



CHIEF | 是方

# Chief Company Introduction

Stock Code : 6561

Nov. 02, 2022

<https://www.chief.com.tw>

CHAPTER 1

# Company Profile

# 1. Chief Profile



**Founded**

Jan. 19, 1991

**Capital**

NT\$ 706,823,810

**Major Products**

IDC Services  
Cloud Services  
Data Network Services  
Voice Services  
Exchange Services



**Type II Telecom Operational License**

General Type II : ISP、Internet  
Special Type II : VPN、ISR、  
070 VoIP  
International Bandwidth B&S

**World-class IDC Buildings**

LY、HD、TF Buildings : 30,000 square meters

Chief ESG Report Certified on Sept. 16, 2022

# 2. Company History

1990

2022

**1991**

Founded

**2000**

Set up first IDC to provide TPIX、TPVX、TPCX services

**2004**

Expand Taiwan n& China network services PoPs

**2006**

Acquired by CHT (over 70 % shares)

中華電信 關係企業  
Chunghwa Telecom Group

**2011**

First operator in Taiwan to award ISO 27001 & ISO27011 certifications

**2016**

**Apr.** - Chief Subsidiary awarded ISP/VPN telecom license in Shanghai

**2017**

**Jul.** - Awarded government cloud services contracts

**Dec.** - First operator to award ISO27017, ISO27018 in for cloud services

**2018**

**Feb.** - Provide Microsoft Azure Express route in HK

**Mar.** - Provide AWS DX service in Taipei

**Mar.** - Work with IBM for Smart Health Cloud service

**IPO at Taipei Exchange (TPEX) on June 5**

**2019**

**Mar.** - Localized GCP & Azure services

**Apr.** - Provided Ali cloud express in HK

**Jun.** - Upgrade TPE/HK backbone to 200G

**Sep.** - Provide IBM Cloud service

**Sep.** - Awarded IDC DCOS-4 Certificate

**Oct.** - TPIX included in national CIP

**2020**

**Jan.** - Newly added 20G network backbone to each of Japan and Singapore

**Jul.** - Provide Oracle cloud direct connect to Tokyo

**Aug.** - Promote Health Cloud service via CHTM Hami pass

**Dec.** - Upgrade international backbone to 600G

**2021**

**Mar.** - Sign partnership agreement with PLDT Global, open the door to telecommunications cooperation among the 10 ASEAN countries

**Oct.** - Update company CIS, LY2 new IDC building groundbreaking ceremony

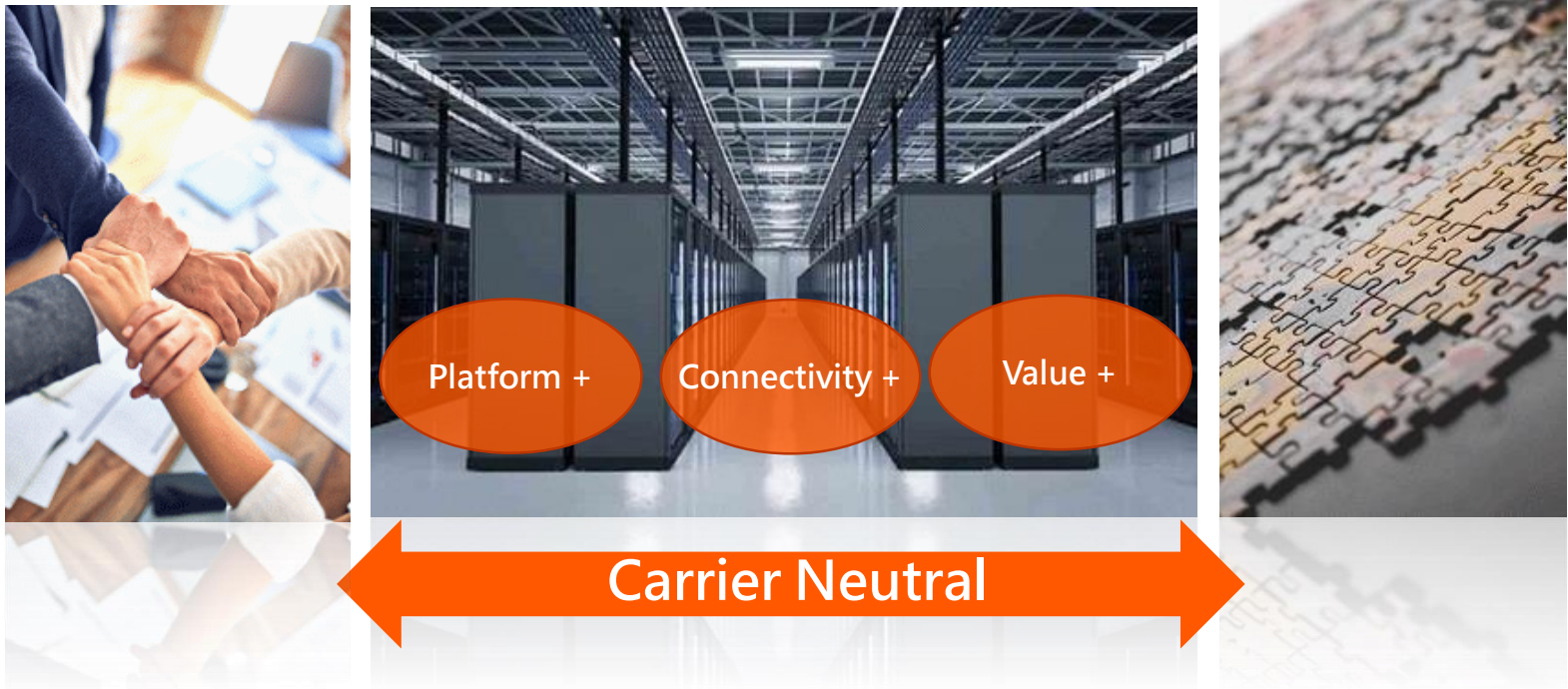
**2022**

**Apr.** - Establishment of Sustainability Committee and Risk Management Committee  
Set up a corporate governance supervisor

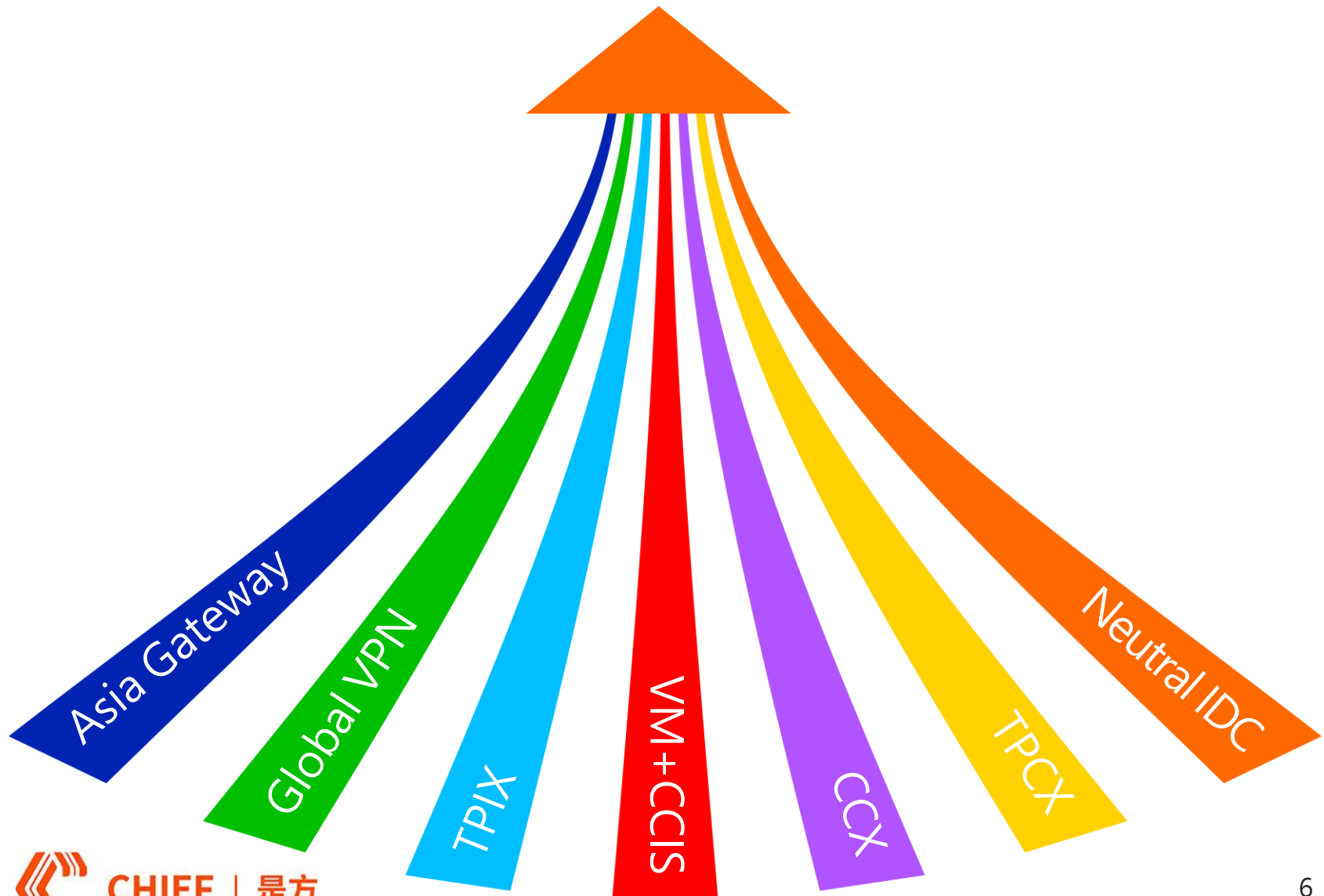
**Sept.** - Complete the greenhouse gas emission inventory  
ESG sustainability report certified and uploaded in September

# 3. Company Positioning

Specialization/ Sharing/ Collaboration/ Multi-winners



## 4. Platform+ (Service Convergence)





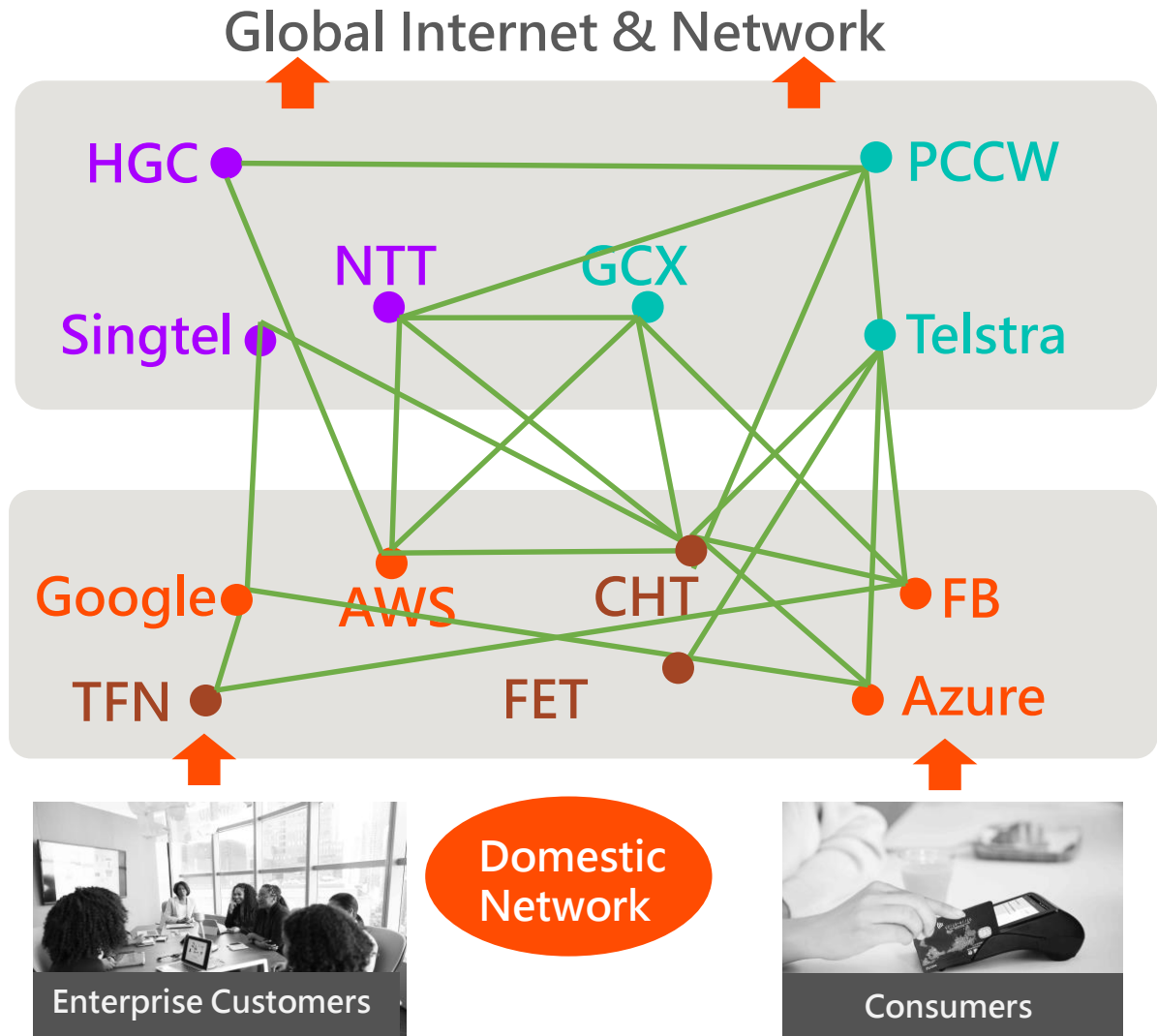
# 5. Connectivity+ (Tele Market)

