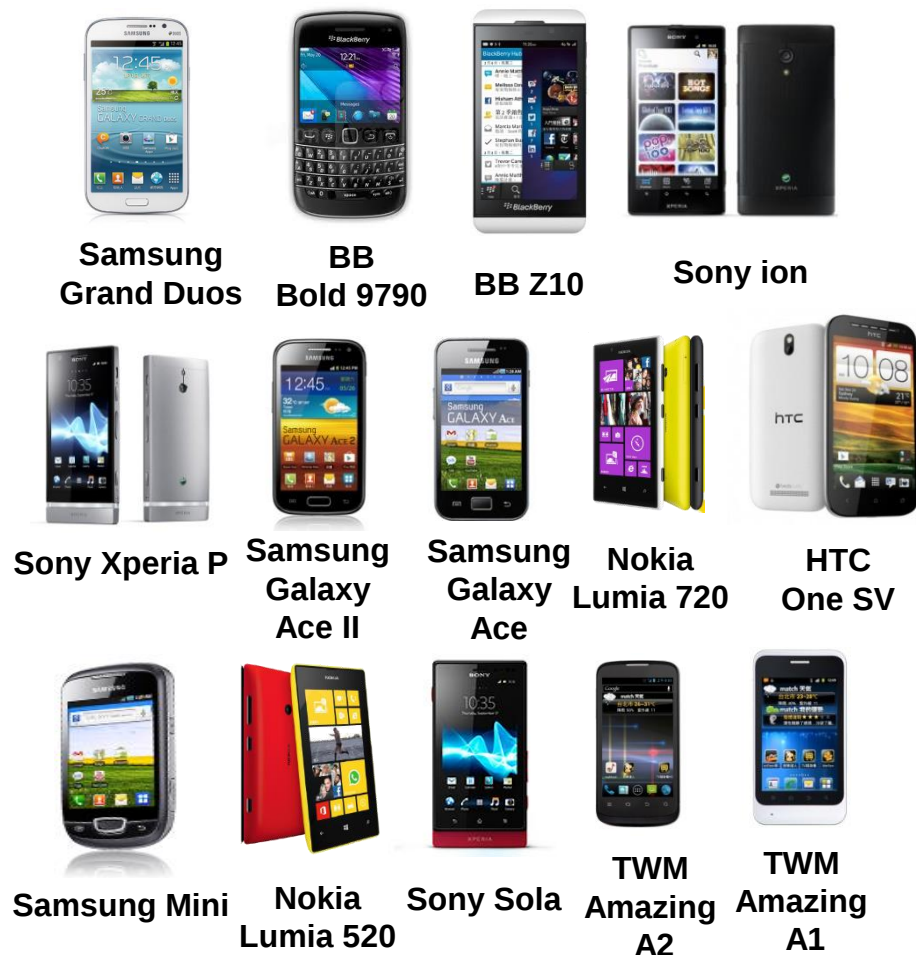
Smartphone as % of total handsets sold



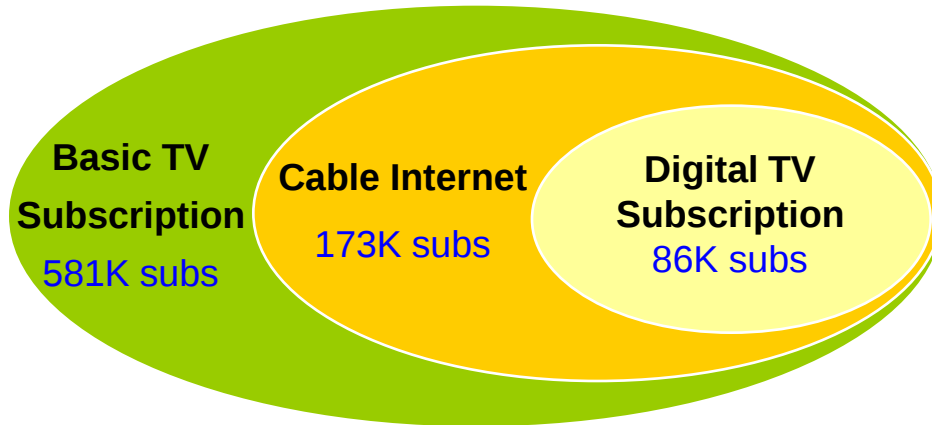
Mobile data adoption rate



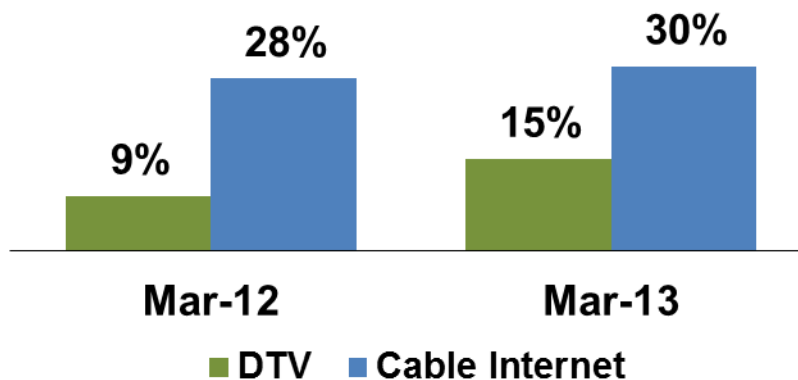
Current exclusive models



CATV Growth Catalysts



Penetration rates



1Q13	Sub no. YoY growth	ARPU
Analogue TV	1%	\$494
Cable internet	9%	\$546
DTV	60%	\$141

Blended ARPU *	\$776 +2% YoY
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* Calculation based on total cable TV revenue excluding content revenue

myPlay1

TWM acquired exclusive agency rights to the popular 3D mobile SLG (Simulation Game), “Red Cliff in the era of Three Kingdoms” (赤壁三國), for the areas of Taiwan, Macau and Hong Kong and launched an Android version on its mobile game platform, myPlay1, through Google Play and matchApps (TWM’s app store) in 1Q13.



