Taiwan Mobile 台湾大哥大

Taiwan Mobile Co., Ltd.

3Q10 Results Summary

Harvey Chang - CEO
October 28, 2010

Disclaimer

The information contained in this presentation, including all forward-looking information, is subject to change without notice, whether as a result of new information, future events or otherwise, and Taiwan Mobile Co., Ltd. (the "Company") undertakes no obligation to update or revise the information contained in this presentation. No representation or warranty, either expressed or implied, is provided in relation to the accuracy, completeness or reliability of the information contained herein, nor is the information intended to be a complete statement of the Company, markets or developments referred to in this presentation.

Taiwan Mobile 台湾大哥大

Result Summary

Unit: NT$m

	3Q10 Actual	3Q09 Actual	YoY	3Q10 Forecast	Execution %
Operating revenue	17,711	17,359	2%	17,459	101%
Cost	(9,818)	(8,334)	18%	(9,435)	104%
Marketing expense	(2,282)	(2,615)	-13%	(2,330)	98%
G&A expense	(1,105)	(1,199)	-8%	(1,169)	95%
Operating income	4,506	5,211	-14%	4,525	100%
Net non-oper. items	(122)	(528)	-77%	(223)	55%
Income before tax	4,384	4,683	-6%	4,302	102%
Net income	3,641	3,512	4%	3,570	102%
EPS (NT$)	1.22	1.18	3%	1.19	102%
EBITDA	6,820	7,429	-8%	6,811	100%
EBITDA margin	38.51%	42.80%		39.01%	

Taiwan Mobile 台湾大哥大

3Q Divisional Performance

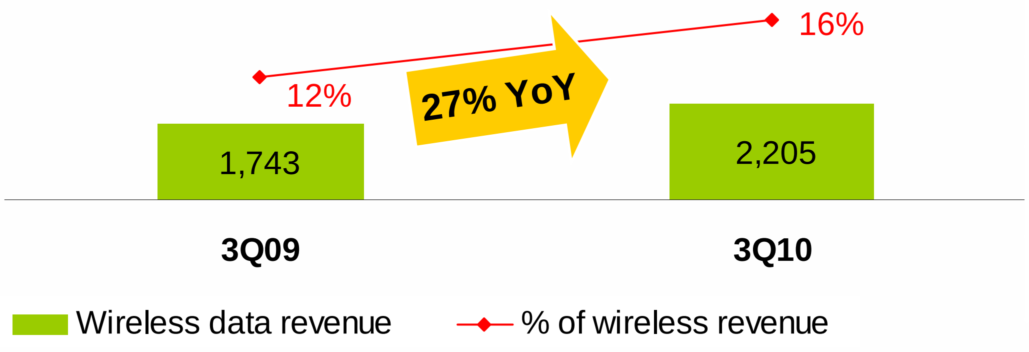
NT$bn	CBG	YoY Chg.	HBG	YoY Chg.	EBG	YoY Chg.	Conso-lidated	YoY Chg.
Revenue	13.83	1%	1.43	7%	2.46	4%	17.71	2%
EBITDA	5.49	-12%	0.70	12%	0.61	15%	6.82	-8%
EBITDA %	39.7%	-5.8pps	49.0%	2.3pps	24.8%	2.4pps	38.5%	-4.3pps

