



CHIEF | 是方

# Chief Company Introduction

Stock Code : 6561

Feb. 21, 2023

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

CHAPTER 1

# Company Profile

# 1. Chief Profile



**Founded**

Jan. 19, 1991

**Capital**

NT\$ 707,448,810

**Major Products**

IDC Services  
Cloud Services  
Data Network Services  
Voice Services  
Exchange Services



**Telecom Operational License**

ISP、Internet、LLC  
VPN、ISR、070 VoIP  
International Bandwidth B&S

**World-class IDC Buildings**

LY、HD、TF Buildings : 30,000 sqm  
LY2(2024/Q1 Commercial Service): 16,500 sqm

# 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 DX to Tokyo

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

**Dec.** - Upgrade Int'l backbone to 600G

**2021**

**Mar.** - Sign partnership agreement with PLDT Global, cooperation with operators in 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

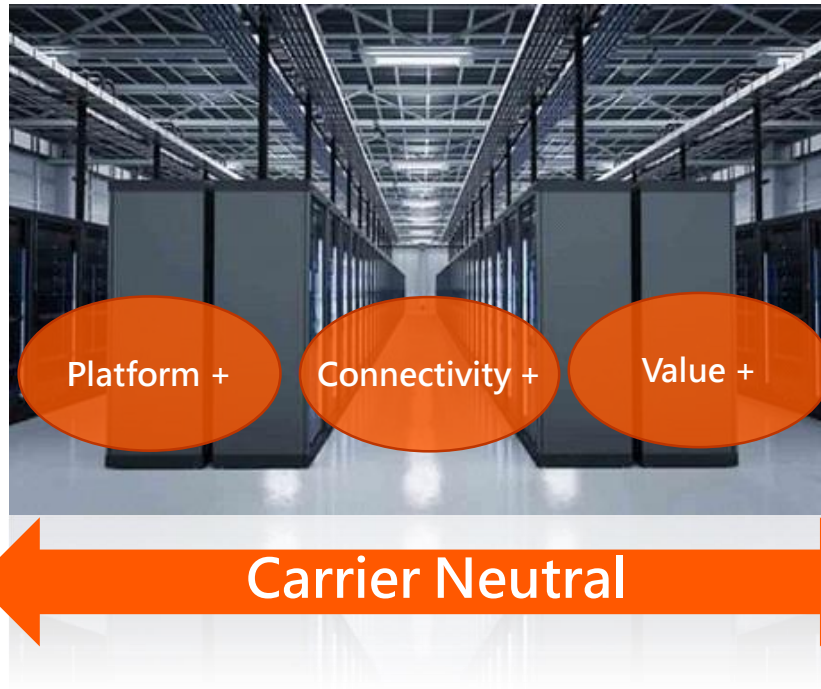
**Sept.** - Complete the GHG emission inventory ESG sustainability report certified and uploaded in September

**2023**

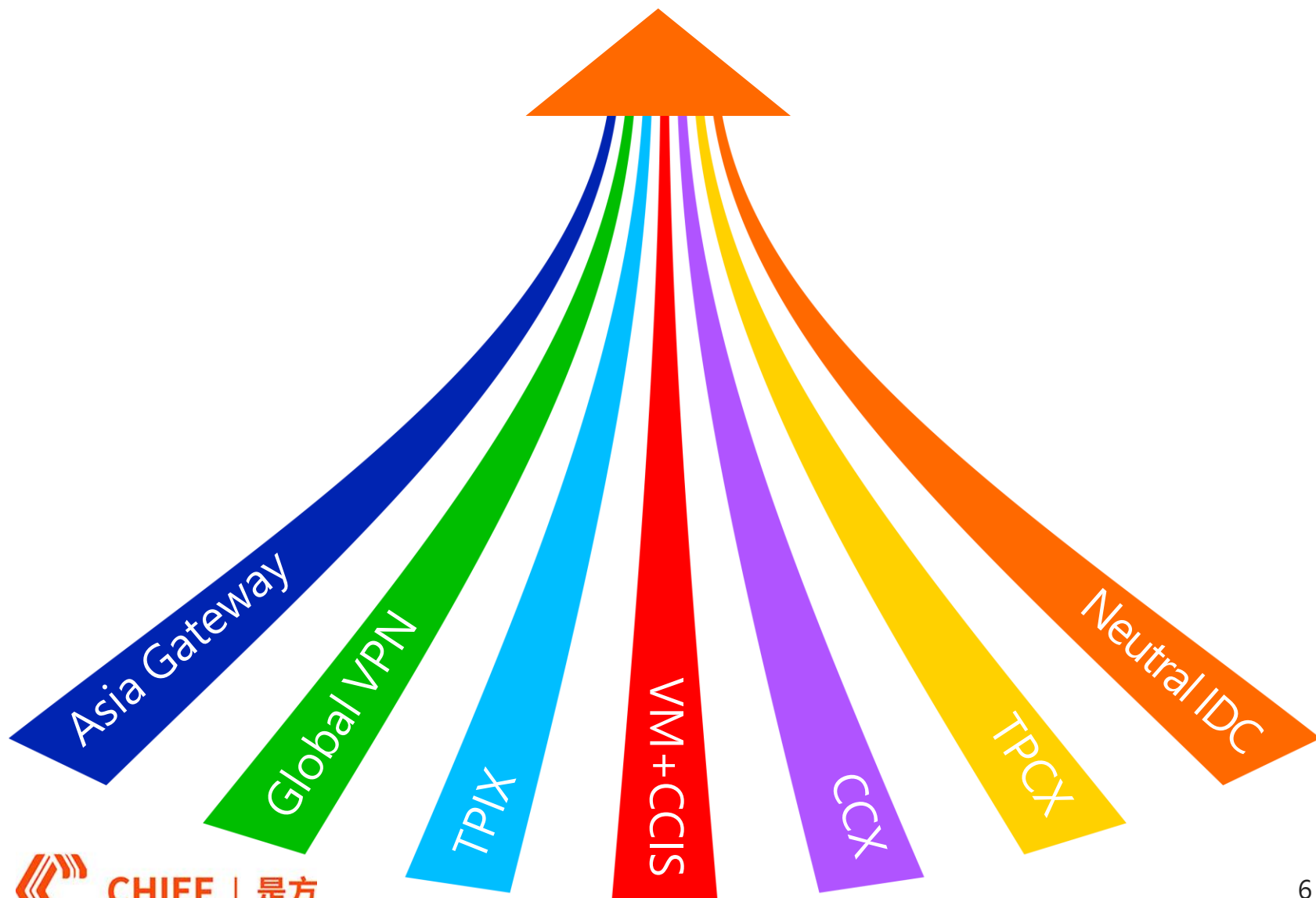
**Jan.** - Proceed the project with the island-wide fiber network deployment and expand the Int'l backbone to 700G