Type I : Int' l Carriers

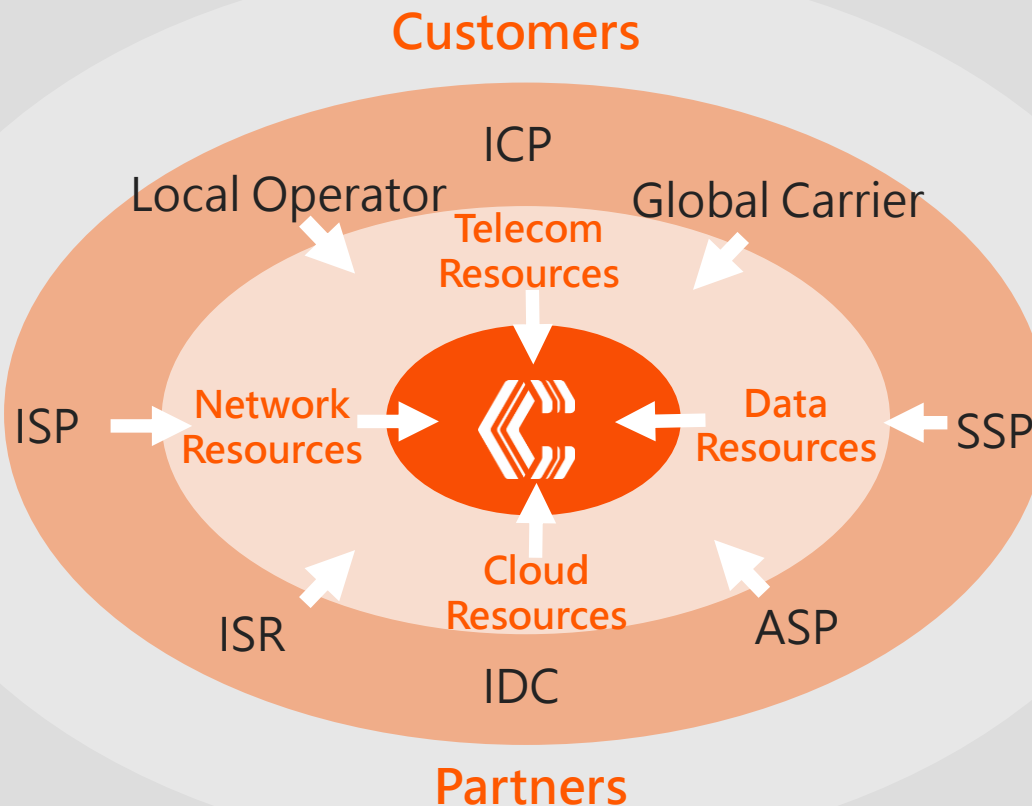
Type II :  
Submarine Operators

Type III:  
Int' l ICP & Cloud  
Service Providers

Type IV:  
Domestic  
Carriers & ISP



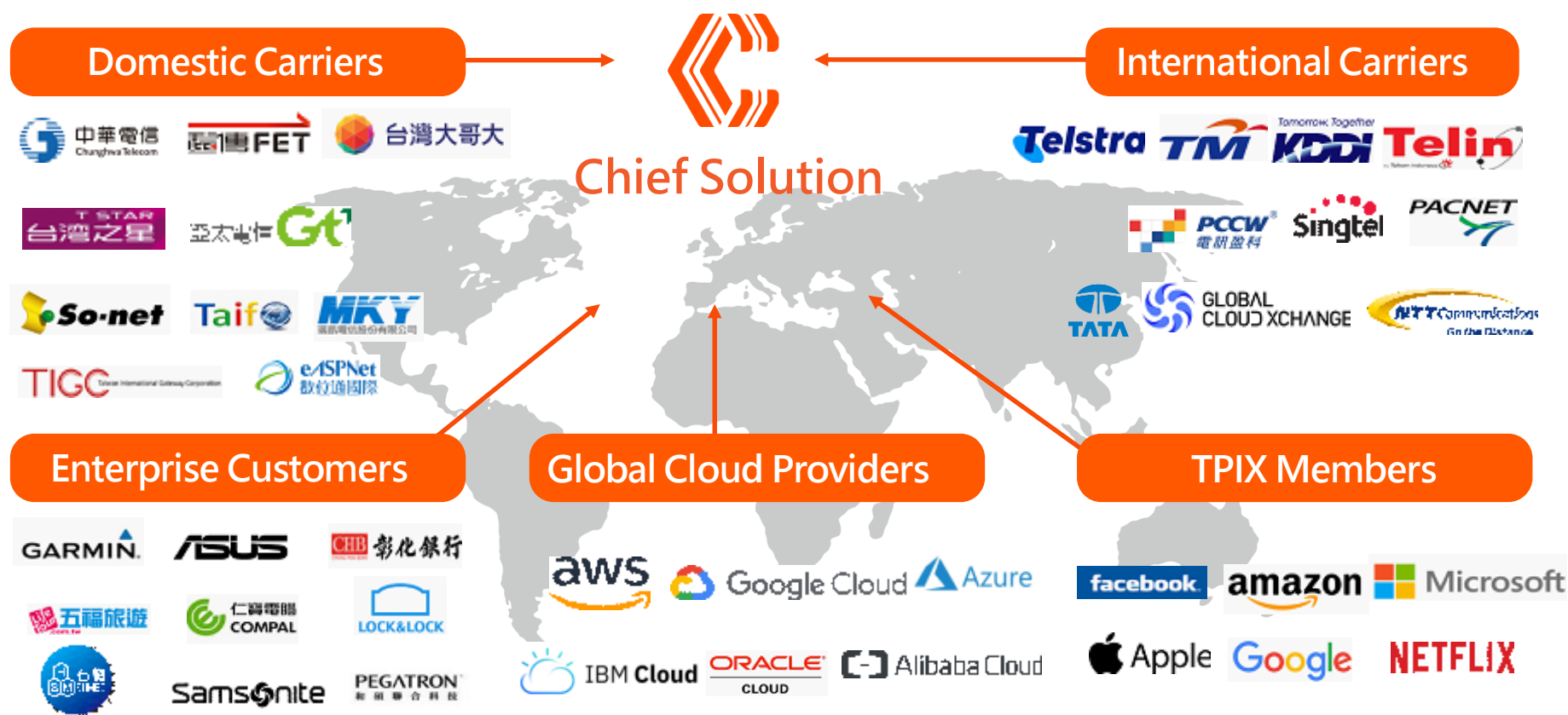
## 6. Value+ (Customer Clustering Magnetic Attraction Effect)



Chief Telecom is based on **carrier neutral position** to attract **domestic and international carriers, submarine cable operators, content providers and cloud service providers** for colocation in Chief IDC buildings. With the business development model of platform economy and member economy co-prosperity and coexistence, combined with the tele-market and the cloud industry chain, it naturally **forms a customer clustering magnetic attraction effect**.



# 7. Major Customers



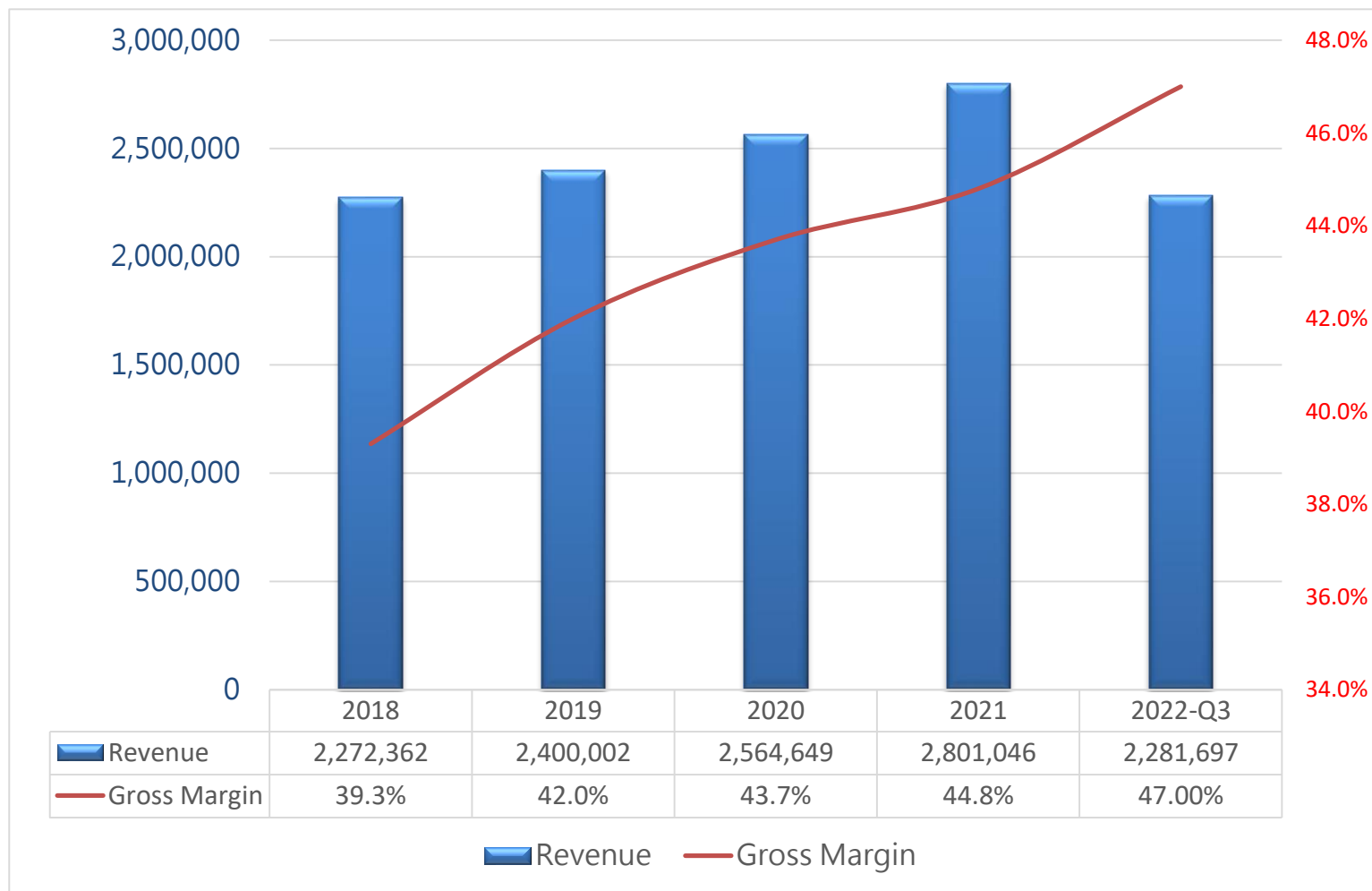
## CHAPTER 2

# Recent Years Finance Performance

- Revenue & Gross Margin
- Net Margin & EPS
- Percentage of Cash Dividends
- Product Service Revenue Percentage

