Bulletin:

Chunghwa Telecom Co. Ltd.'s 5G Tariff Plan Should Help Turn Around Declining Mobile Revenue

July 9, 2020

Taiwan Ratings Corp. said today that the launch of 5G should help improve the declining mobile revenue of **Chunghwa Telecom Co. Ltd.** (CHT, twAAA/Stable/twA-1+).

Taiwan-based CHT began offering 5G services on July 1 2020, with the cheapest unlimited monthly data plan starting at New Taiwan dollar (NT\$) 1,399, which is much higher than the company's current average revenue per user (ARPU) of less than NT\$500 per month. We expect the other significant domestic telecom operators--Taiwan Mobile Co. Ltd. and Far EasTone Telecommunications Co. Ltd.--to adopt a similar tariff strategy, which should help maintain pricing discipline in the domestic market.

Nonetheless, we believe it will take several quarters to reverse CHT's the downward-trending ARPU, given the company's declining voice revenue as well as the time needed for 5G adoption to grow. Higher tariffs, limited handset choices, and still-limited 5G coverage prevent a faster penetration rate for 5G services, in our view. CHT's goal is to reach 50% penetration in three years with a related infrastructure investment of NT\$27 billion, which is in line with our base case.

We do not expect Taiwanese telecom operators to adopt aggressive promotions for 5G services over the next one to two years, given that operators all face similarly high 5G spectrum costs and a current lack of monetization opportunities for related services. CHT has maintained a very conservative debt appetite to grow its business in recent years. After several years of maintaining a net cash position, CHT's debt to EBITDA ratio rose to just 0.2x for the 12 months ending March 2020, due to the cost of the 5G spectrum fee.

This report does not constitute a rating action.

PRIMARY CREDIT ANALYST

David Hsu

Taipei +886-2-8722-5828 david.hsu @spglobal.com david.hsu @taiwanratings.com.tw

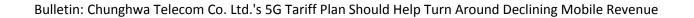
SECONDARY CONTACT

Jin Dong

Taipei +886-2-8722-5821 jin.dong @spglobal.com jin.dong @taiwanratings.com.tw

Certain terms used in this report, particularly certain adjectives used to express our view on rating relevant factors, have specific meanings ascribed to them in our criteria, and should therefore be read in conjunction with such criteria. Please see Ratings Criteria at www.taiwanratings.com for further information. Complete ratings information is available to subscribers of Rating Research Service at rrs.taiwanratings.com.tw. All ratings affected by this rating action can be found on Taiwan Ratings' public website at www.taiwanratings.com.

Copyright © by Taiwan Ratings Corp. All rights reserved.



Copyright © 2020 by Taiwan Ratings Corporation (TRC). All rights reserved.

No content (including ratings, credit-related analyses and data, valuations, model, software or other application or output therefrom) or any part thereof (Content) may be modified, reverse engineered, reproduced or distributed in any form by any means, or stored in a database or retrieval system, without the prior written permission of TRC. The Content shall not be used for any unlawful or unauthorized purposes. TRC and any third-party providers, as well as their directors, officers, shareholders, employees or agents (collectively TRC Parties) do not guarantee the accuracy, completeness, timeliness or availability of the Content. TRC Parties are not responsible for any errors or omissions (negligent or otherwise), regardless of the cause, for the results obtained from the use of the Content, or for the security or maintenance of any data input by the user. The Content is provided on an "as is" basis. TRC DISCLAIMS ANY AND ALL EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE, FREEDOM FROM BUGS, SOFTWARE ERRORS OR DEFECTS, THAT THE CONTENT'S FUNCTIONING WILL BE UNINTERRUPTED OR THAT THE CONTENT WILL OPERATE WITH ANY SOFTWARE OR HARDWARE CONFIGURATION. In no event shall TRC be liable to any party for any direct, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees, or losses (including, without limitation, lost income or lost profits and opportunity costs or losses caused by negligence) in connection with any use of the Content even if advised of the possibility of such damages.

Credit-related and other analyses, including ratings, and statements in the Content are statements of opinion as of the date they are expressed and not statements of fact. TRC's opinions, analyses and rating acknowledgment decisions (described below) are not recommendations to purchase, hold, or sell any securities or to make any investment decisions, and do not address the suitability of any security. TRC assumes no obligation to update the Content following publication in any form or format. The Content should not be relied on and is not a substitute for the skill, judgment and experience of the user, its management, employees, advisors and/or clients when making investment and other business decisions. TRC does not act as a fiduciary or an investment advisor except where registered as such. While TRC has obtained information from sources it believes to be reliable, TRC does not perform an audit and undertakes no duty of due diligence or independent verification of any information it receives. Rating-related publications may be published for a variety of reasons that are not necessarily dependent on action by rating committees, including, but not limited to, the publication of a periodic update on a credit rating and related analyses.

To the extent that regulatory authorities allow a rating agency to acknowledge in one jurisdiction a rating issued in another jurisdiction for certain regulatory purposes, TRC reserves the right to assign, withdraw or suspend such acknowledgement at any time and in its sole discretion. TRC disclaims any duty whatsoever arising out of the assignment, withdrawal or suspension of an acknowledgment as well as any liability for any damage alleged to have been suffered on account thereof.

TRC keeps certain activities of its business units separate from each other in order to preserve the independence and objectivity of their respective activities. As a result, certain business units of TRC may have information that is not available to other TRC business units. TRC has established policies and procedures to maintain the confidentiality of certain non-public information received in connection with each analytical process.

TRC receives compensation for its solicited ratings and certain analyses, normally from issuers, originators, arrangers, or underwriters of securities or from obligors. TRC reserves the right to disseminate its opinions and analyses. TRC's public ratings and analyses are made available on its Web sites, www.taiwanratings.com (free of charge), and rrs.taiwanratings.com.tw (subscription), and may be distributed through other means, including via TRC publications and third-party redistributors. Please click here for any other conflict of interests that may affect the credit rating as requested by the regulator.

rrs.taiwanratings.com.tw July 9, 2020 2