# 3. Company Positioning

Specialization/ Sharing/ Collaboration/ Multi-winners



## 4. Platform+





# 5. Connectivity+

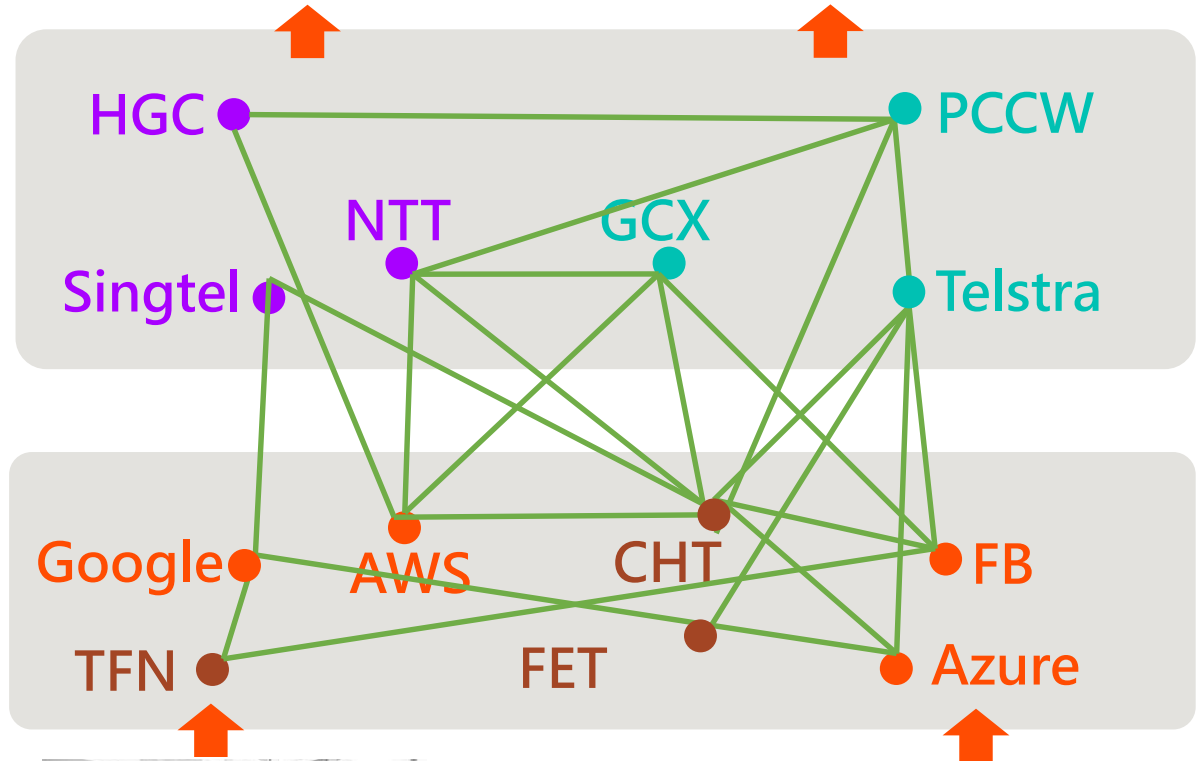
## Global Internet & Network

Type I : Int' | Carriers

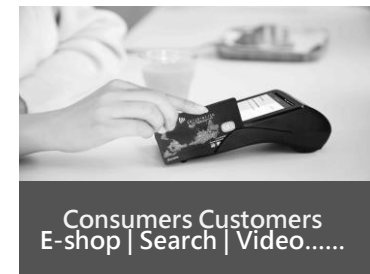
Type II :  
Submarine Operators

Type III:  
Int' | ICP & Cloud  
Service Providers

Type IV:  
Domestic  
Carriers & ISP

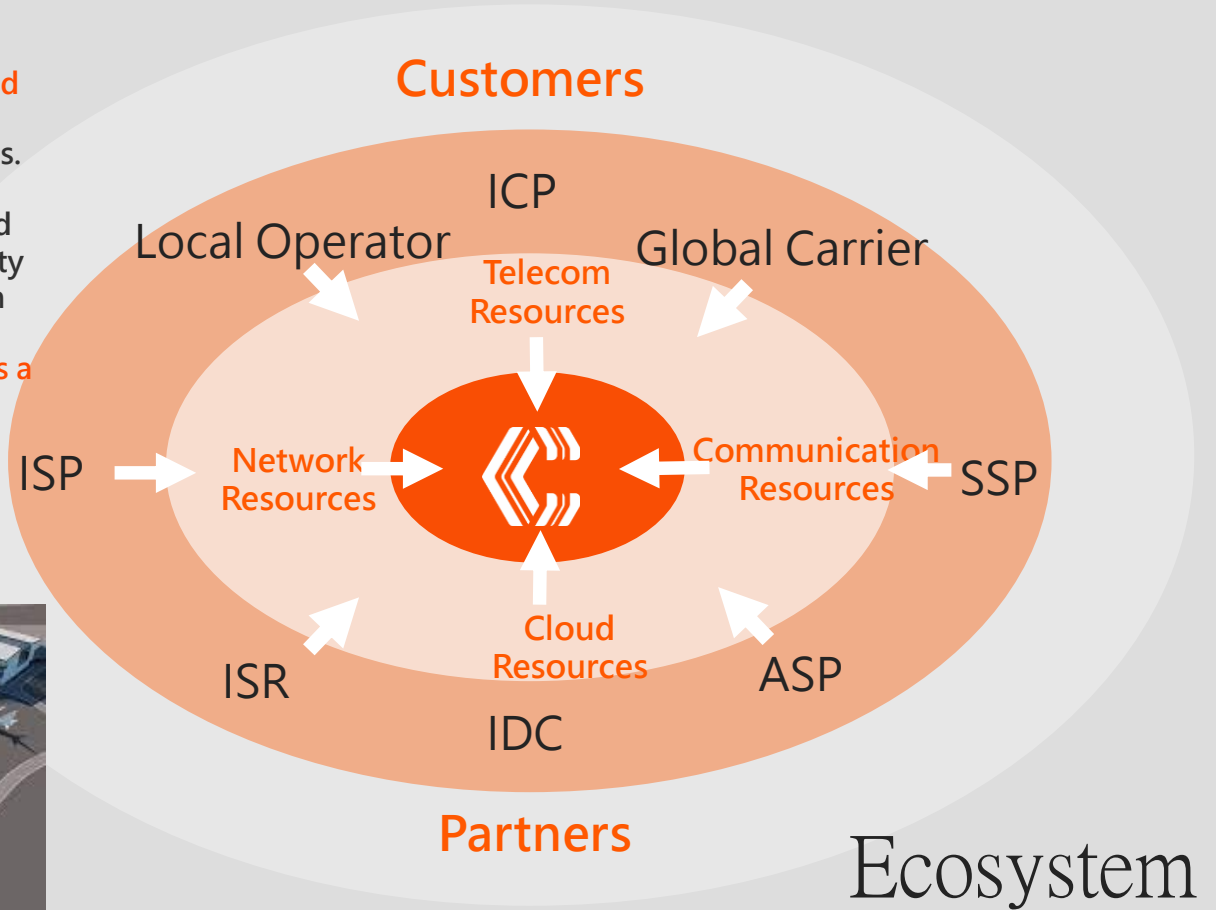
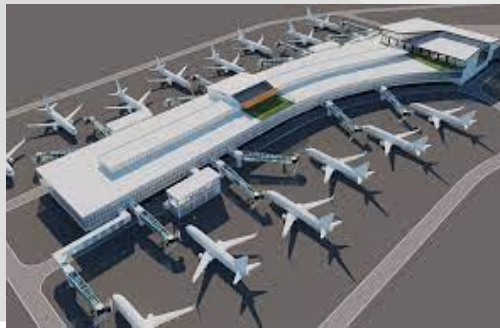


Multiplier  
effect



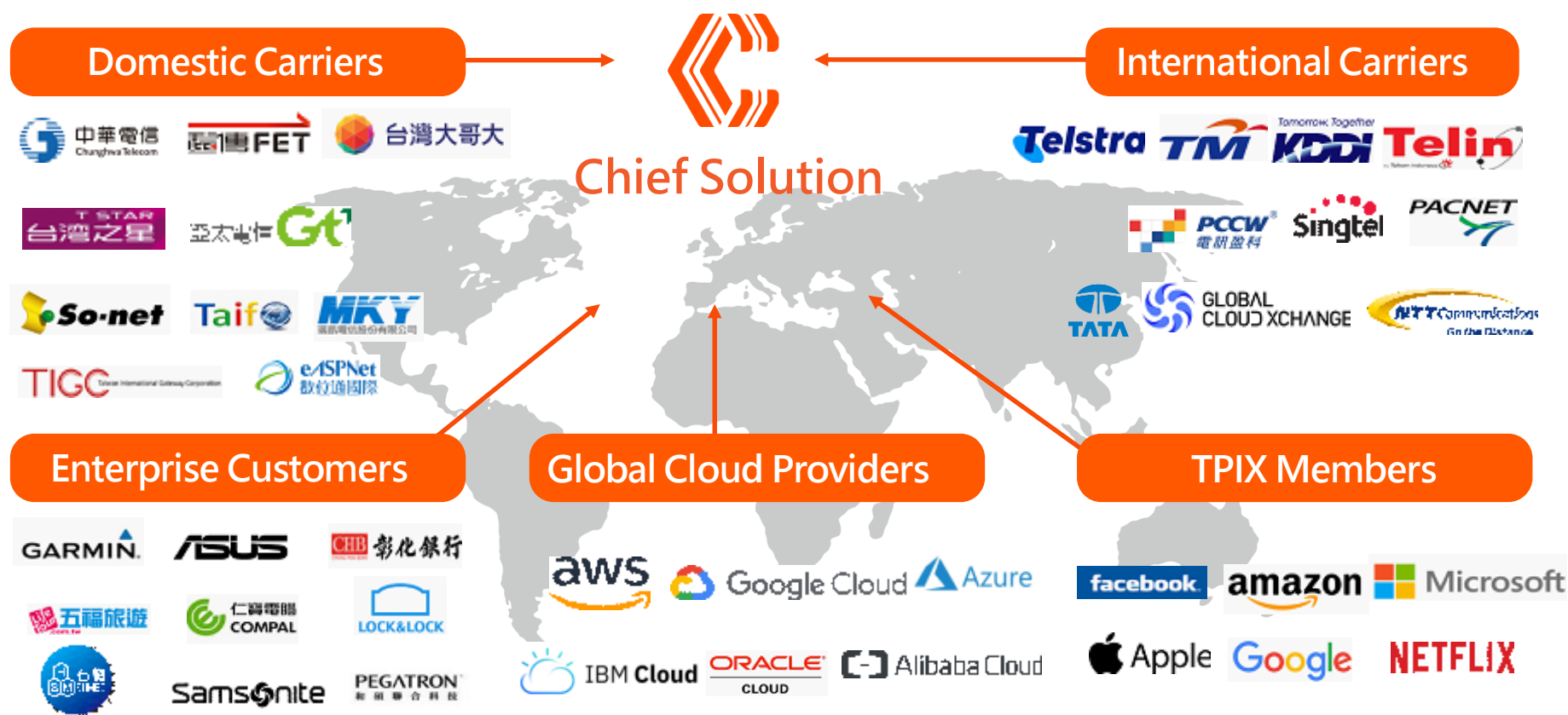
## 6. Value+ (Clustering Magnetic Attraction Effect)

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



# 8. Corporate Governance & ESG Execution

- Set up a corporate governance supervisor, Establishment of Sustainability Committee and Risk Management Committee
- Complete 2021 ISO-14064-1 GHG emission inventory & certification
- Complete 2021 ESG report and upload to the TWSE
- In 2023, plan to raise the corporate governance evaluation from 3<sup>rd</sup> level to 1<sup>st</sup> level (TOP 5%)