Exclusive smartphones

TWM exclusively introduced BlackBerry Z10, Samsung Grand Duos, Nokia Lumia 720 and 520 and Sony Xperia Sola for the quarter.



Financial Overview

Results Summary

NT\$m	1Q13	YoY	% of 1Q13 Guidance	% of Full-year Guidance
Revenue	26,557	7%	99%	24%
Telecom revenue* – Fair Value	14,542	-1%	99%	24%
Telecom revenue* – Residual Value	16,151	2%	98%	23%
Cost	(16,874)	10%	95%	23%
Operating expenses	(4,695)	11%	103%	25%
Operating income	4,987	-4%	111%	25%
Net non-operating items	(284)	51%	160%	20%
Income before tax	4,703	-6%	109%	25%
Net income	3,807	-6%	108%	25%
EPS (NT\$)	1.42	-6%	108%	25%
EBITDA – Fair Value	7,456	-2%	107%	24%
EBITDA – Residual Value	6,754	0%	104%	23%
EBITDA margin – Fair Value	28.08%			

* Combined mobile and fixed-line revenues net of inter-company transactions



Divisional Performance

NT\$bn	Revenue					EBITDA				
	CBG	EBG	HBG	momo & Others	Total	CBG	EBG	HBG	momo & Others	Total
1Q13	17.36	2.59	1.54	5.07	26.56	5.53	0.91	0.82	0.20	7.46
% of total	65%	10%	6%	19%	100%	74%	12%	11%	3%	100%
QoQ	1%	-3%	0%	2%	1%	-2%	-7%	1%	-9%	-3%
YoY	5%	-1%	2%	21%	7%	-3%	21%	2%	-34%	-2%

Balance Sheet Analysis

NT\$bn	1Q13 IFRS	4Q12 IFRS	1Q12 IFRS		1Q13 IFRS	4Q12 IFRS	1Q12 IFRS
Total Assets	104.42	100.41	96.42	Liabilities	42.76	42.77	36.81
Current Assets	26.21	24.87	20.60	Current Liabilities	29.67	29.95	29.44
- Cash & Cash Equivalents	7.11	7.22	5.62	- ST Debts	7.42	7.16	9.61
- Accounts Receivable	12.80	12.69	10.48	- Other Current Liabilities	22.25	22.79	19.83
- Inventories	3.48	2.57	2.48	Non-Current Liabilities	13.09	12.82	7.37
- Other Current Assets	2.82	2.39	2.02	- Long-Term Borrowings	9.00	9.00	4.00
Non-current Assets	78.21	75.54	75.81	- Deferred Income Tax Liability	2.35	2.12	1.79
- Long-term Investment	3.43	3.06	2.58	- Other Non-current Liabilities	1.74	1.70	1.58
- Property and Equipment	42.47	40.59	40.96	Shareholders' Equity	61.66	57.64	59.60
- Other Non-current Assets	32.31	31.89	32.28	- Paid-in Capital	34.21	34.21	34.21
				- Capital Surplus	12.43	12.43	12.43
				- Legal Reserve	18.06	18.06	16.72
				- Special Reserve	0.00	0.00	0.82
				- Un-appropriated Earnings	7.91	7.91	7.95
				- Treasury Shares	(31.08)	(31.08)	(31.08)
				- Retained Earnings & Others*	20.12	16.10	18.56
Current Ratio	88%	83%	70%				
Net Debt (Cash) to Equity	15%	15%	13%				
Net Debt (Cash) to EBITDA (x)	0.30	0.29	0.26				
ROE (annualized)	25%	28%	28%				

* Including YTD profits, minority interests and other equity items

Cash Flow Analysis

NT\$bn	1Q13 IFRS	4Q12 IFRS	1Q12 IFRS
Operating Cash Flow	3.94	9.68	5.05
Investing Cash Flow	(4.31)	(2.71)	(1.84)
Financing Cash Flow	0.25	(5.49)	(4.28)

NT\$bn	1Q13	4Q12	1Q12
Cash CAPEX	(3.75)	(2.35)	(1.71)
Free Cash Flow	0.19	7.33	3.34



Event Updates & Key Message

2012 Earnings Distribution

TWM's board meeting today (April 30) approved a proposal to distribute NT\$14.8bn of cash dividends and cash returns, comprised of 90% of 2012 earnings, NT\$1.3bn of un-appropriated earnings and NT\$269mn of legal reserve, translating into a 101% payout to shareholders. Dividend per share is NT\$5.4 and cash return per share is NT\$0.1, totaled NT\$5.5 based on 2.69bn shares, excluding treasury shares held by 100%-owned subsidiaries.

Awards and Recognition

- Recognized for its excellence in Corporate Governance, Taiwan Mobile was the first in the industry to be selected as a member of the DJSI (Dow Jones Sustainability Indices, the world's first and most widely used global sustainability benchmarks) Emerging Markets.
- TWM won the internationally renowned Swiss SGS Qualicert certification for the quality of its direct store channel and customer service system.

Our efforts in committing resources over a wider range of areas continues to pay off as reflected in the 2% YoY EBITDA growth of the telecom business, when compared to our peers on a like-for-like basis. We will continue our endeavors to strengthen our market position and are confident in achieving our goals for the year.

 Q & A