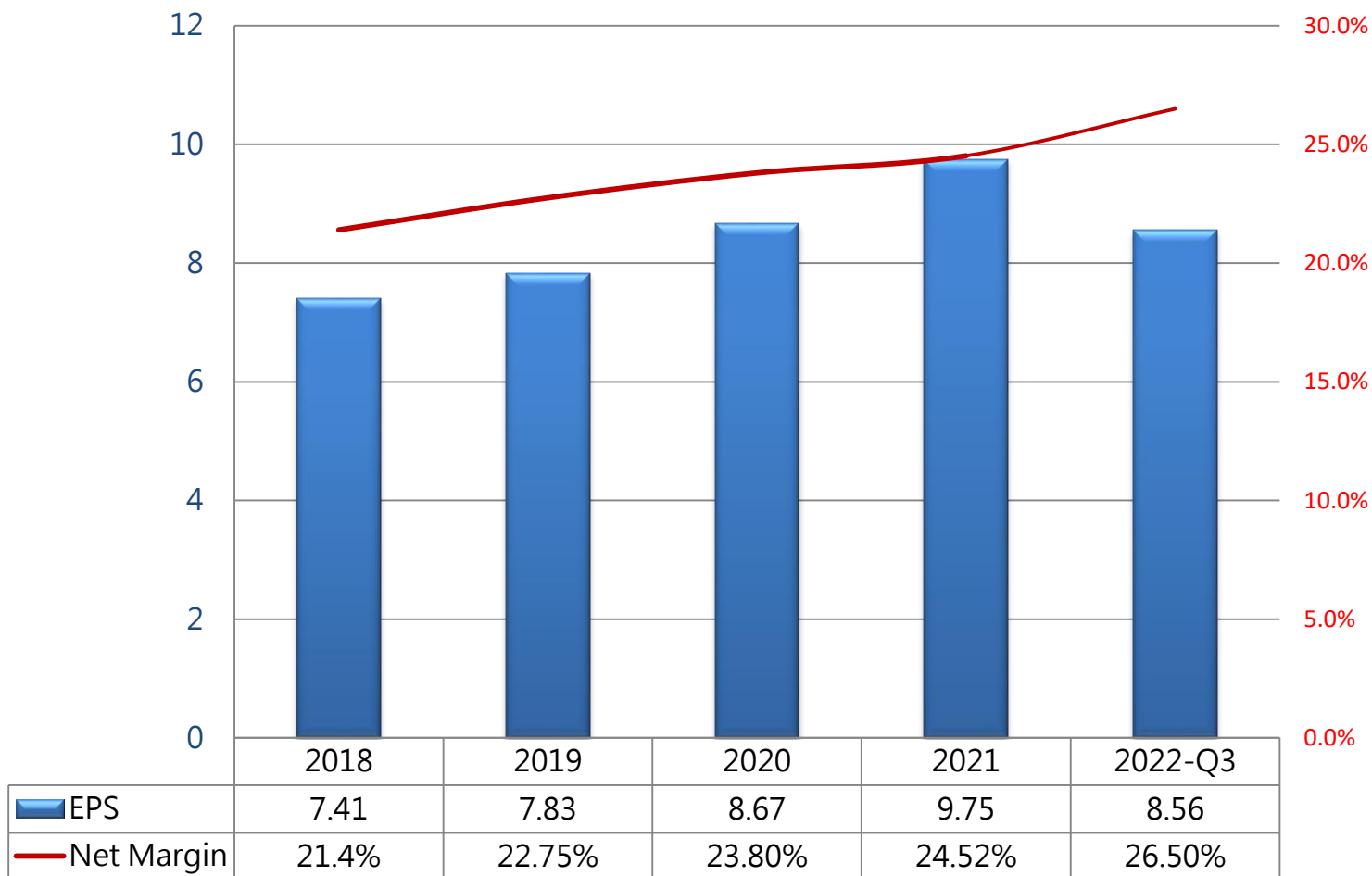
# 1. Revenue & Gross Margin

Unit: NT\$K

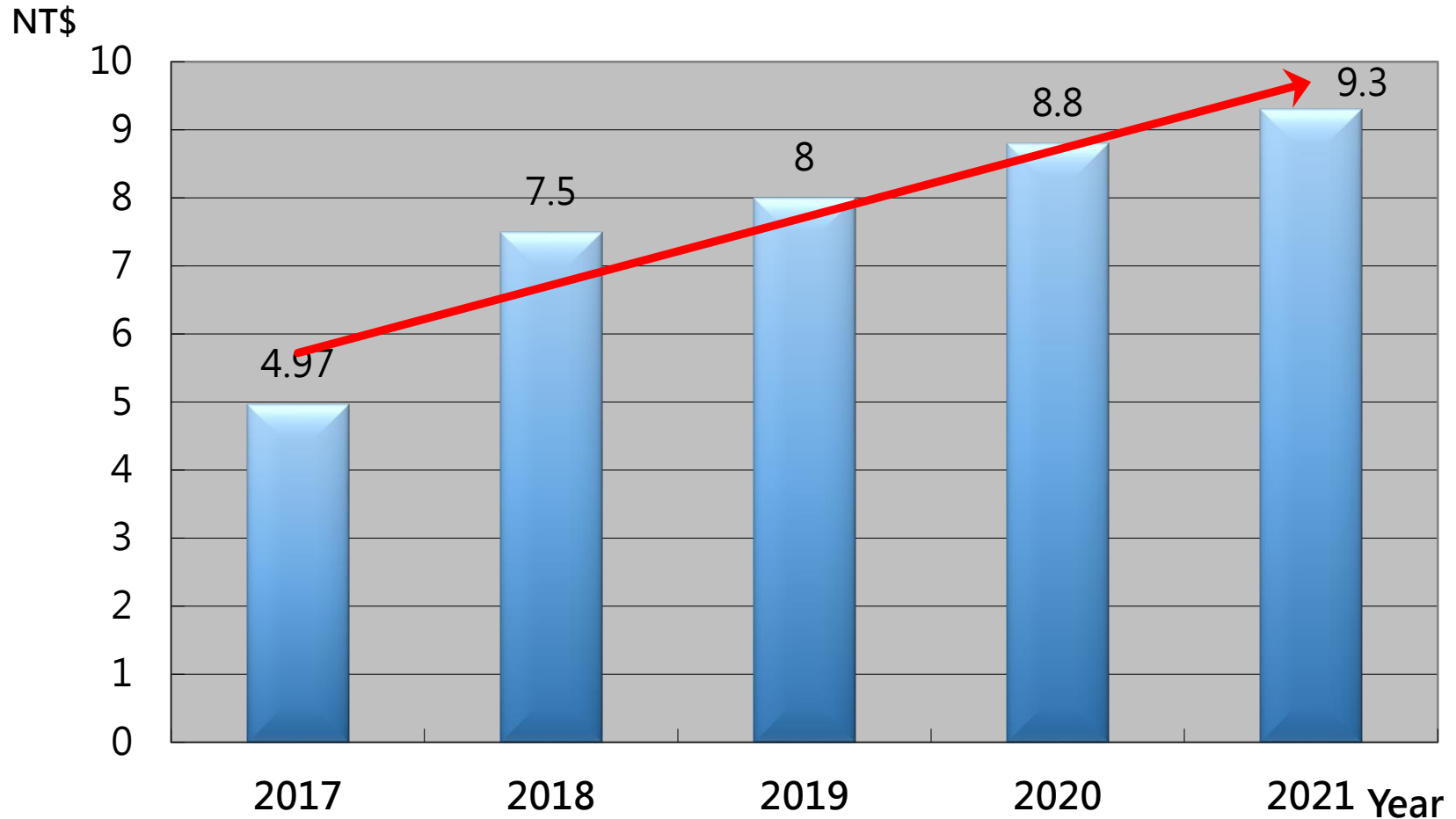


## 2. Net Margin & EPS

Unit: NT\$

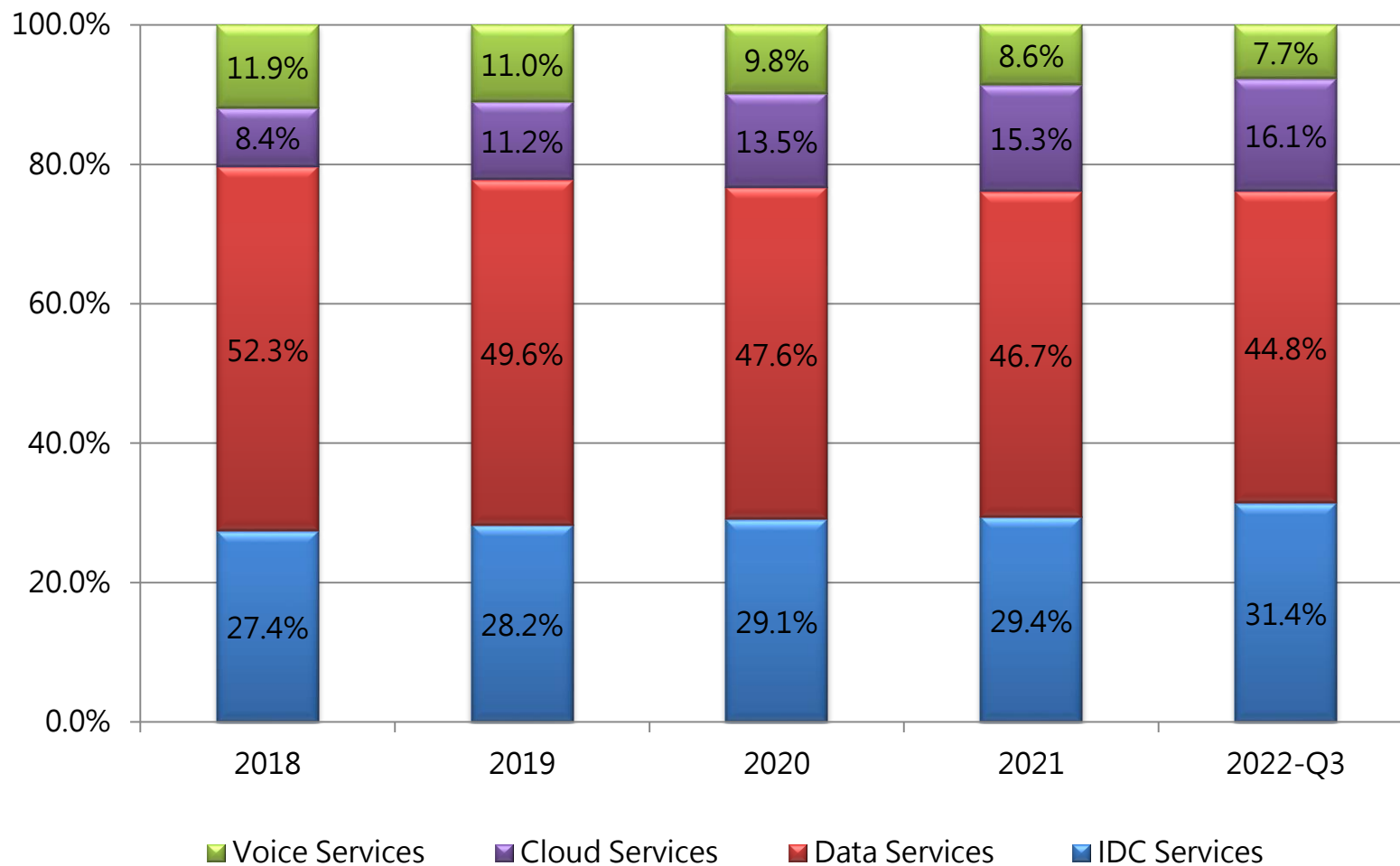


### 3. Percentage of Cash Dividends



Note : Year 2021 with NT\$9.3 cash dividend including NT\$0.6 additional paid in capital