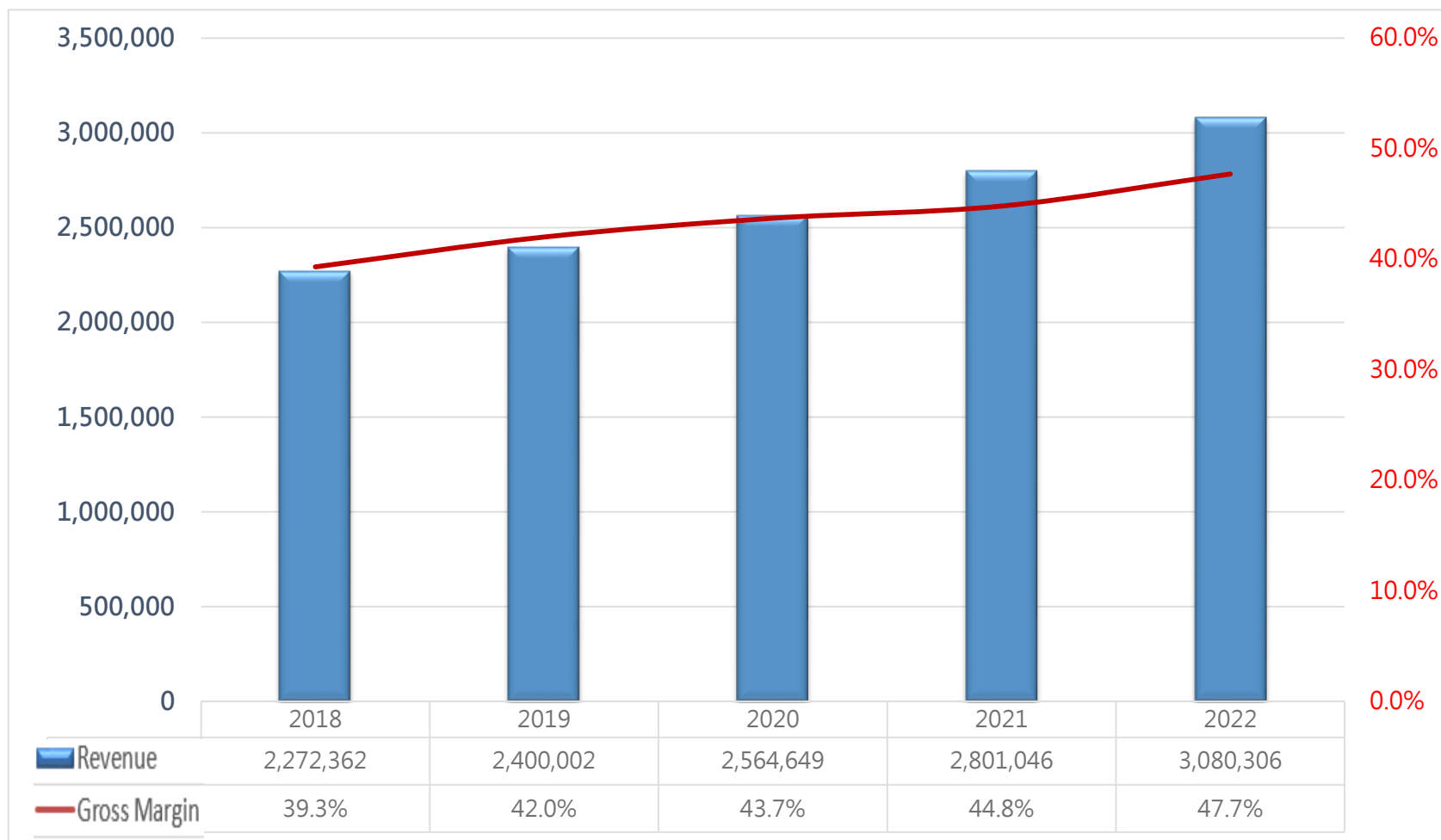
## CHAPTER 2

# Recent Years Finance Performance

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

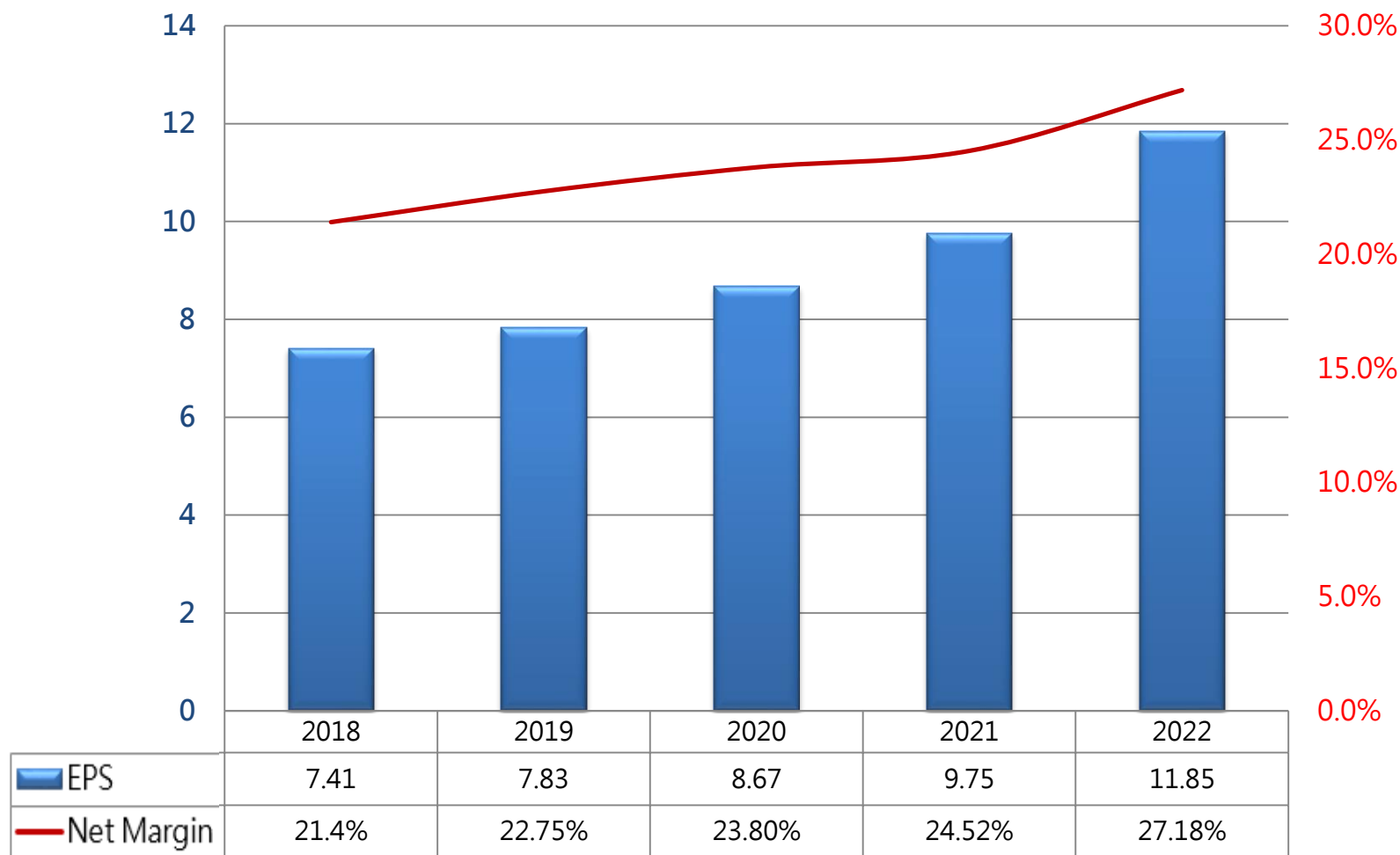
# 1. Revenue & Gross Margin

Unit: NT\$K

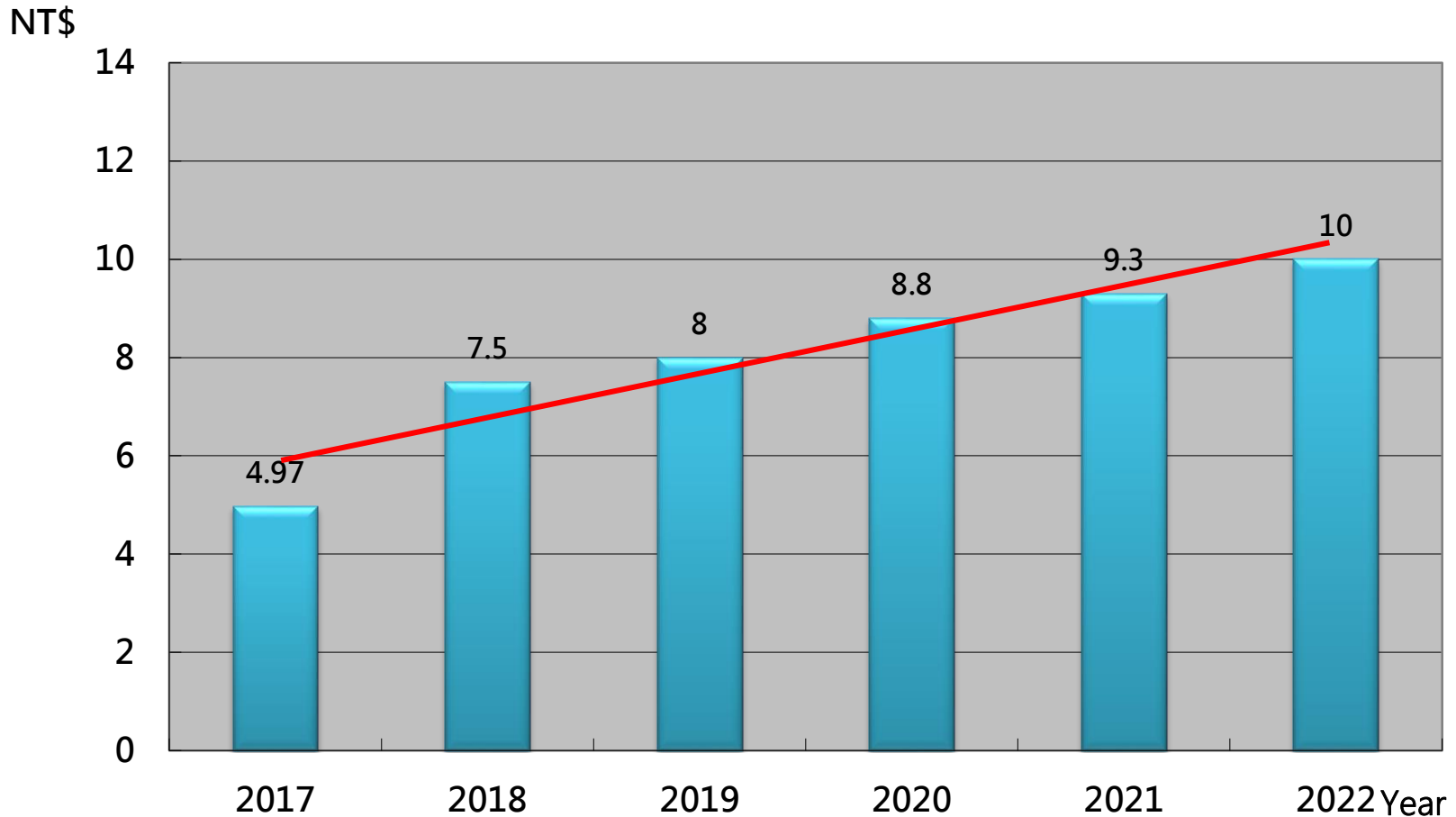


## 2. Net Margin & EPS

Unit: NT\$



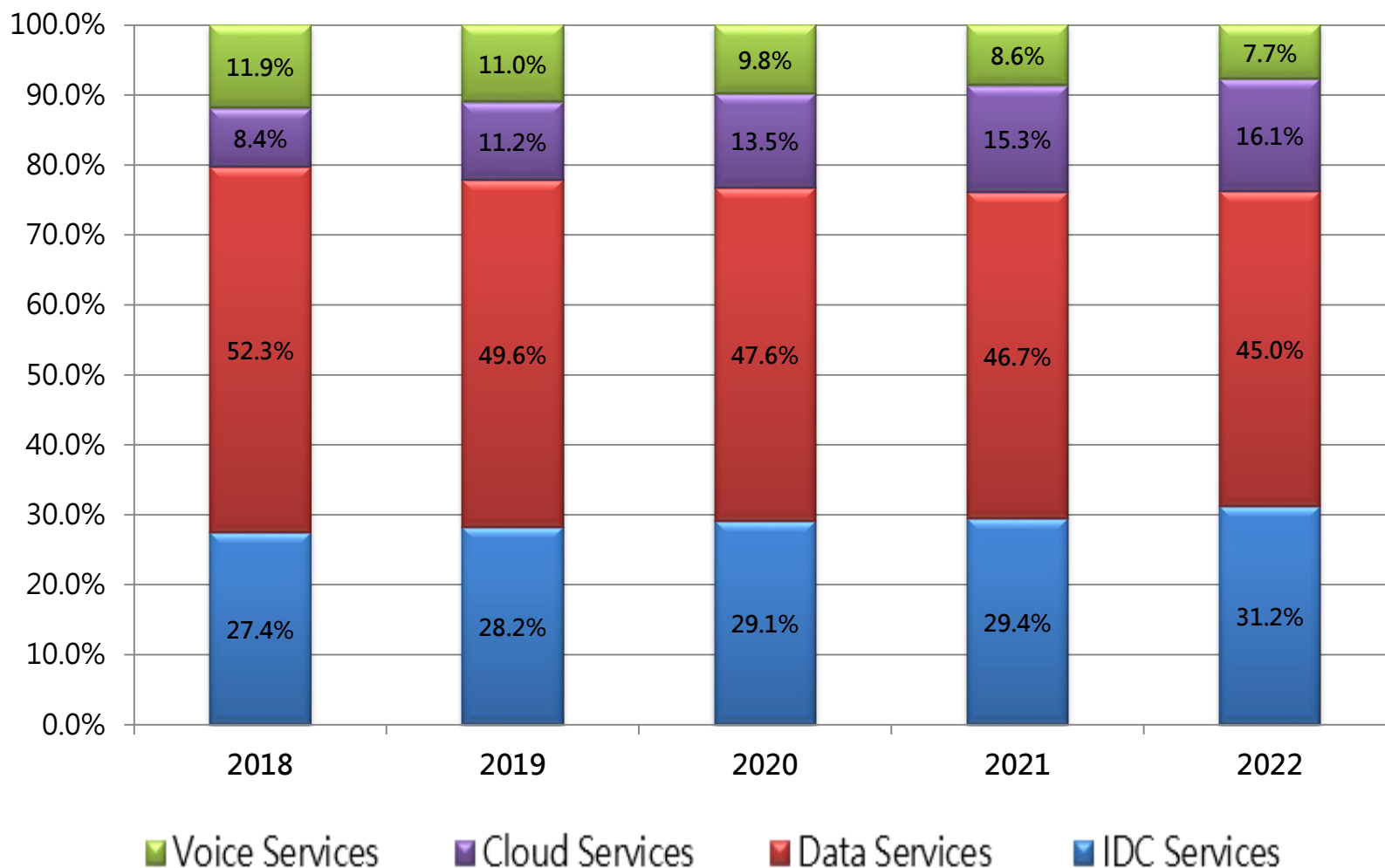
# 3. Percentage of Dividends



Note : 2022 dividends include 9 dollars cash dividends plus one dollar stock dividend (total 10 dollars)