Taiwan Mobile 台湾大哥大

Robust Wireless Data Growth

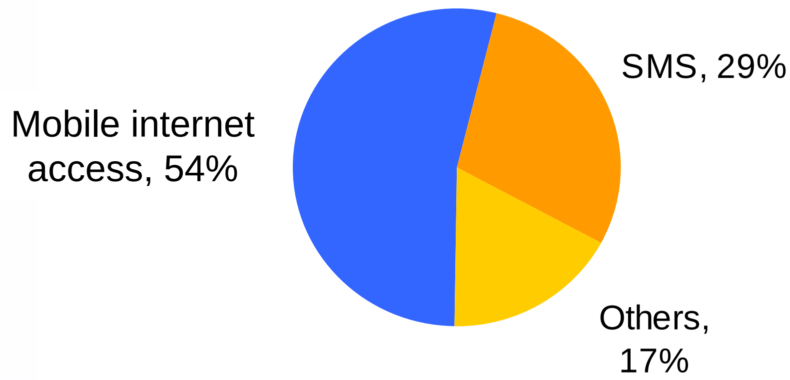
Unit: NT$m

Wireless data revenue



ARPU (NT$)	CHT	FET	TWM
3Q10	649	721	731
3Q09	670	735	731
YoY	-3.2%	-1.8%	0%

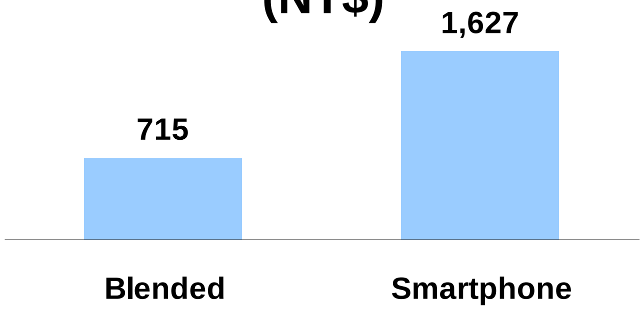
YTQ wireless data revenue mix



Taiwan Mobile 台湾大哥大

Our Smartphone Strategy

YTQ mobile ARPU (NT$)



YTQ smartphone mix

Exclusive models added in 3Q10

Samsung i9000 | Moto Backflip | HTC Wildfire | LG GT540 | Samsung Spica | TWM T2

Taiwan Mobile 台湾大哥大

CATV Growth Catalysts

- Continuous thrust into enlarging cable broadband penetration
- New revenue streams from DTV (with 4% penetration currently)

Taiwan Mobile 台湾大哥大

Cash Flow Analysis

NT$bn	3Q10	2Q10	3Q09
Operating Cash Flow	5.78	4.68	4.92
Investing Cash Flow	(1.82)	(1.48)	(1.13)
Financing Cash Flow	(7.08)	(0.31)	(7.49)
Cash CAPEX	(1.97)	(1.36)	(1.25)
Free Cash Flow	3.81	3.32	3.67

Taiwan Mobile 台湾大哥大

Balance Sheet Analysis

NT$bn	3Q10	2Q10
Total Assets	**82.91**	**86.38**
Current Assets	12.00	14.63
- Cash & Cash Equivalents	2.75	5.86
- Available-for-Sale Financial Assets	0.19	0.17
- Financial Assets at Fair Value	0.20	0.00
- Other Current Assets	8.86	8.60
Investment	3.05	3.30
Property and Equipment	43.89	44.27
Intangible Assets	20.59	20.75
Other Assets	3.37	3.44

	3Q10	2Q10
Liabilities	**35.18**	**42.33**
Current Liabilities	26.13	33.27
- ST Debts	8.80	0.85
- Other Current Liabilities	17.33	32.42
Long-Term Borrowings	8.00	8.00
Other Liabilities	1.06	1.07
Shareholders' Equity	**47.72**	**44.04**
- Paid-in Capital	38.01	38.01
- Capital Surplus	12.43	12.43
- Legal Reserve	15.33	15.33
- Special Reserve	0.82	0.82
- Un-appropriated Earnings*	2.27	2.27
- Retained Earnings & Others	10.75	7.07
- Treasury Shares	(31.89)	(31.89)

*:Excluding YTD profits

	3Q10	2Q10
Interest Coverage (x)	52.2	59.9
Net Debt to Equity	29%	7%
Net Debt to EBITDA (x)	0.50	0.11
ROE (annualized)	32%	27%