## 4. Product Revenue Percentage





## CHAPTER 3

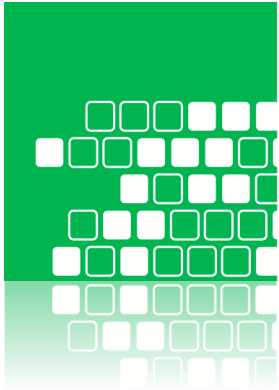
# Product Line Introduction



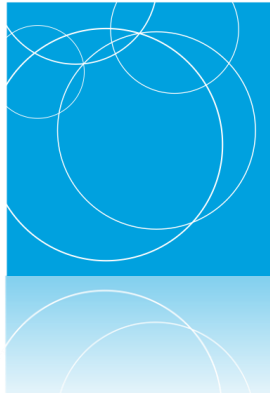
# Product Line Introduction

Chief Company Introduction  
<https://youtu.be/GwYa4Bw9InM>

IDC Service



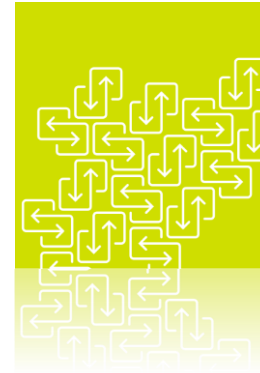
Data Service



Cloud Service



Exchange Center

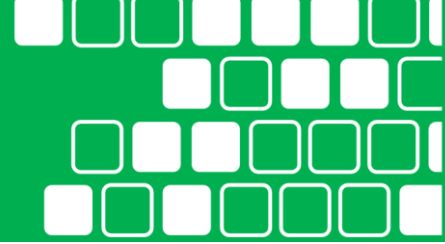


Voice Service



ISO Information Security Quadruple Certification & DCOS-4 Certification

# 1. IDC Colocation Services – Carrier Neutral



- **World-class carrier neutral IDC to provide high quality IDC services**

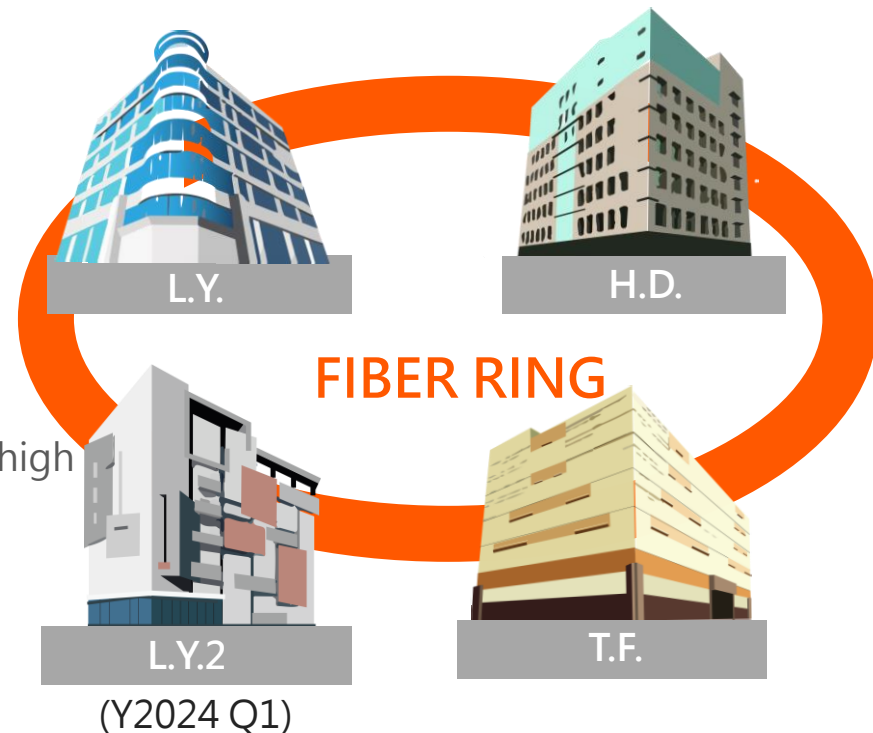
- World-class IDC SLA
- Customized design and deployment
- 99.999% power system design
- Dual-loop UPS system and cooling system
- Fire detection and suppression system
- 7X24hrs NMC
- ISO & DCOS certified

- **Rich domestic/international network & internet resources – 1<sup>st</sup> choice of PoP site set up for vender**

- Fiber ring around three buildings to provide ultrahigh speed bandwidth
- TPCX Cable Exchange Center
- Richest resources for local loop access
- Global VPN services
- Taiwan largest TPIX Internet Exchange Center
- CCX Cloud Exchange Center

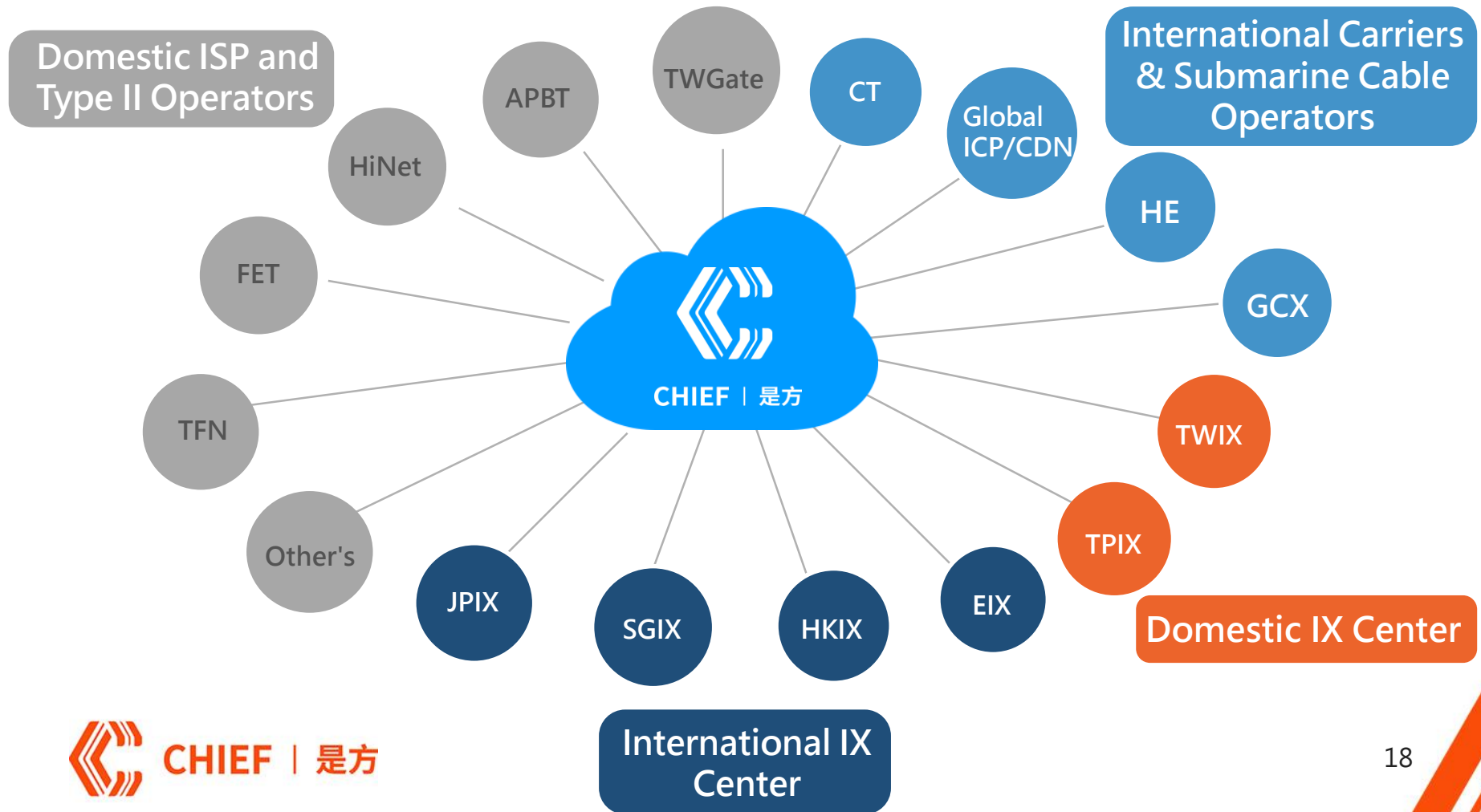
- **Similar foreign IDC service providers:**

- Equinix, Coresite, Qts, Sakura, 21Vianet, Digital Realty, GDS



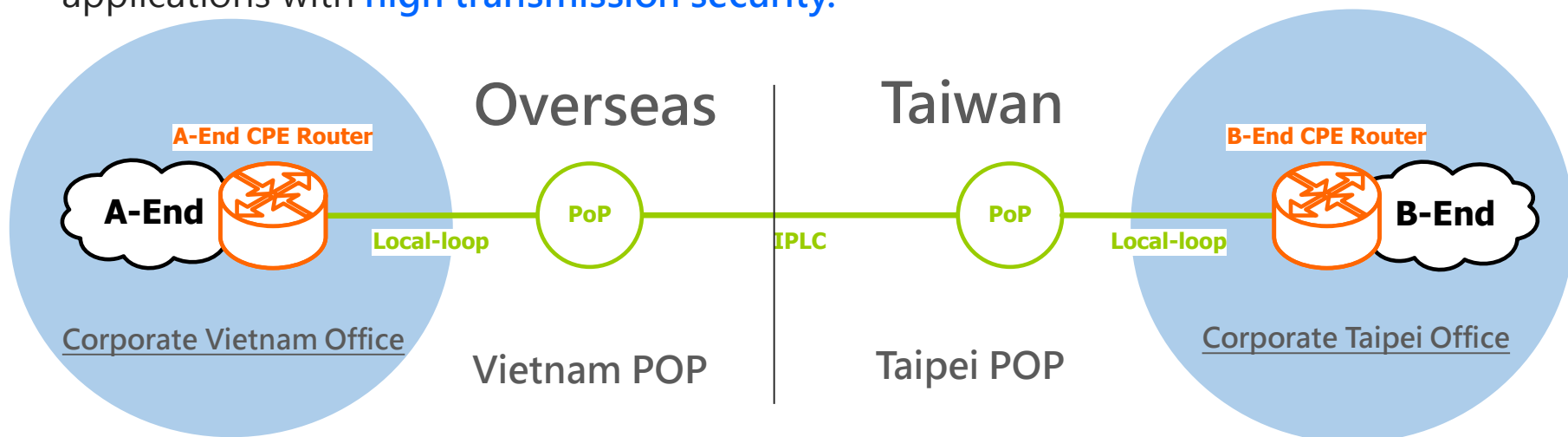
## 2.1 Data Service – Global Internet Services

- Important Internet service hub in Taiwan with complete Internet resource, including diverse domestic ISP connections and international bandwidth.