## 4. Product Revenue Percentage





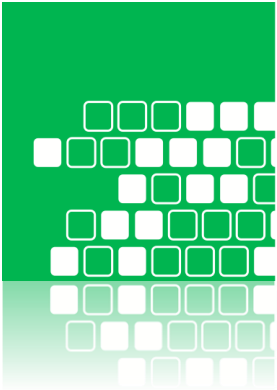
## CHAPTER 3

# Product Line Introduction

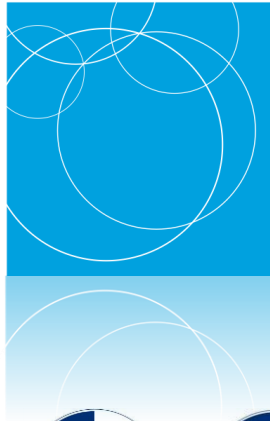
# Product Line Introduction

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

IDC Service



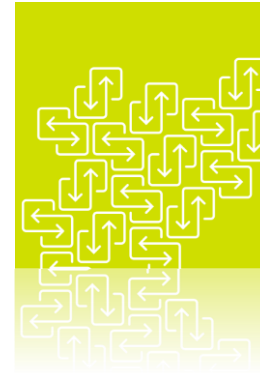
Data Service



Cloud Service



Exchange Center



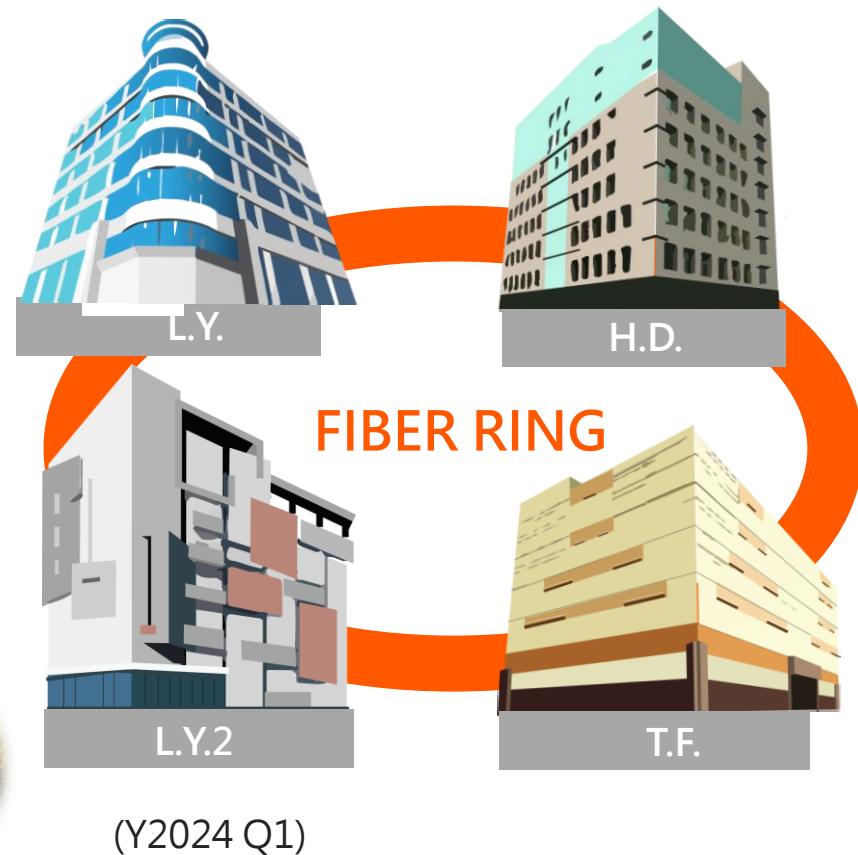
Voice Service



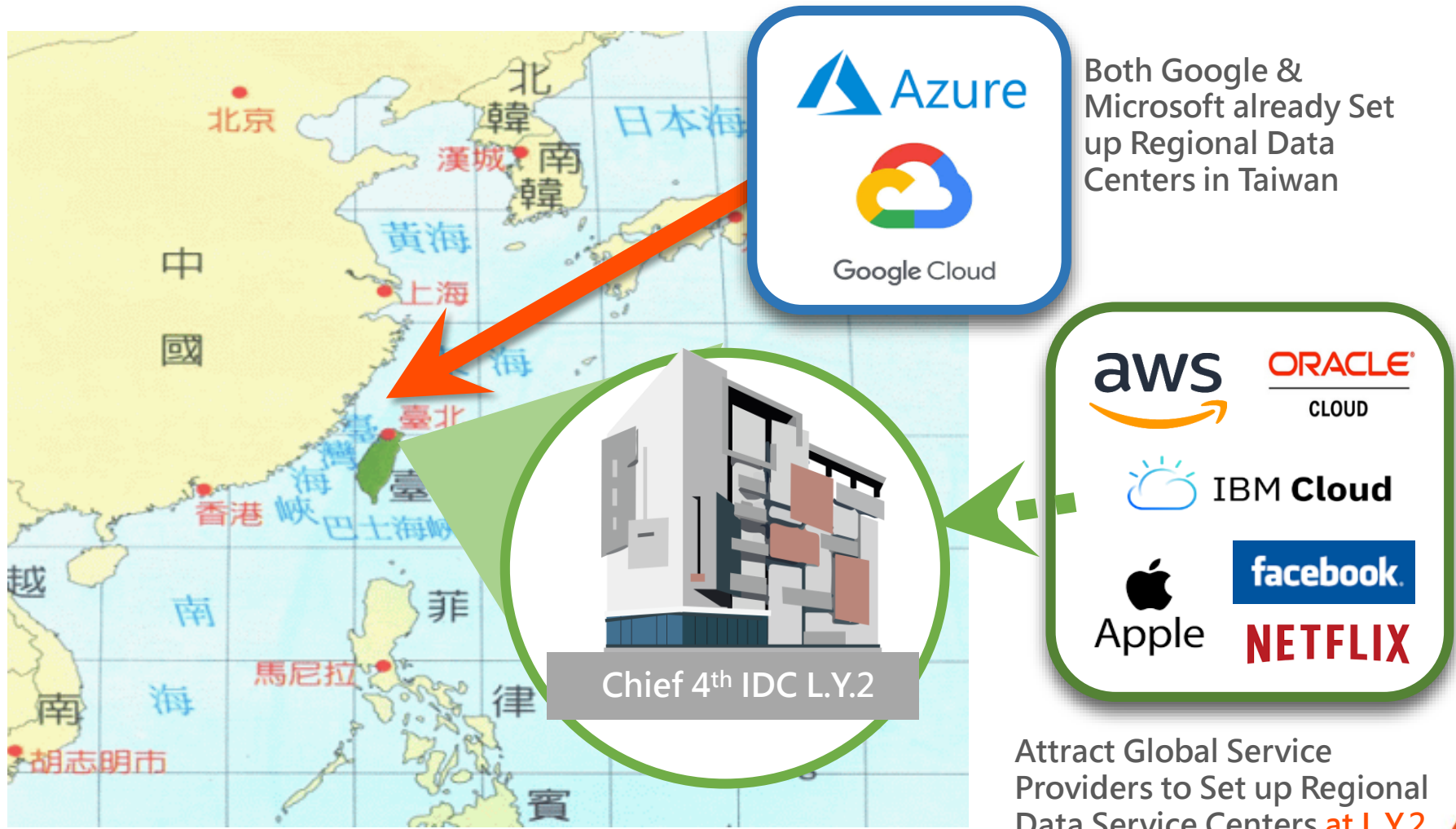
ISO Information Security Quadruple Certification & DCOS-4 Certification