Taiwan Mobile 台湾大哥大

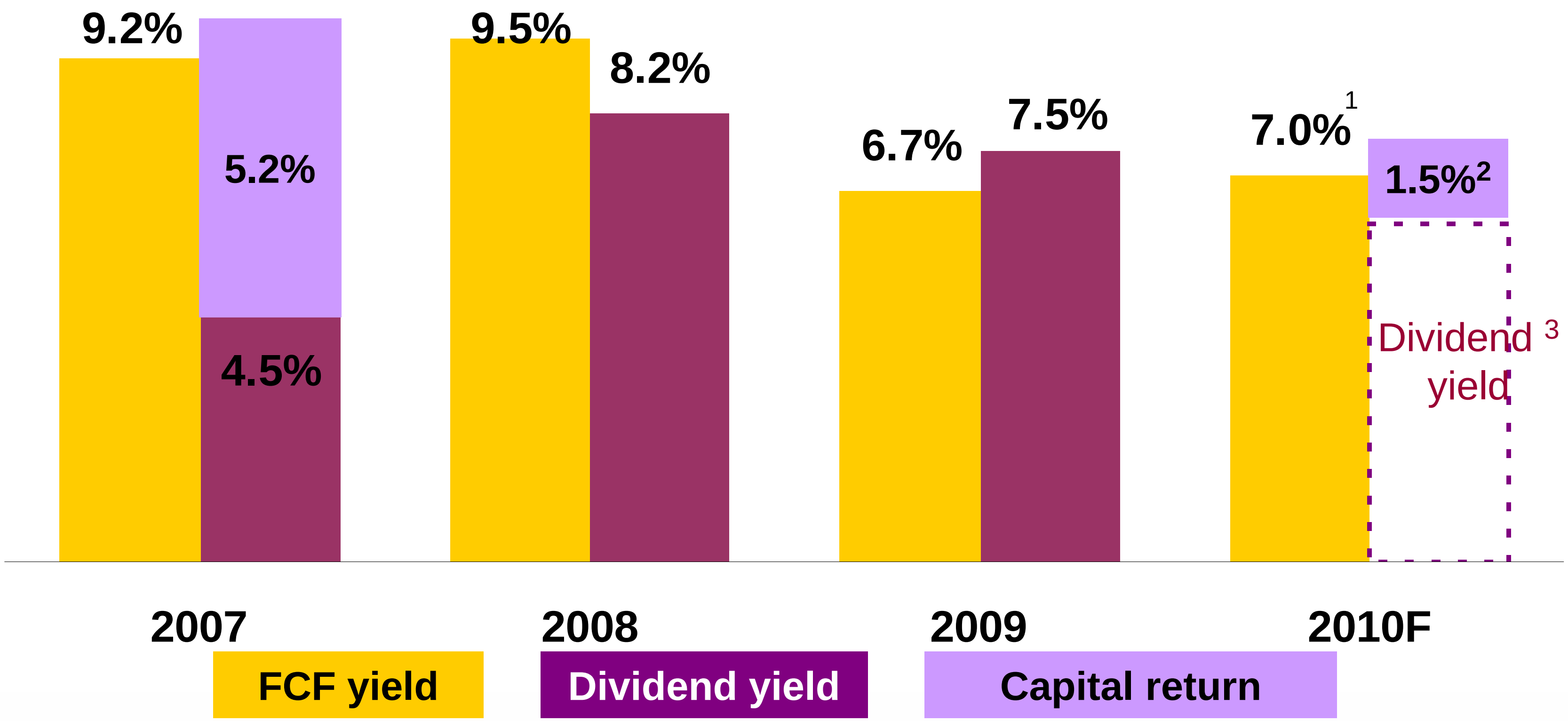
4Q10 Forecast

NT$bn	4Q10	2010[1]	YoY
Revenue	**17.78**	**70.03**	**2%**
EBITDA	**6.38**	**27.48**	**-6%**
EBITDA Margin	***35.89%***	***39.24%***	***-3.54pps***
Operating Income	**4.11**	**18.33**	**-10%**
Assets Write-off	**(0.18)**	**(1.49)**	**-9%**
Pre-Tax Income	**3.95**	**17.04**	**-9%**
Tax Expense	**(0.78)**	**(3.24)**	**-32%**
Net Income	**3.17**	**13.80**	**-1%**
EPS (NT$)[2]	**1.06**	**4.62**	**-1%**

1. 2010 full-year forecast refers to 1-3Q actuals plus 4Q estimates
2. EPS is based on 2.99bn shares, net of treasury shares.

Taiwan Mobile 台湾大哥大

Stable Shareholder Return



Note: 1. Based on annualized YTQ FCF.

2. NT$1/share divided by share price on Oct. 27, 2010.

3. Dividend will be decided by the board in early 2011.

Awards

- Received an "A+" ranking and ranked as one of the top 10 listed companies in "Transparency and Information Disclosure" for the fifth consecutive year.
- Awarded for "Excellence in Corporate Social Responsibility" by *CommonWealth* magazine for the fourth year in a row.
- Placed 1st in both the mobile/fixed-line communications and the 3C store channels categories in *Next* magazine's "2010 Top Service Awards".

Key message

- With succession made internally following Harvey Chang’s resignation as the CEO & President, a smooth transition of management is expected.
- Enhancing shareholder value remains a priority of TWM.
- Growth of data revenue continues to be an important initiative for management the coming quarter.
- TWM is confident in concluding the year with an EPS of NT$4.62 as guided.

Q & A