## 2.2 Data Service\_ IPLC

- IPLC can be used as an **end-to-end physical transmission path for important branches of multinational enterprises.**
- With stable and high-performance **dedicated fixed bandwidth services** to provide customers with various commercial applications of the actual transmission requirement.
- Suitable for applications with **high sensitivity of transmission delay** (video/voice), or applications with **high transmission security.**

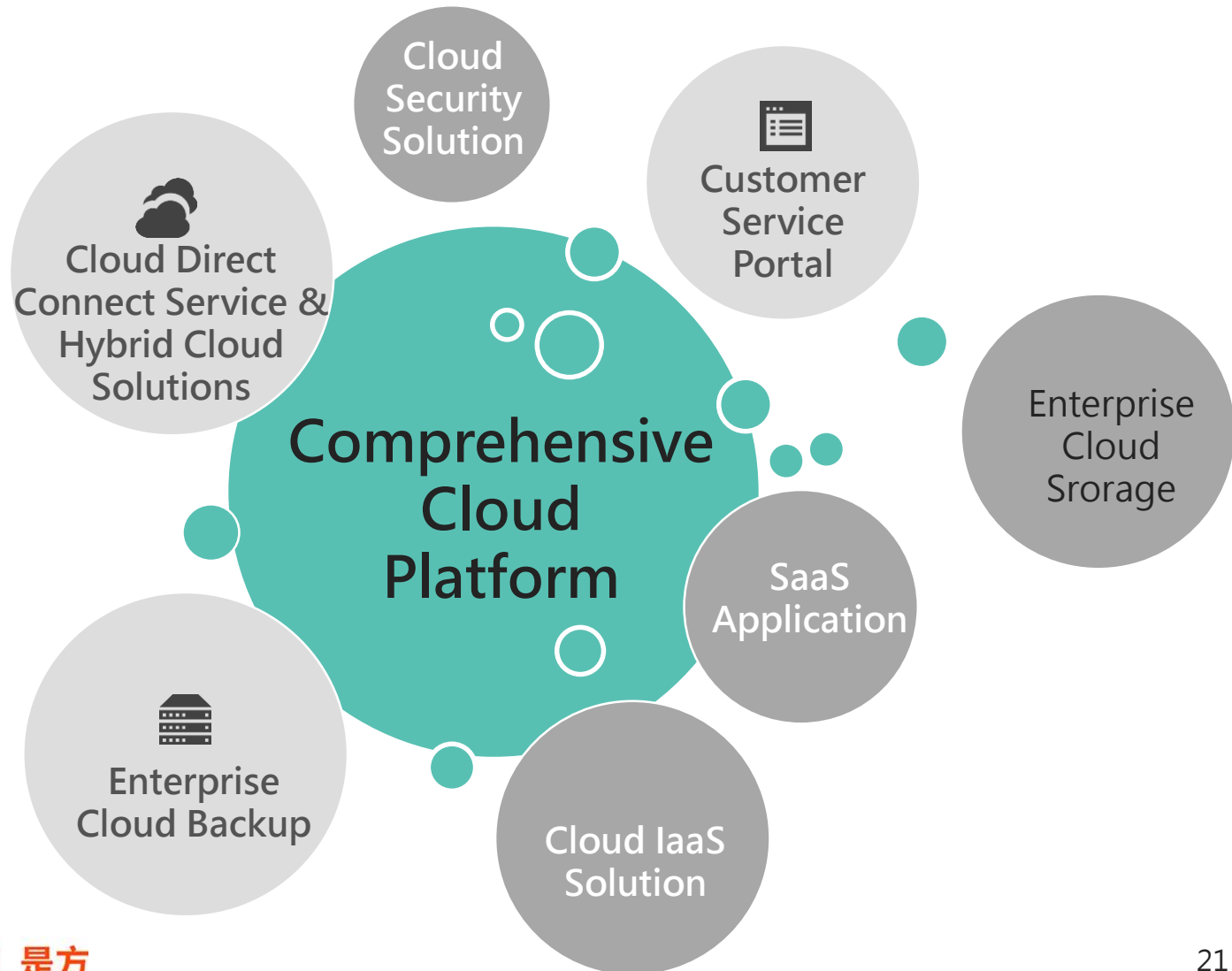


## 2.3 Global VPN (virtual private network) Service

With forward-looking network deployment and complete enterprise solutions to expand global VPN services.



# 3.1 Comprehensive Cloud Solutions



## 3.2 Cloud IaaS Solution



### PaaS Level

Integrate Oracle 、  
Azure etc. external  
public cloud resources

### SaaS Level



### Industrial Applications

- Enterprise Business Applications
- Big Data 、 EC
- IoT Applications
- VR/AR Computing Applications
- Digital Content Hosting, Cloud Multimedia Convergence

### IaaS Level

Cloud  
Computing  
VM

Cloud Storage  
Data Sharing

Cloud Security  
Detection  
& Defense

Network  
Integration  
SLB

Customer Self-  
management  
Service

Cloud Application Service Deployment System

Cloud Resource and Service Management System

Cloud OS

System Platform  
Software

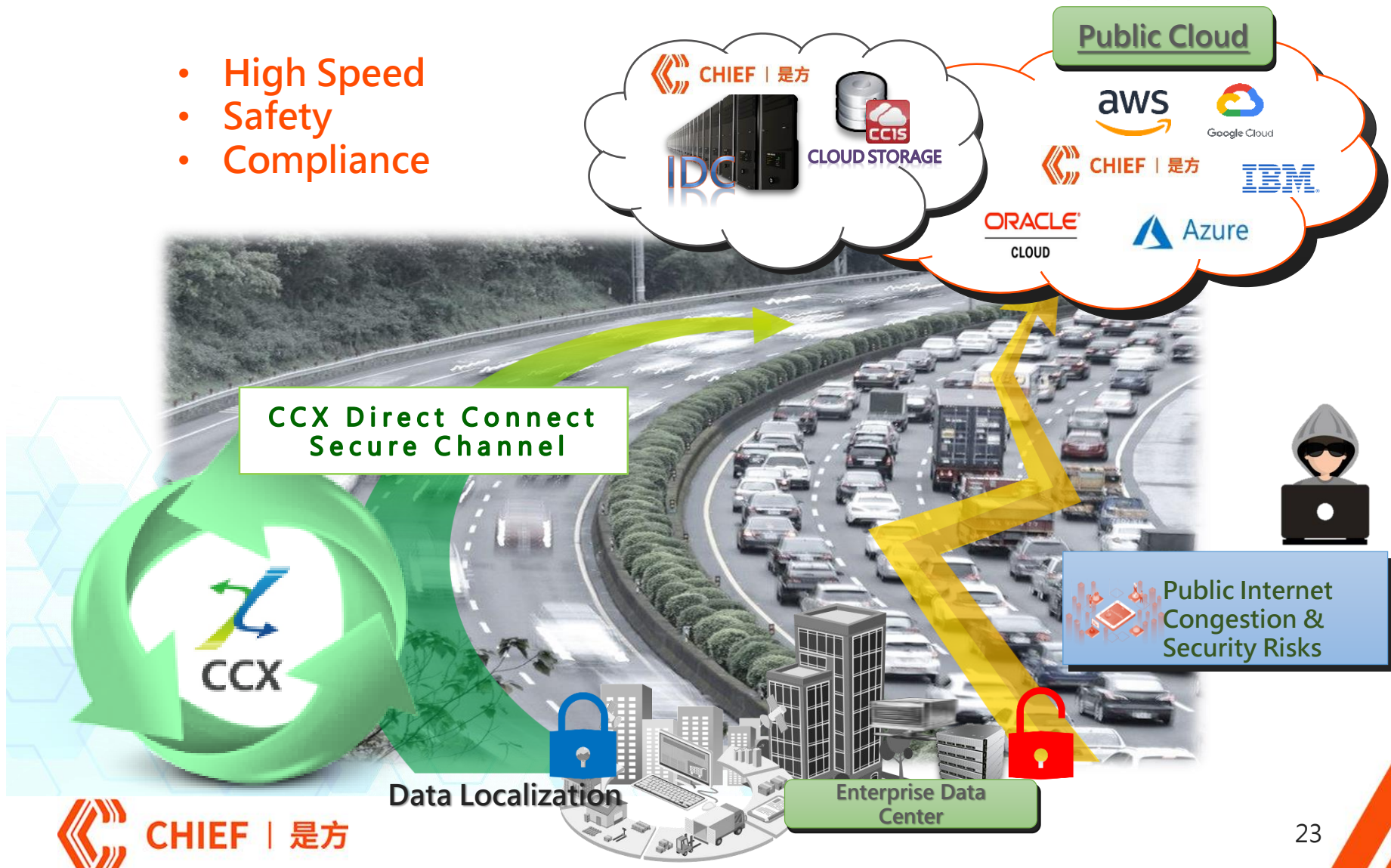
Cloud Storage System

- Cloud data are stored in country and meet the requirements of information security and auditing (cloud data landing principle)
- Passed ISO27017/27018 cloud information security and public cloud personal information protection international certification