# 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
  - 7X24hrs NOC
  - **ISO & DCOS certified**
- Complete connection for domestic/international optical network
  - Fiber ring among four buildings to provide ultrahigh speed bandwidth
  - International submarine cable connection center
  - Richest resources for local loop access
- Similar foreign IDC service providers:
  - **Equinix, Coresite, Qts, Sakura, 21Vianet, Digital Realty, GDS**

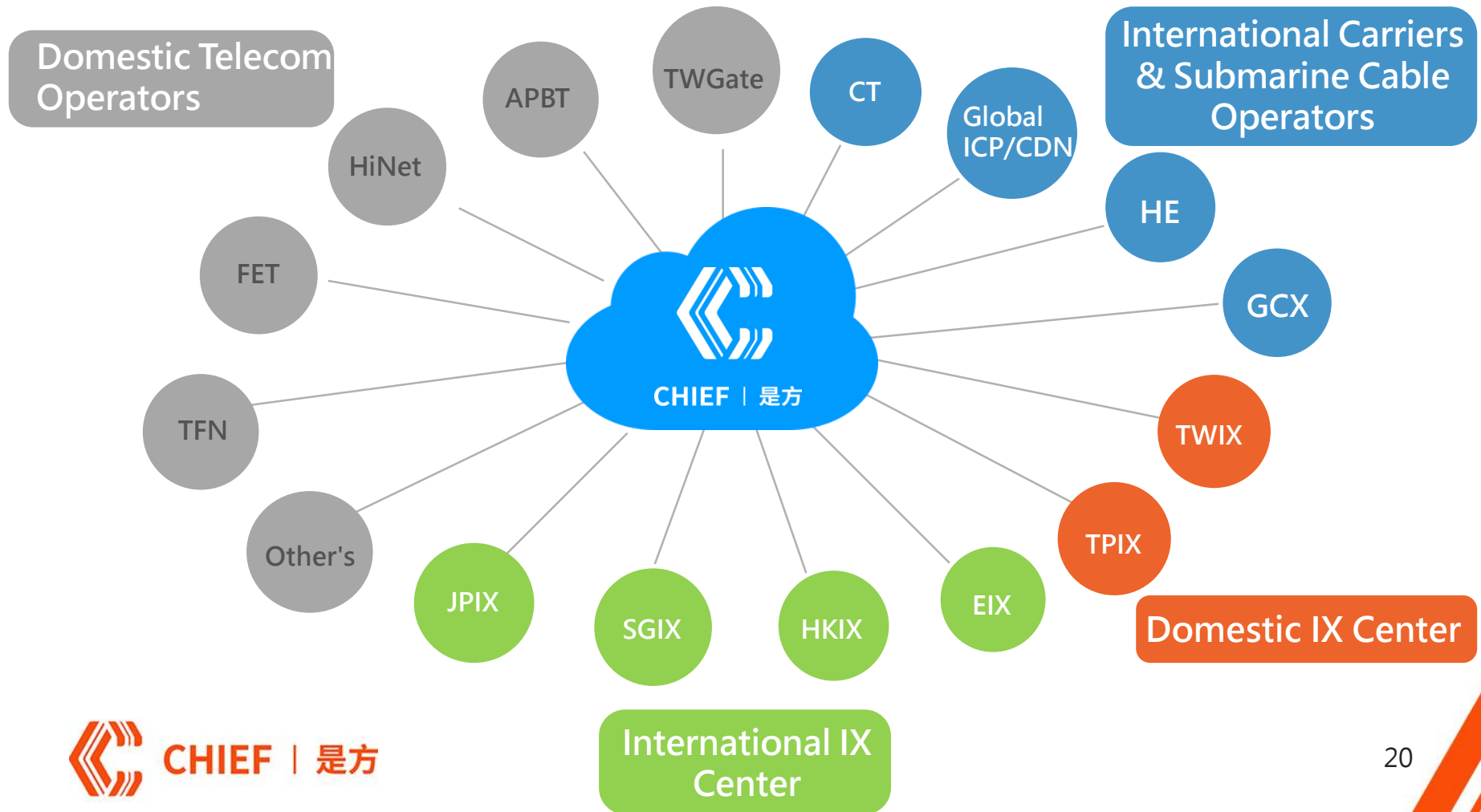


## 1.2 Located in The Center of East Asia to Attract Global Service Providers to Set up Regional Center



# 2.1 Data Service – Global Internet Services

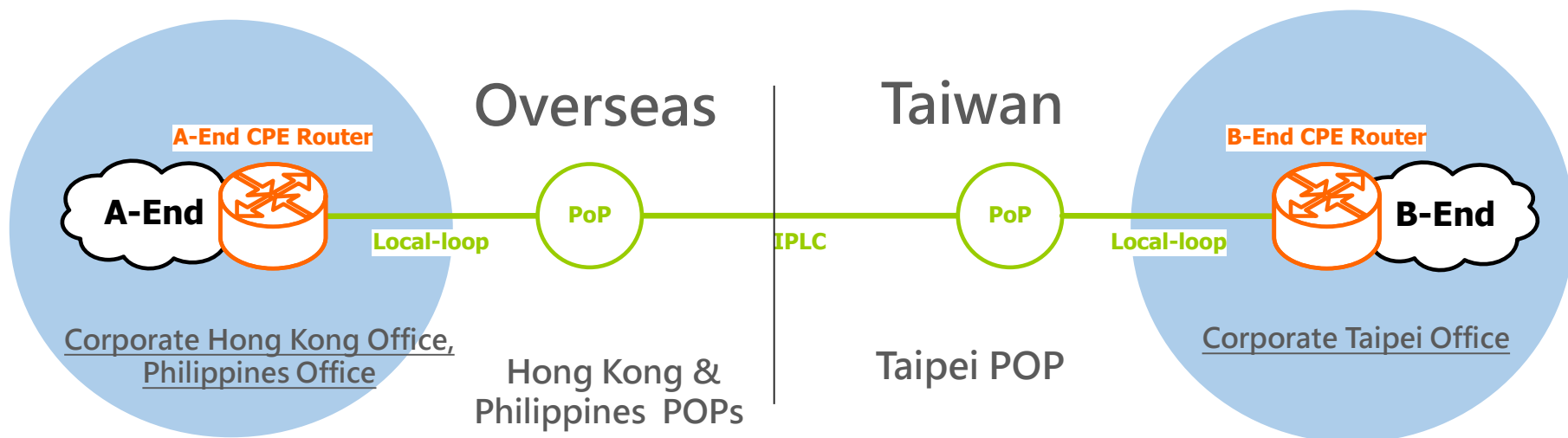
- Complete resources of domestic bandwidth and international bandwidth
- An important internet service hub in Taiwan