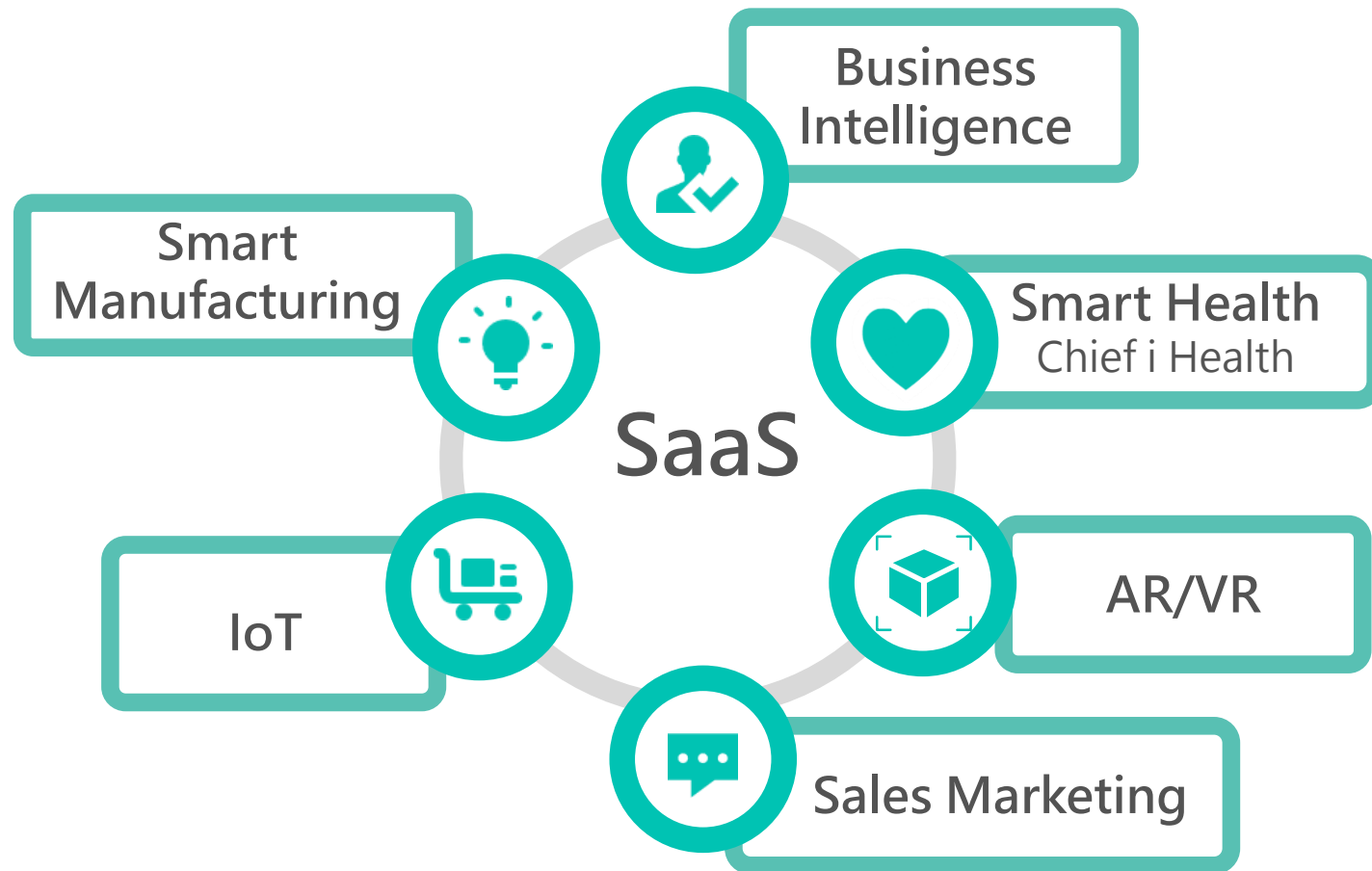


# 3.3 Cloud Direct Connect – Multi Cloud、Hybrid Cloud Solutions

- High Speed
- Safety
- Compliance

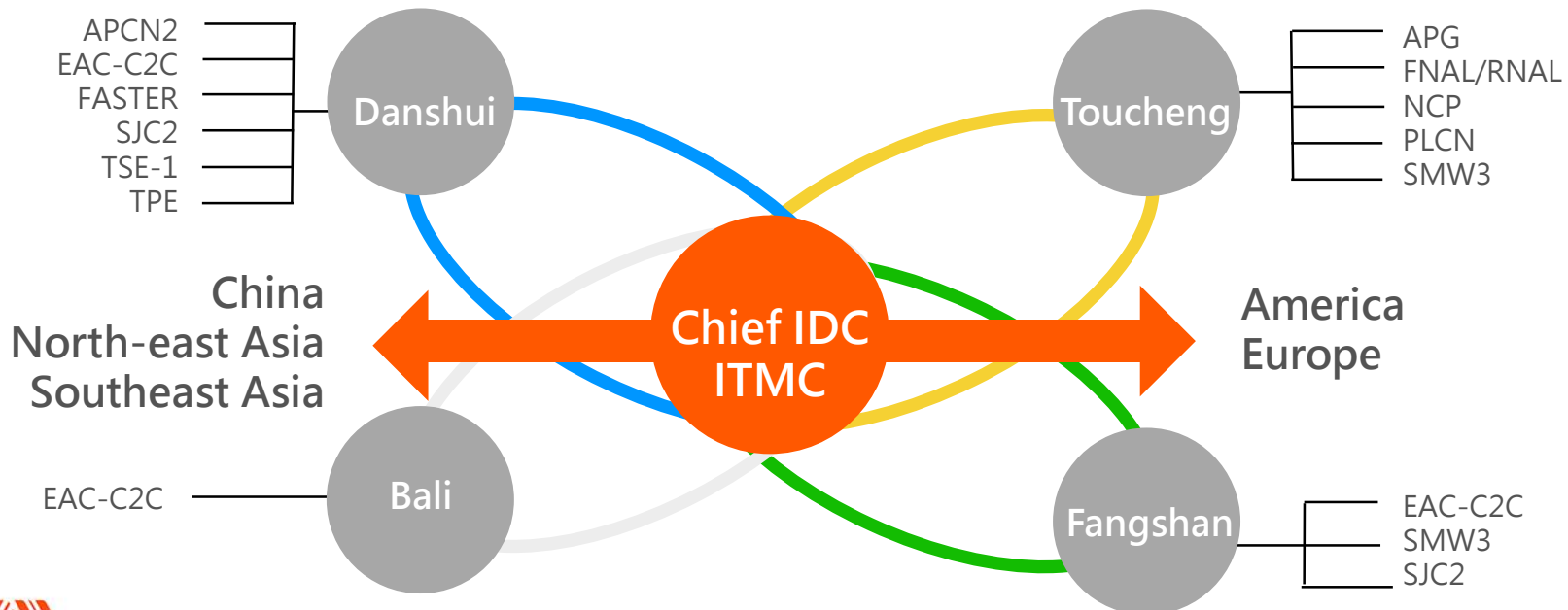


## 3.4 Cloud SaaS



# 4.1 Taipei Cable Exchange Center (TPCX)

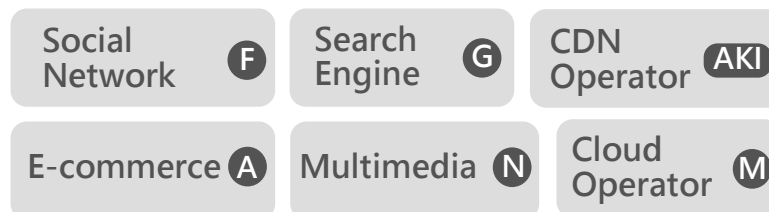
- Private cables (NCC licensed Pacnet/Telstra, TIGC, Reach, GCX) and consortium cables are connected in Chief IDC site, most of fixed network operators in Taiwan all set up PoPs in Chief IDC site for submarine cable interconnection.
- Chief TPCX is only one place to leverage Consortium cables and private cables in Taiwan.
- International, domestic operators and enterprise customers can get high cost performance network services from Chief.



## 4.2 Taipei Internet Exchange Center (TPIX)

TPIX provides internet traffic exchange service for both international and domestic customers. TPIX is an Internet exchange hub.

[www.tpix.net.tw](http://www.tpix.net.tw)



International  
& domestic content provider

Achieve

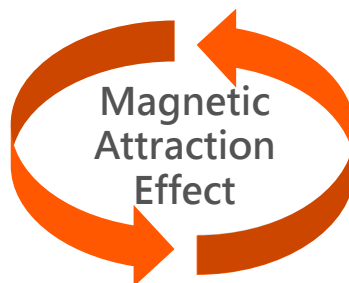
- Shortest latency
- Fastest speed
- Lowest cost

IPv4 · v6  
Supported

100G  
Connection

> 80  
Member

200G  
Traffic



TPIX  
Carrier Neutral  
Internet Exchange  
Center

Content demand side

• Domestic ISP  
• Fixed network  
operators

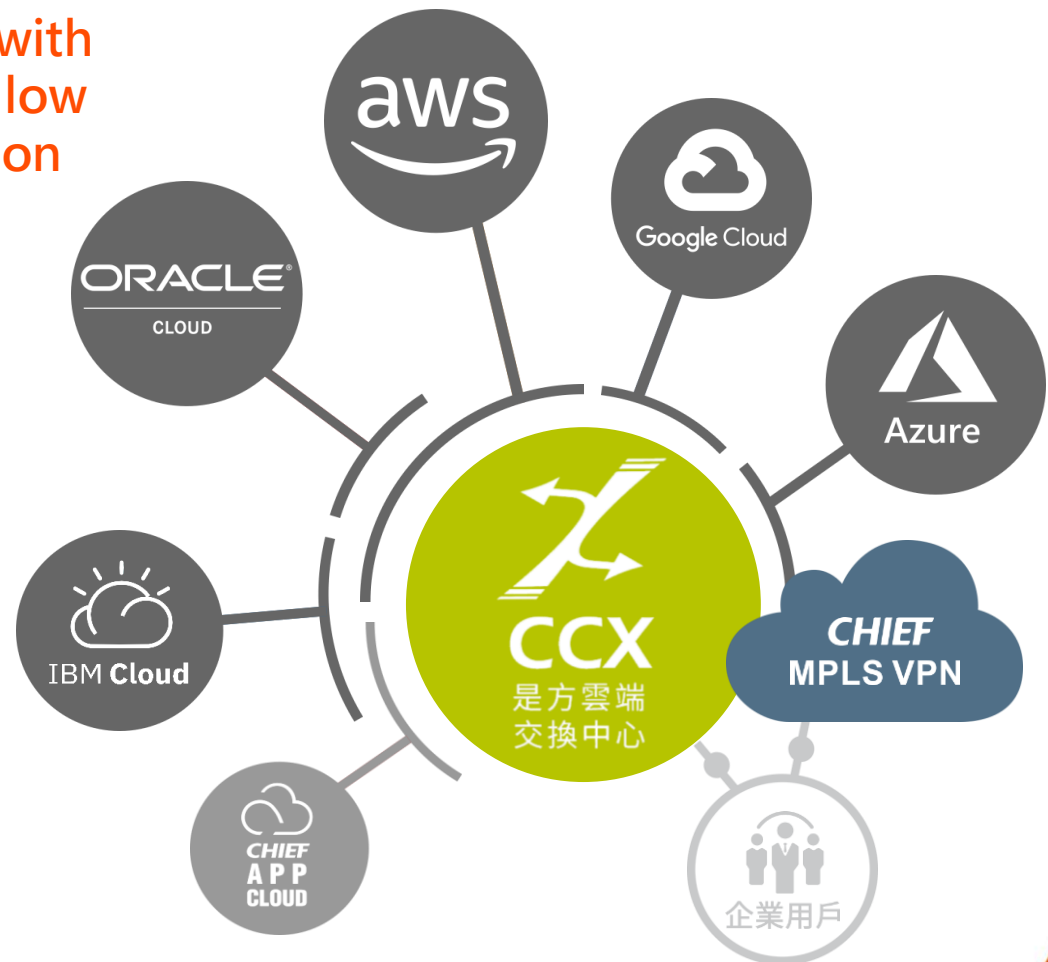
• Cable operators  
• Other IX...

• International ISP  
• Mobile operators

## 4.3 Chief Cloud Exchange (CCX)

CCX provides direct connect to global cloud service platform with high security, high speed, and low latency of the private connection quality.

- Transnational 、multi-cloud 、hybrid-cloud high speed direct connect.
- Service POPs include Taipei 、Hong Kong 、Japan 、and Singapore.
- Direct connect to global 5 major cloud platforms. The most complete multi-cloud exchange platform (AWS 、Azure 、GCP 、IBM 、ORACLE).



# 5. 070 Cloud PBX UC Services

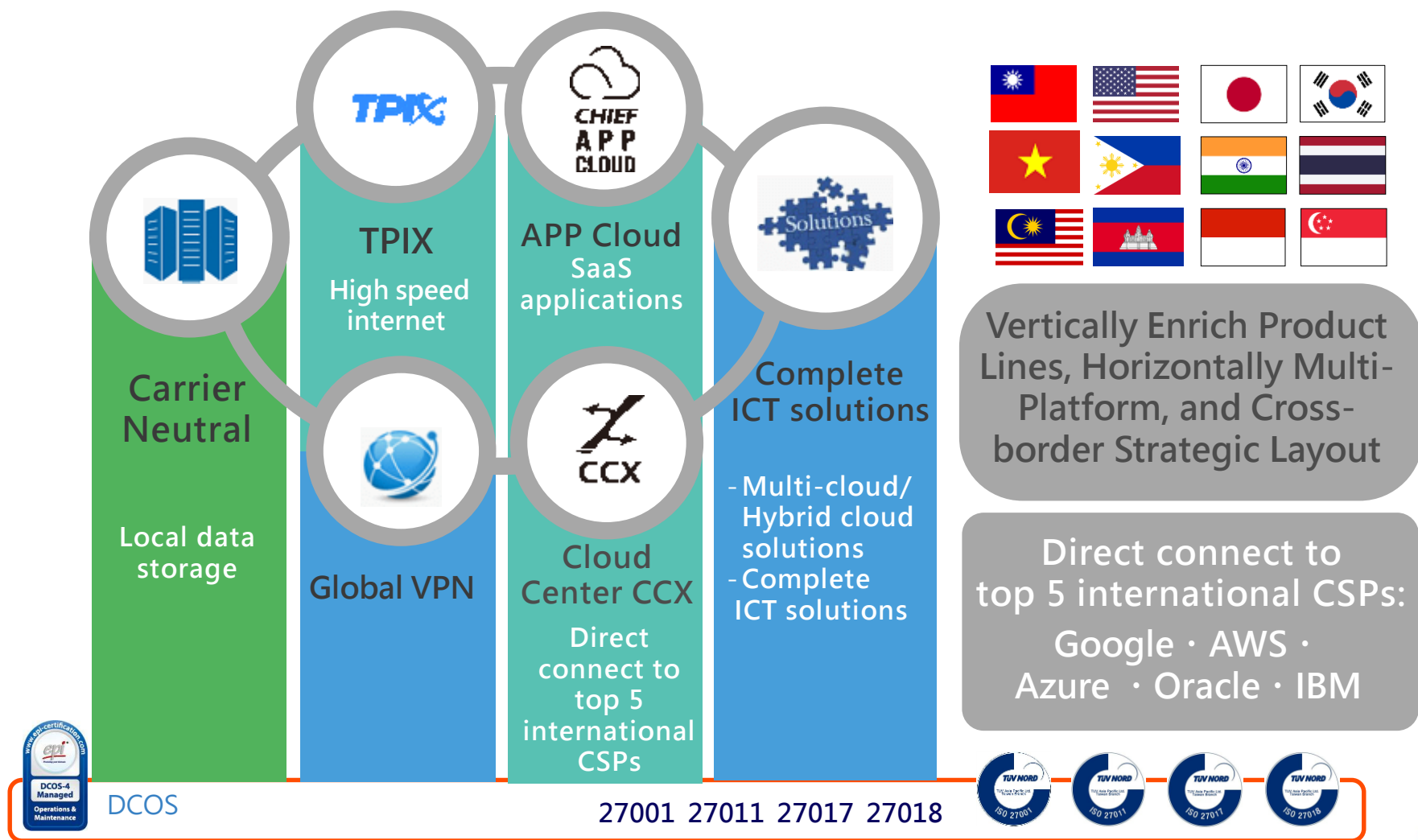
## 070 VoIP: 1st choice for Cloud PBX Service