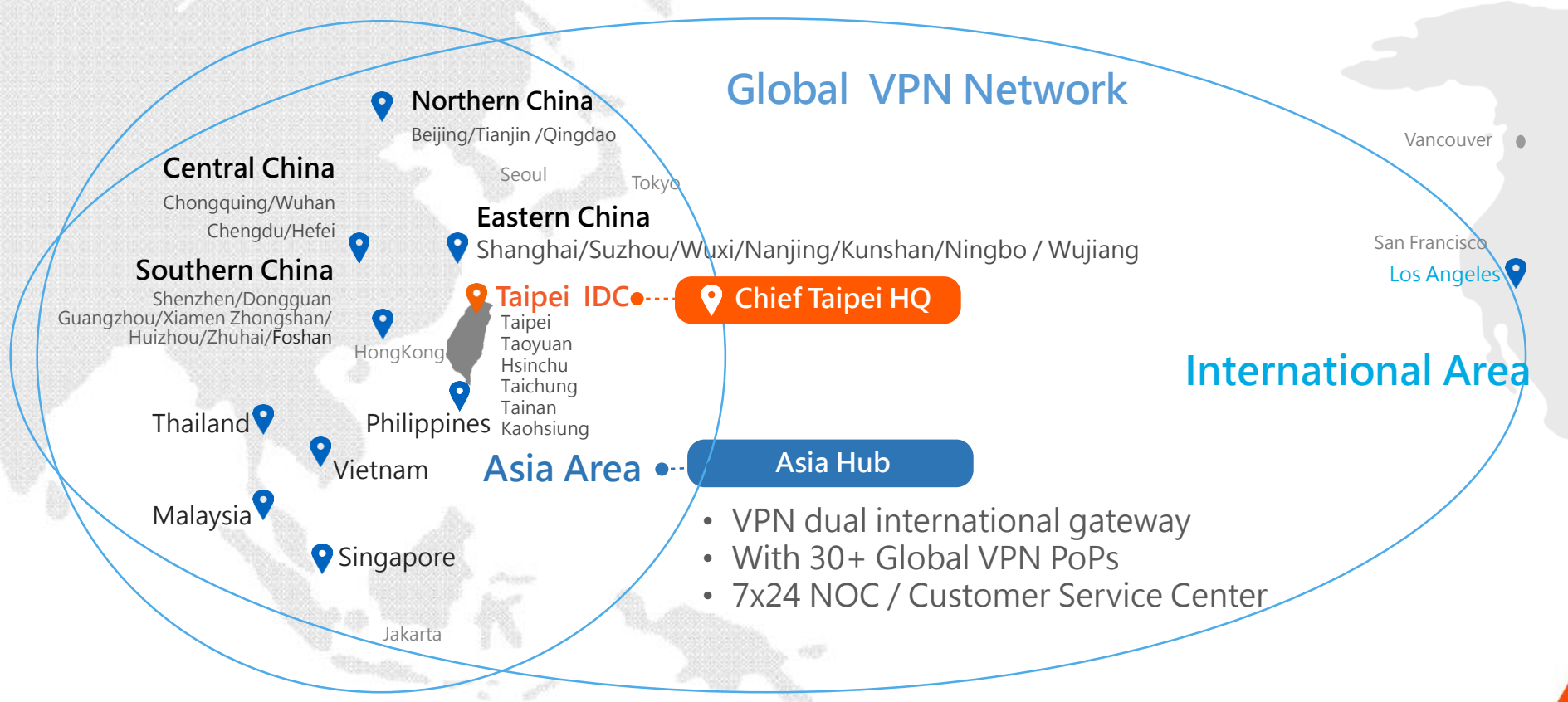
## 2.2 Data Service\_ IPLC

- 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 applications of the actual transmission requirement.
- Suitable for applications with **high sensitivity of transmission delay** (video/voice), or applications with **high transmission security.**

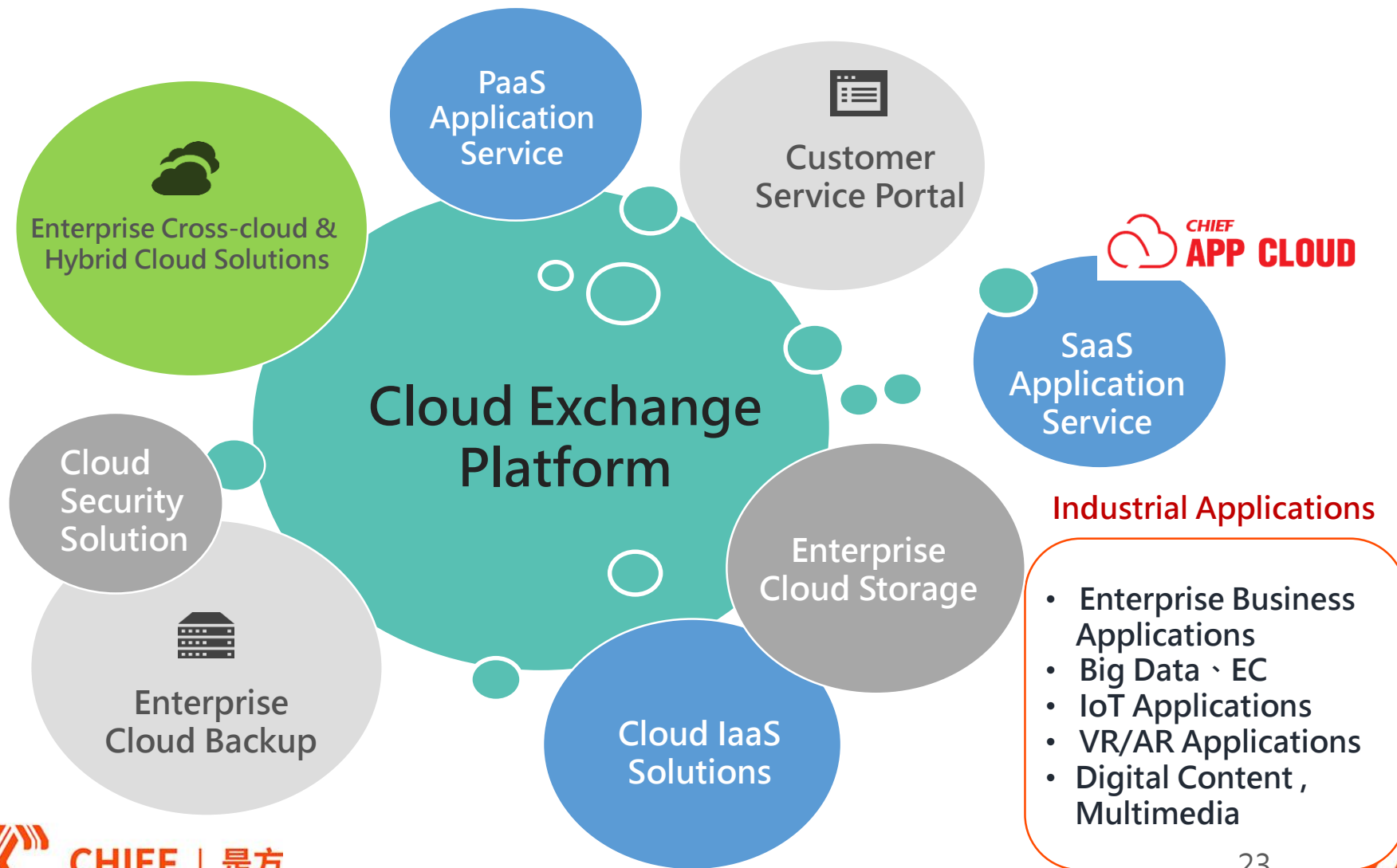


## 2.3 Data Service Global VPN (virtual private network)

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



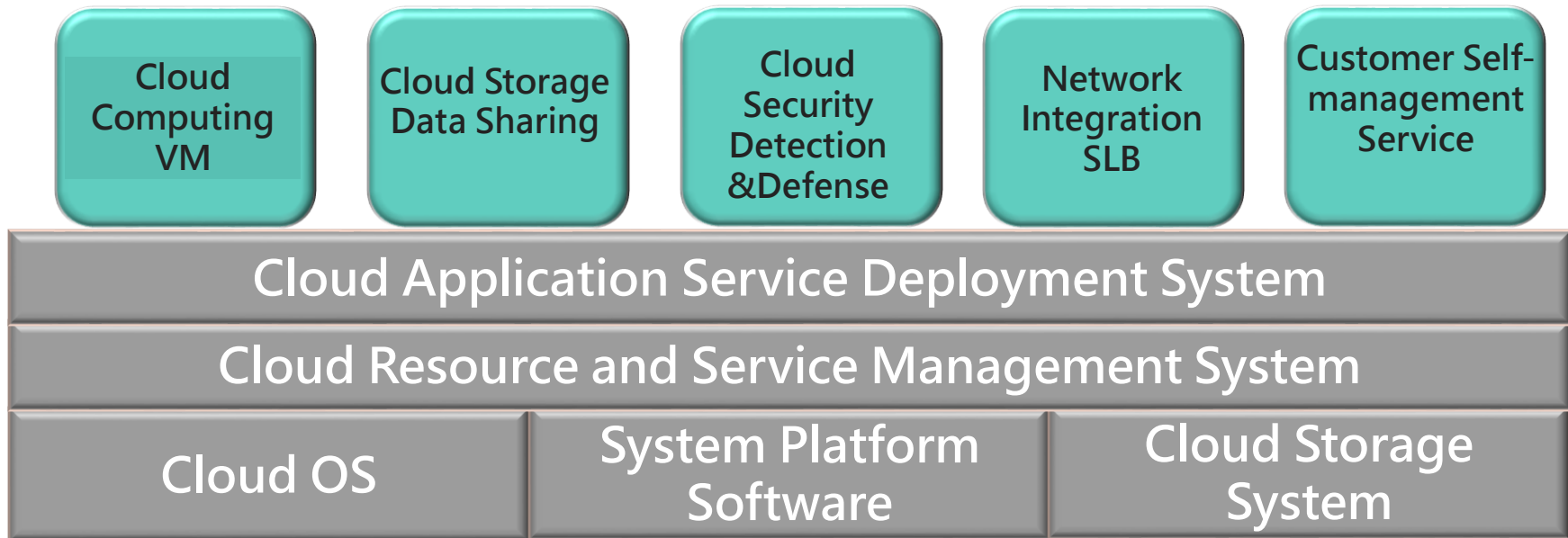
# 3.1 Cloud Service \_Comprehensive



## 3.2 Cloud Service \_ IaaS Solution



### Cloud Service - IaaS Level



- Cloud data are stored in domestic to 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 Service \_SaaS Application

## Chief i Health App

### Easy to control health status

- "Personal Health Information" management platform
- Chinese Smart Health Risk Analysis Engine Dynamic Prediction
- Green/Red traffic lights indication for personal health status



### Health housekeeper push message

- Provide selected articles every day to accompany you in taking care of your health
- Combining weather information and air quality index to provide personal exercise advice



### Convenient collection of health data

- Health Kit & Google Fit data collection
- Wearable and measuring device data upload
- Visual recognition technology
- With thousands of food nutrient content data for dietary records

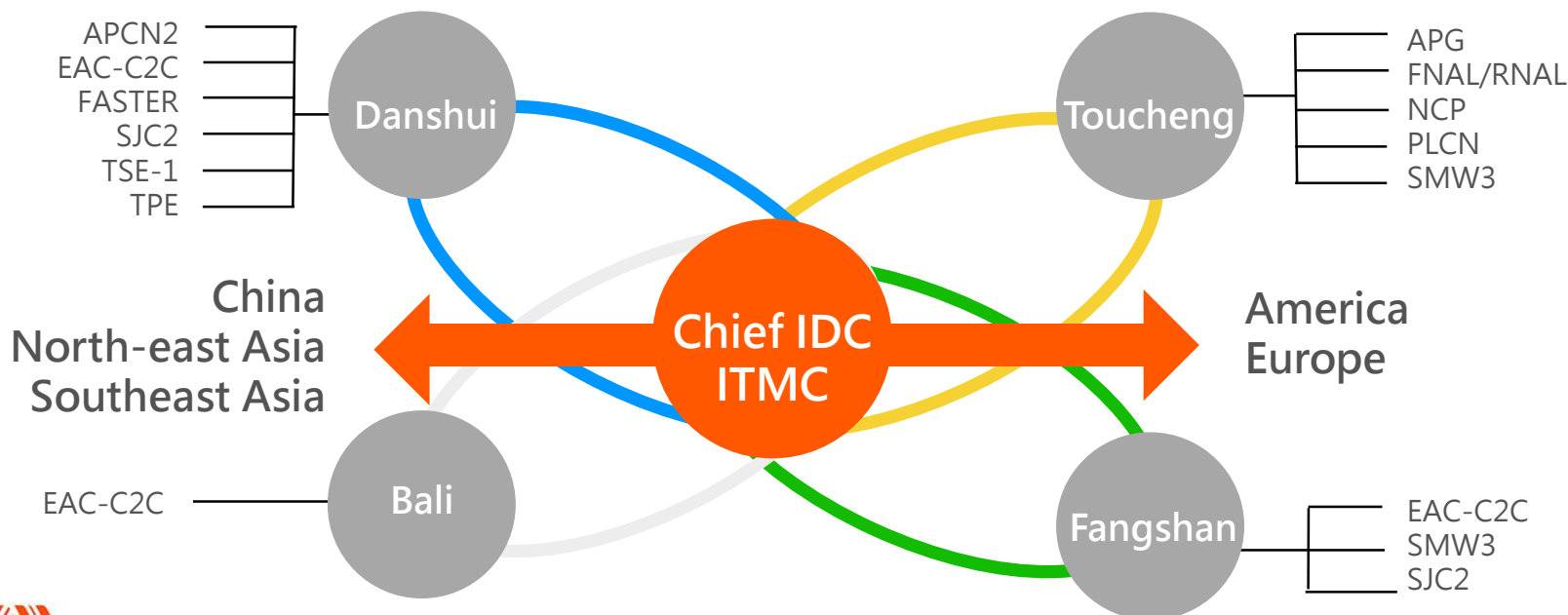


### Get partners to exercise together

- Link activity records with community interaction and fun competitions. The process of pursuing health can also be fun.

## 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.

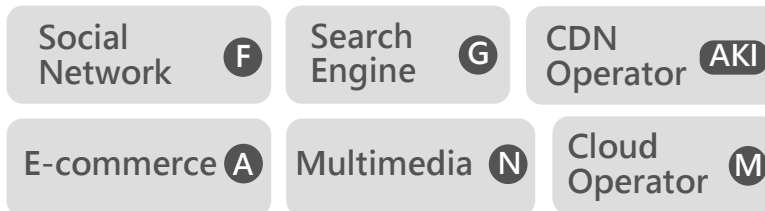




## 4.2 Taipei Internet Exchange Center (TPIX)

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

DE-CIX Marseille		116		FR	Marseille	<a href="http://www.de-cix.net">www.de-cix.net</a>
TPIX-TW		111		TW	Taipei	<a href="http://www.tpix.net.tw">www.tpix.net.tw</a>
MegaIX Brisbane		110		AU	Brisbane	<a href="http://megaport.com">megaport.com</a>
INEX		108		IE	Dublin	<a href="http://www.inex.ie">www.inex.ie</a>
IX Australia WA		105		AU	Perth	<a href="http://internet.asn.au">internet.asn.au</a>
TOP-IX		103		IT	Turin	<a href="http://www.top-ix.org">www.top-ix.org</a>
NIXL Mumbai		102		IN	Mumbai	<a href="http://nixl.in">nixl.in</a>
AKL-IX		102		NZ	Auckland	<a href="http://www.ix.nz">www.ix.nz</a>
France-IX Marseille		101		FR	Marseille	<a href="http://www.franceix.net">www.franceix.net</a>

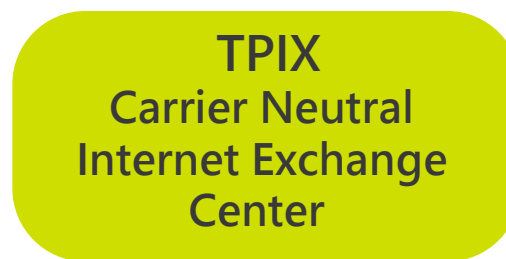
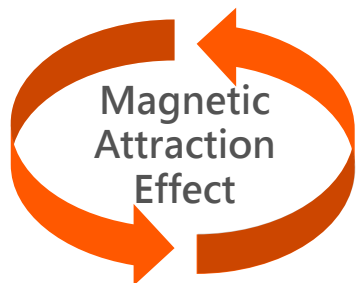
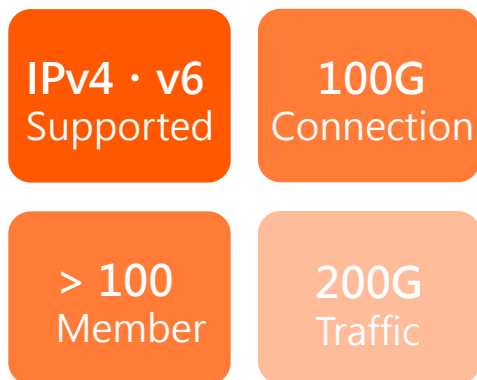


TPIX ranked #109 (2022 Hurricane Internet Exchange Report)

International  
& domestic content provider

Achieve

- Shortest latency
- Fastest speed
- Lowest cost



Content demand side

• Domestic ISP  
• Fixed network operators

• Cable operators  
• Other IX...

• International ISP  
• Mobile operators

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



TPIX with 111 members ranked #109 worldwide  
(Source: Hurricane Internet Exchange Report in Dec, 2022)

# 4.3 Chief Cloud eXchange (CCX)

- High Speed
- Safety
- Compliance

Data Localization

CCX Direct Connect  
Private & Secure Channel

CCX

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# 5. 070 Cloud PBX & ISR Services

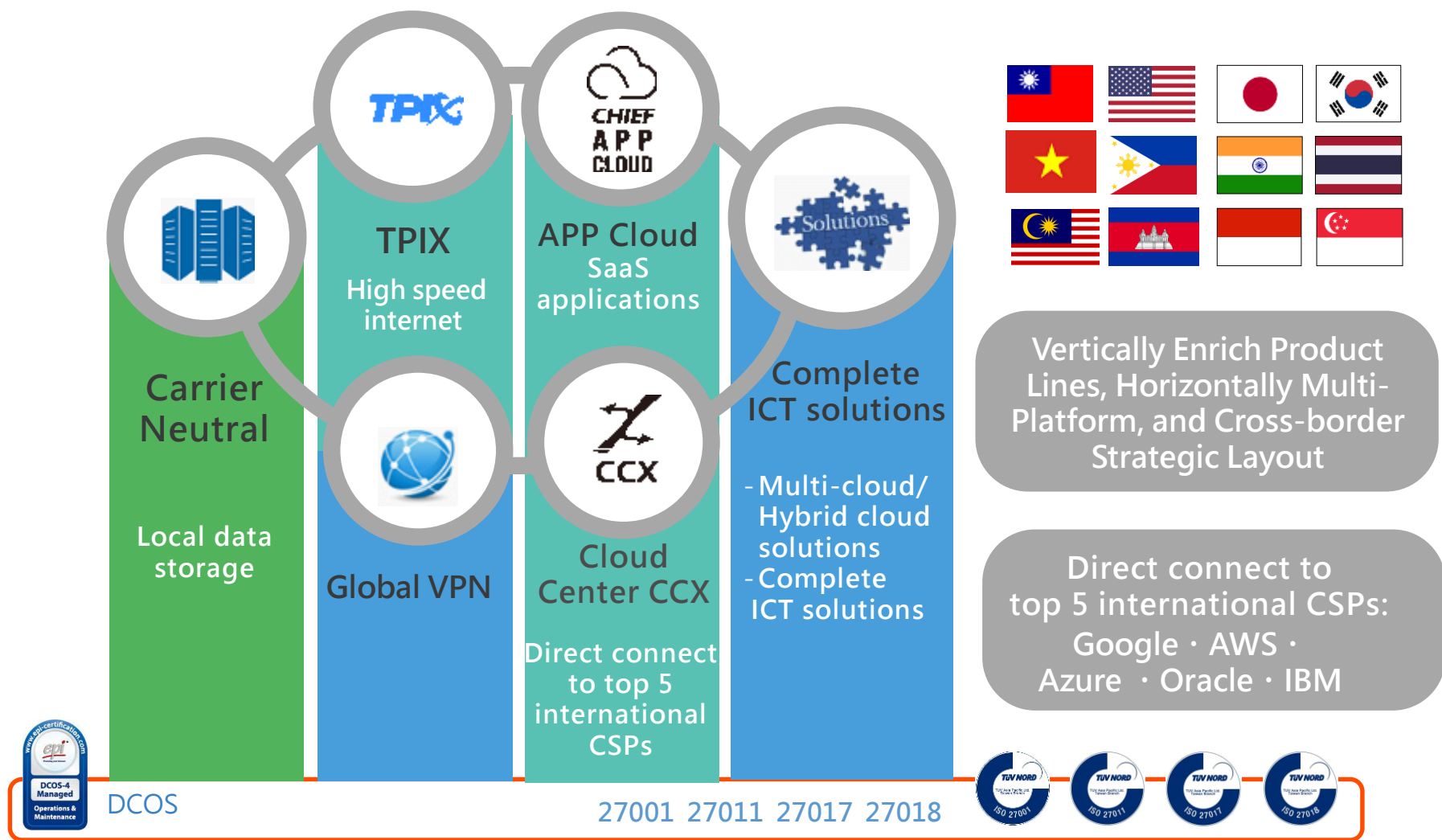
## 070 VoIP: 1st choice for Cloud PBX Service