### Cross-Operator/Network/Platform/Device

NCC E.164 Numbers for worldwide use. Support PC 、NB 、Pad 、Mobil phone Support mobile 、ADSL 、VPN 、Wi-Fi



## 6. Four Product Lines to Drive Growth Curve



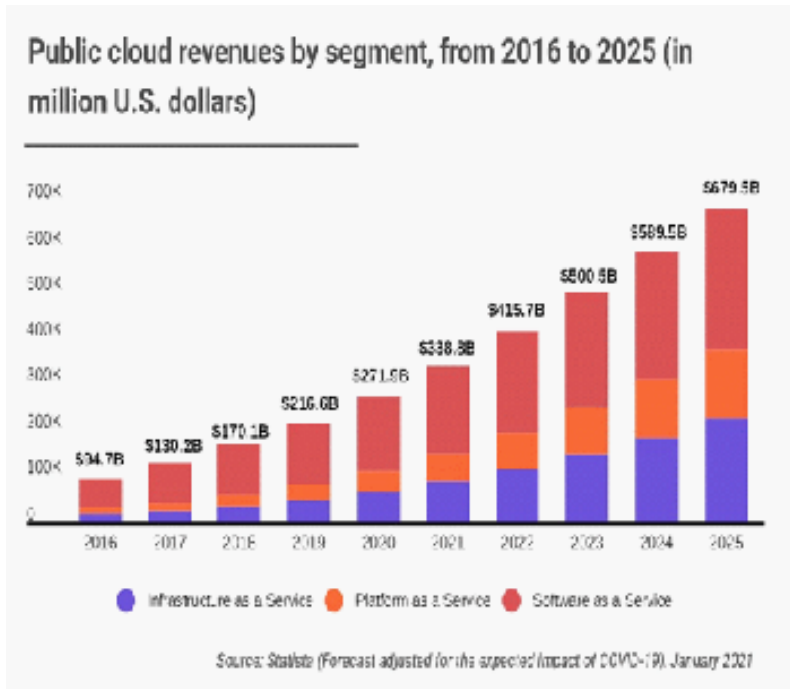


## CHAPTER 4

# Industry Trend & Future Business Focus

- Industry Trend
- Future Business Focus

# 1.1 Global Cloud Service and IDC Service Market Trend

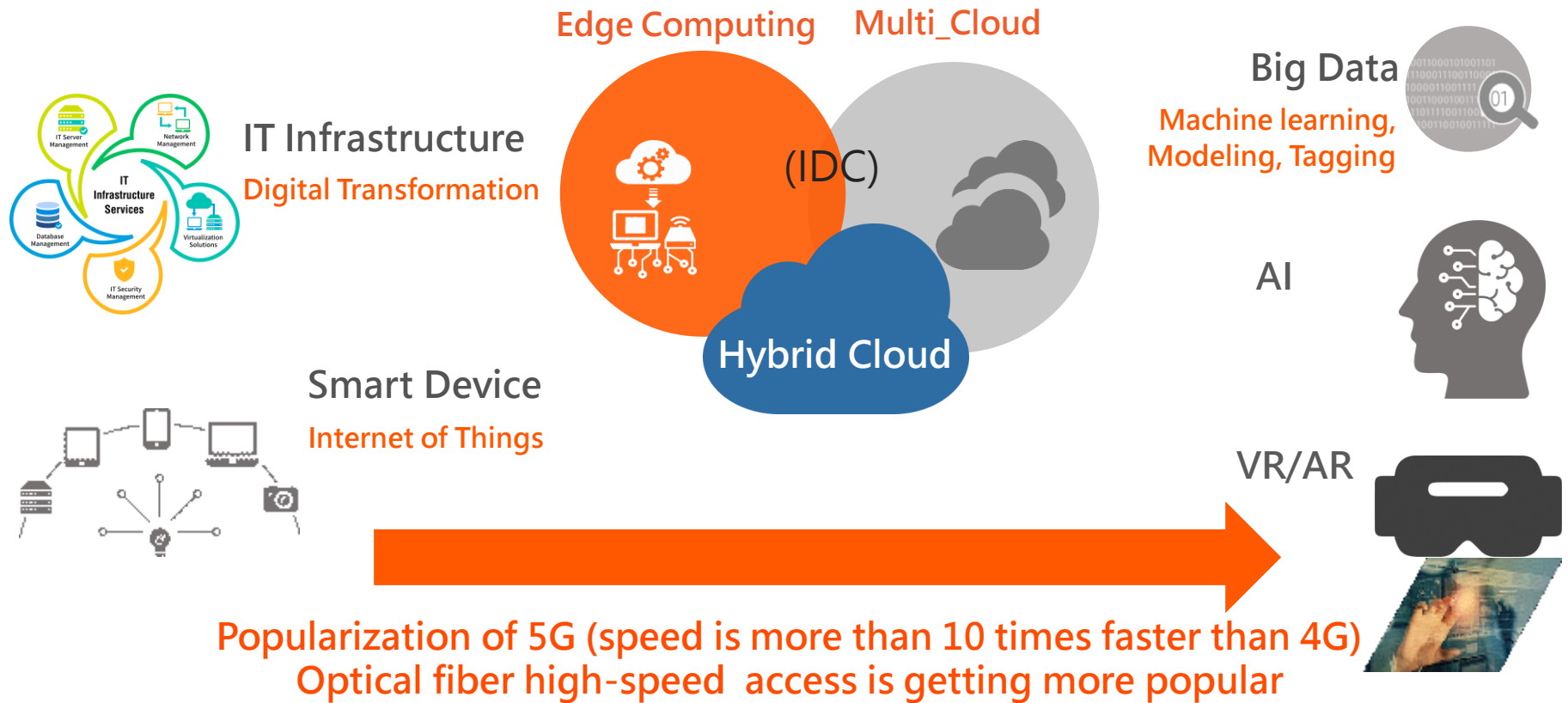


Note 1: Amazon(32%)/Microsoft(18%)/Google(6%)/IBM(5%)/Alibaba top 5 CSPs account for 2/3 public cloud market.

2020~2025 CAGR 20% for global cloud market in 2020~2025.

Note 2: CAGR 11% for global IDC market in 2020~2028.

# 1.2 Cloud 、 AI 、 VR/AR Industry Trend



# 2.1 Future Business Focus



Investing in building the fourth IDC



Building island-wide high-speed broadband network



Expanding Submarine Cable Backbone



Cultivating the partnership with network service providers in East Asia



Partnering over 10 countries in East Asia



Extending CCX functions



Promoting smart health cloud services



Enriching Chief App Cloud

## 2.2 L.Y.2 IDC- Digital Convergence Center Connectivity Hub



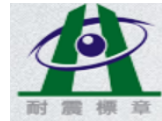
2024 Q1 Commercial Service



16,500 sqm Floor Area



20 MW Power Capacity



LRB Seismic Isolation Design  
(A series magnitude 7.0 earthquakes)

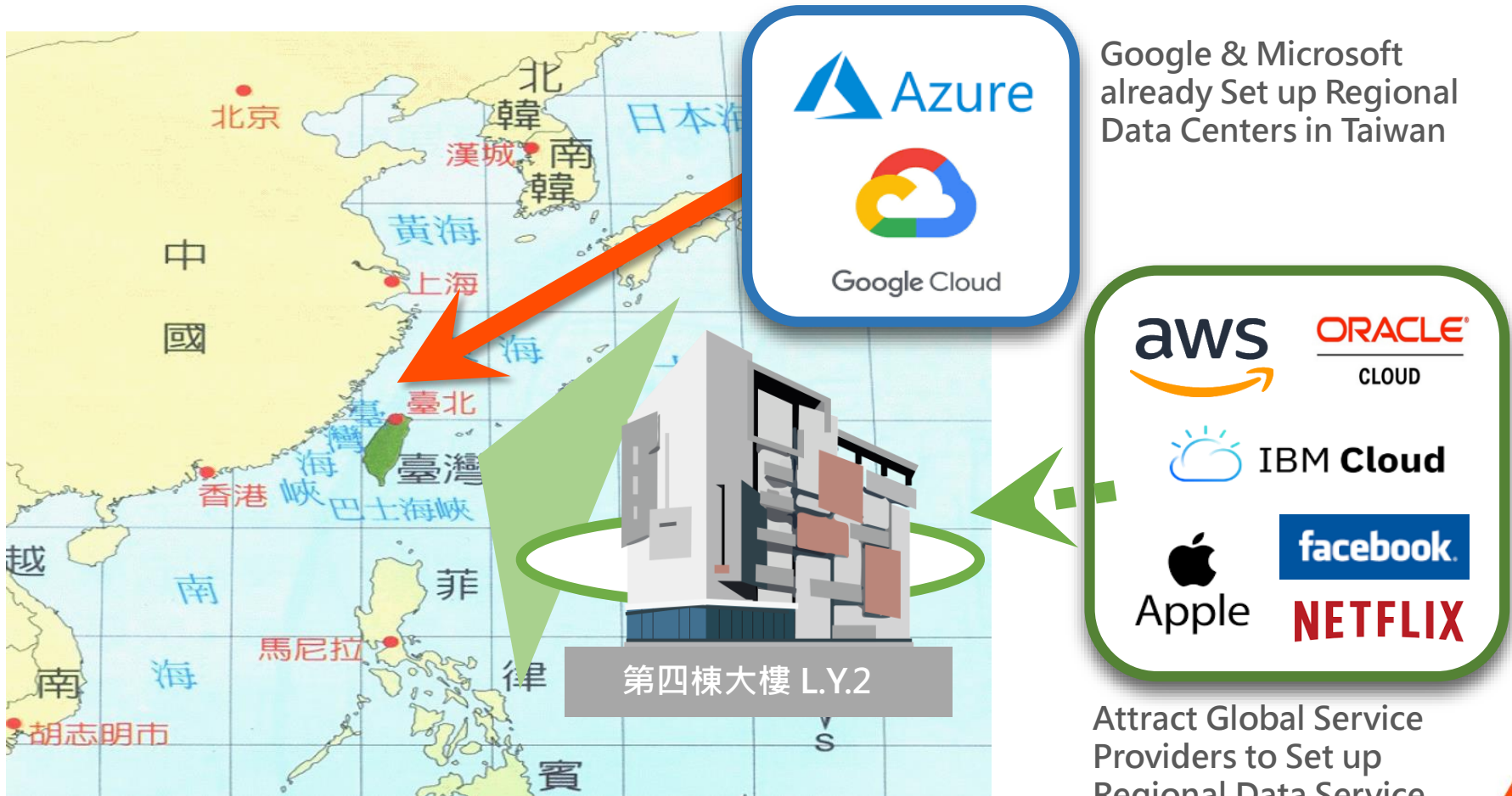


Floor Loading 2,000 kg/m<sup>2</sup>



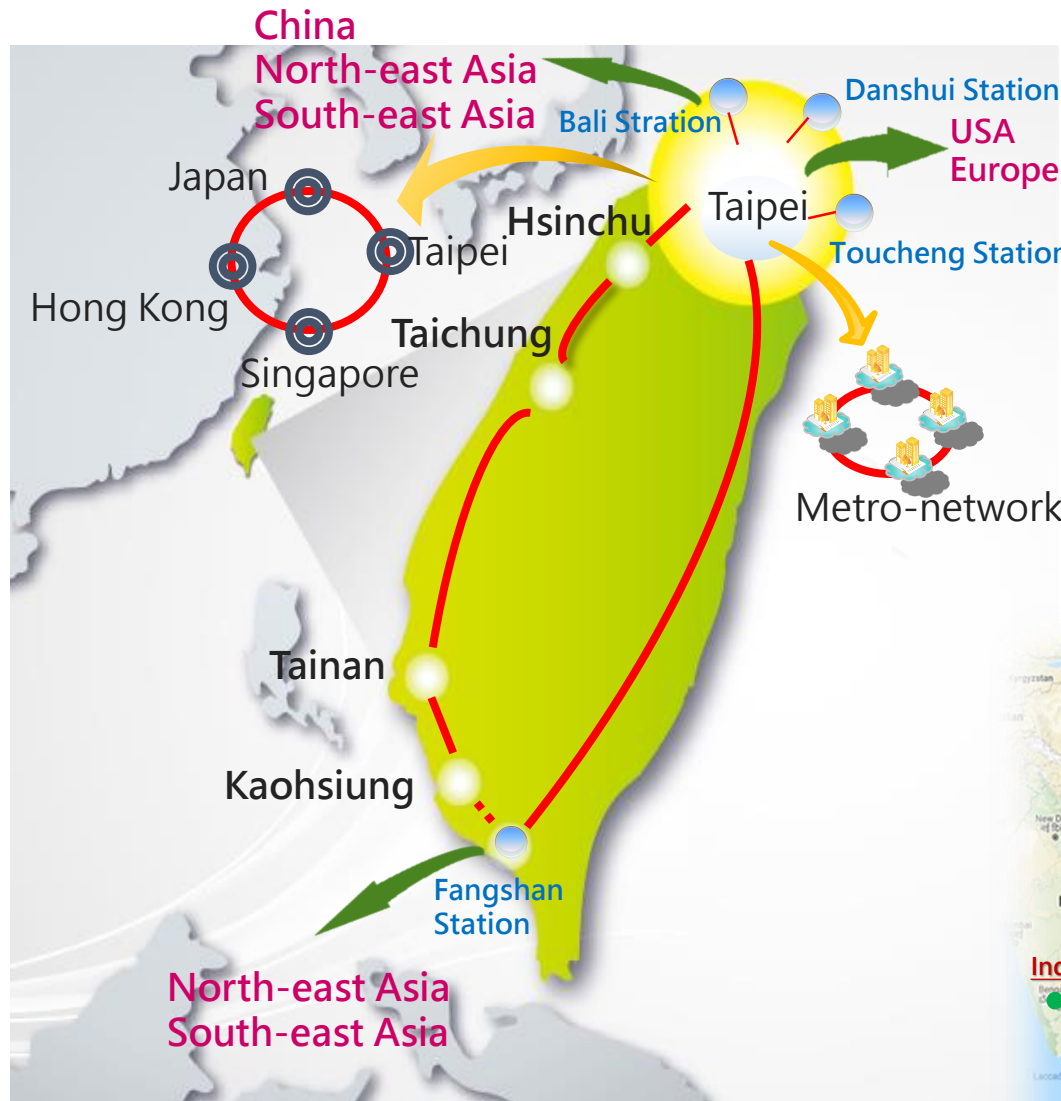
Green/Smart Building Design

## 2.3 Attract Global Service Providers to Set up Regional Data Service Center





## 2.4 Three Rings Three Lines



### Sufficient Domestic and Foreign Fiber Optic Cable Resources

- Optical fiber connecting 4 IDC buildings to support ultra speed bandwidth.
- Optical fiber connecting domestic 6 major cities to support ultra speed bandwidth.
- Ultra speed bandwidth to connect to Tokyo, Hong Kong and Singapore.
- Major fixed network operator all set up service PoPs at Chief IDC.
- Main ITMC: Taiwan's consortium and private cables Telecom building, which can directly connect to various submarine cable stations, connecting the USA, Europe, East Asia and China.





## 2.5 Expand International Backbone and Cooperate with East Asia Countries Operators

1<sup>st</sup>

The 1<sup>st</sup> carrier neutral IDC in Taiwan

The 1<sup>st</sup> IXP (TPIX) in Taiwan

The 1<sup>st</sup> cloud exchange gateway in Taiwan

The major submarine cable gateway in Taiwan

10+

Submarine Cable Connected

11+

Countries Serviced

30+

Global network Pops

600G+

Int'l backbone Capacity

India

China

Korea

Japan

Thailand

Hong Kong

Cambodia

Vietnam

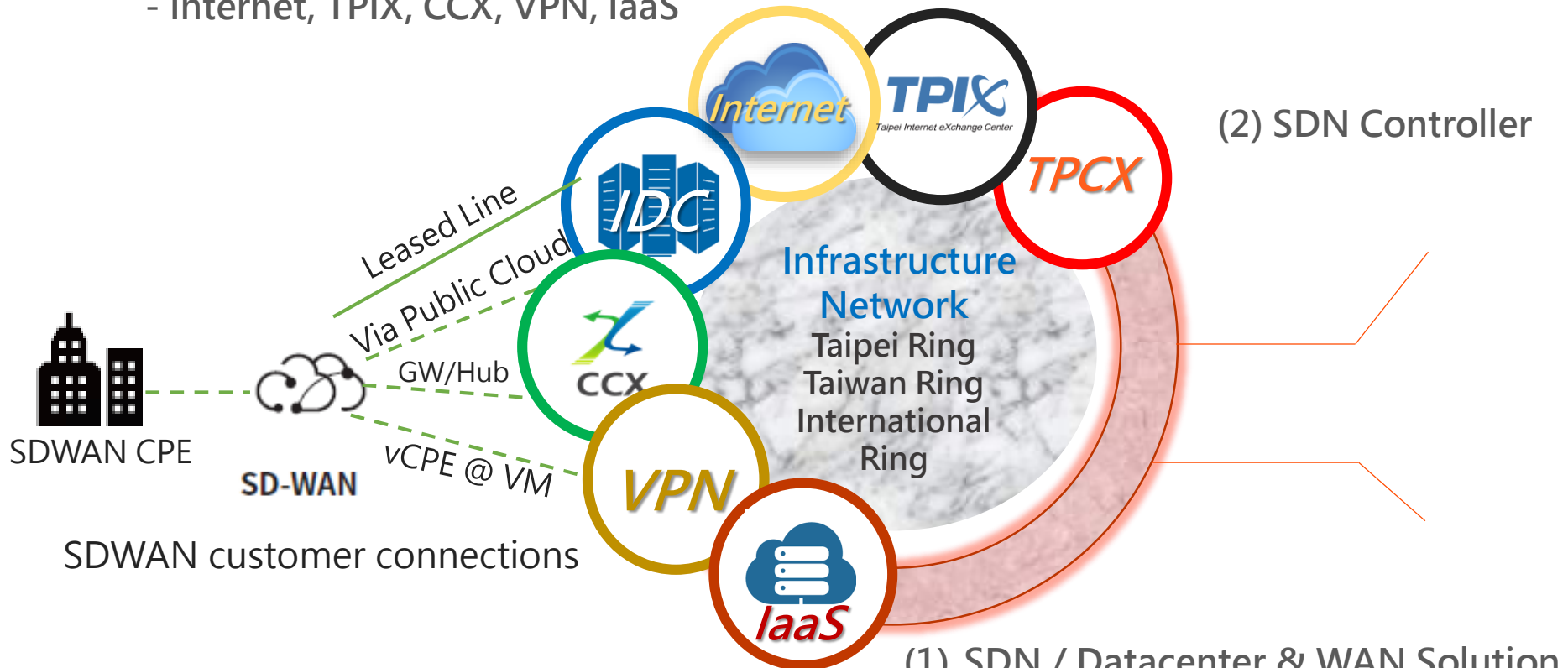
Philippines

Malaysia

Singapore

## 2.6 CIX\_Next Generation SDN Network Architecture

- (3) Connect Chief Services or Partners' services  
- Internet, TPIX, CCX, VPN, IaaS

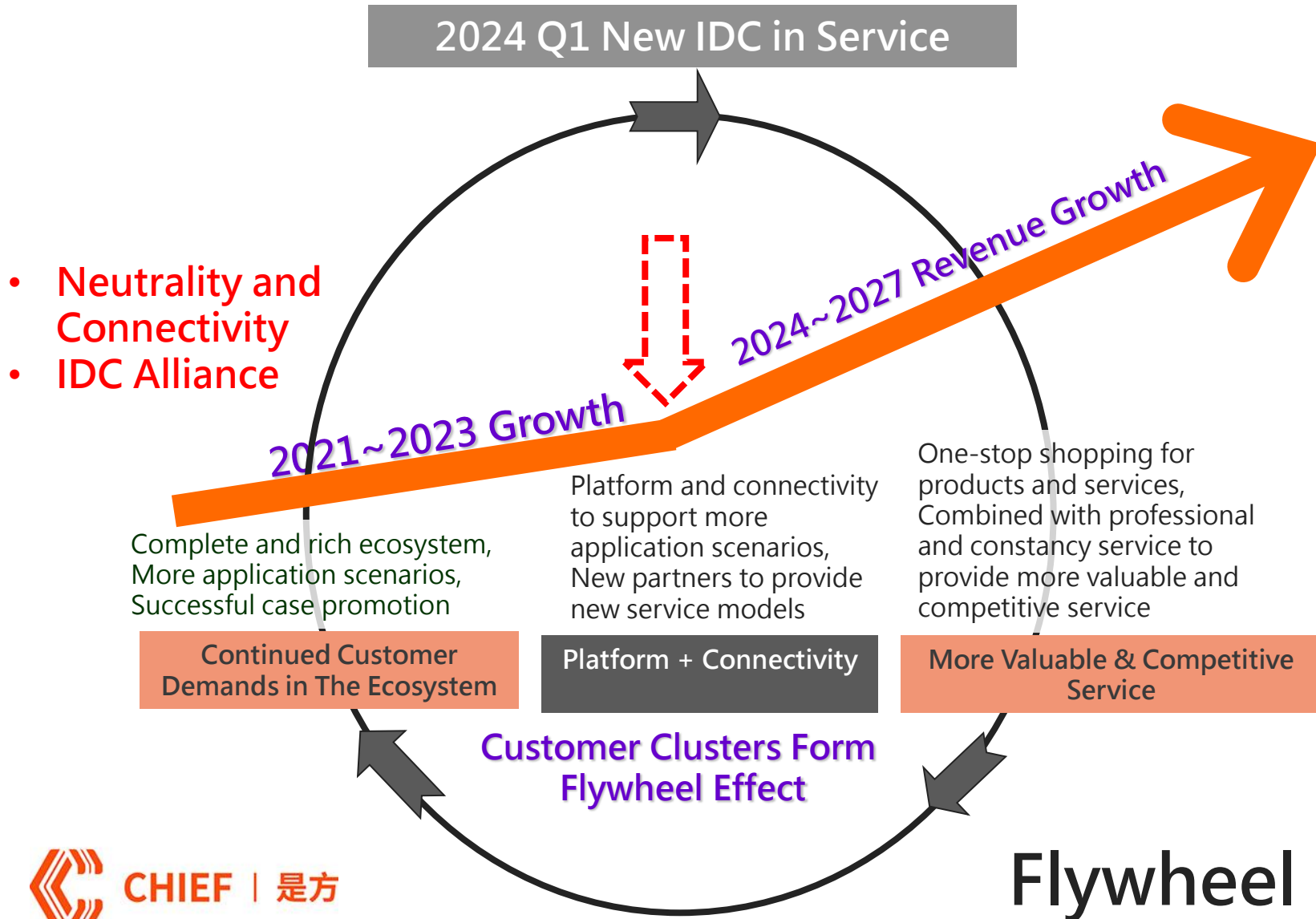


- (4) A variety of customer connection methods  
- Leased Line 、SDWAN 、VPN 、Internet.....

## 2.7 Smart Health Service - Chief i Health App



## 2.8 Chief Telecom Flywheel





# V、East Asia Digital Convergence and AI、 Cloud Business Application Center

A map of East Asia, including China, Korea, and Japan, with numerous colored lines (blue, green, red, yellow, purple) representing network connections or data flows. The lines are dense and crisscross the region, with a high concentration of lines in the central and eastern parts of the map. The lines are labeled with various characters, likely representing different network providers or data types. The map is overlaid with a grid of latitude and longitude lines.

Taiwan is located in the center of Eastern Asia region, through customer clustering magnetic attraction effect. The company vision of Chief Telecom is to become East Asia Digital Convergence & AI、Cloud Business Application Center in the region.



**CHIEF | 是方**

Cloud | Connect | Communication

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