### 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. Multi-Product Lines to Drive Growth Curve



## CHAPTER 4

# Global Trends & Business Focus

- Global Trend
- Business Focus

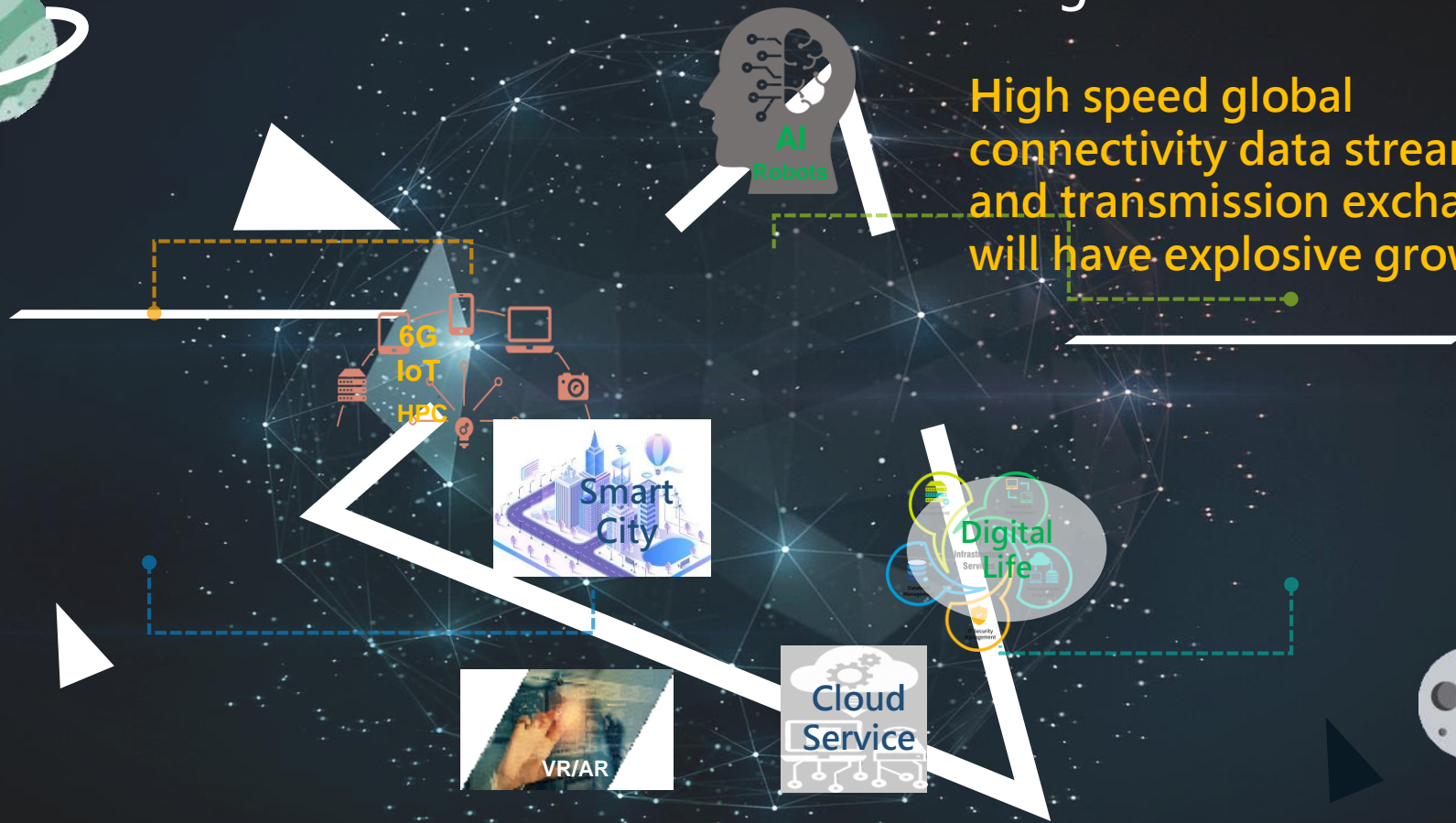


# 1.1 Global Trends



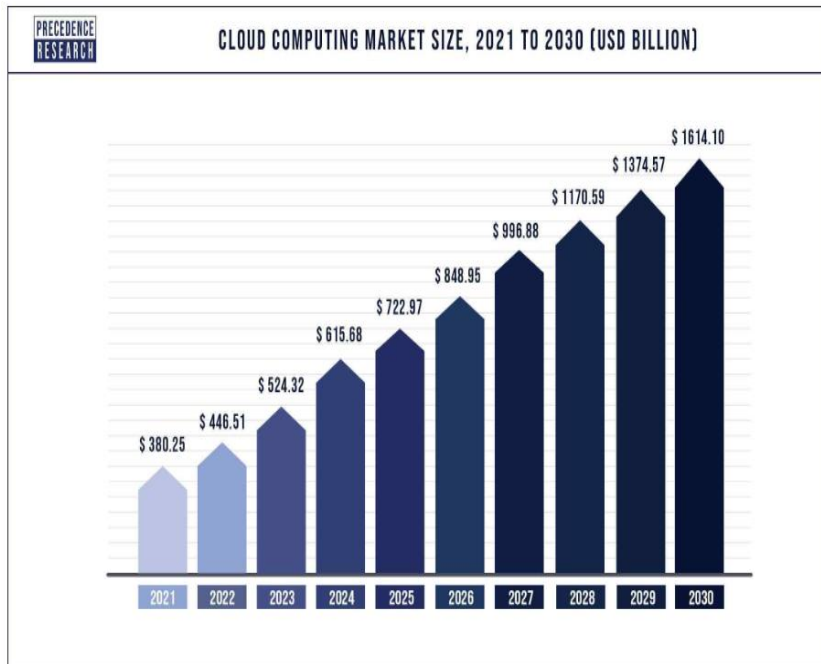
Imagine the future....

High speed global connectivity data stream and transmission exchange will have explosive growth





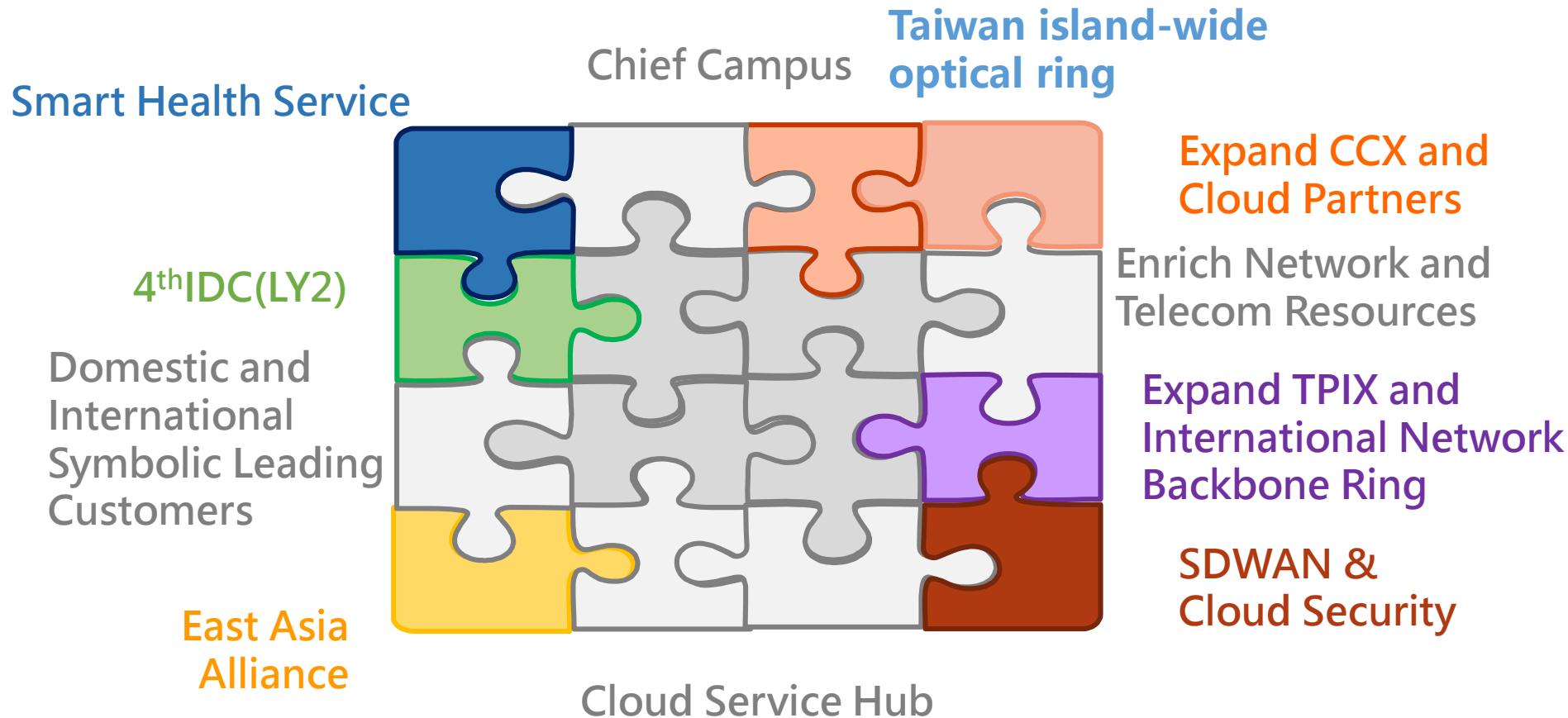
# 1.2 Global Cloud and IDC Market Trends



Note1: **Global cloud service market in 2022~2030 CAGR 17.43%** (Source: Precedence Research); Amazon(34%)/Microsoft(21%)/Google(11%)/Alibaba(5%)/ IBM(3%) **Top 5 CSPs account for 2/3 public cloud market** (Source: Synergy Research Group) °

Note 2: **Global IDC service market in 2021~2030 CAGR 10.5%** (Source: Allied Market Research) °

# 2.1 Business Development Focus



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



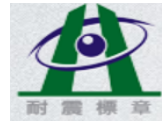
2024 Q1 Commercial Service



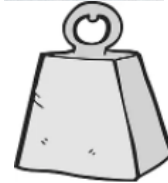
16,500 sqm Floor Area



20 MW Power Capacity



LRB Seismic Isolation Design  
(A series magnitude 7.0 earthquakes)

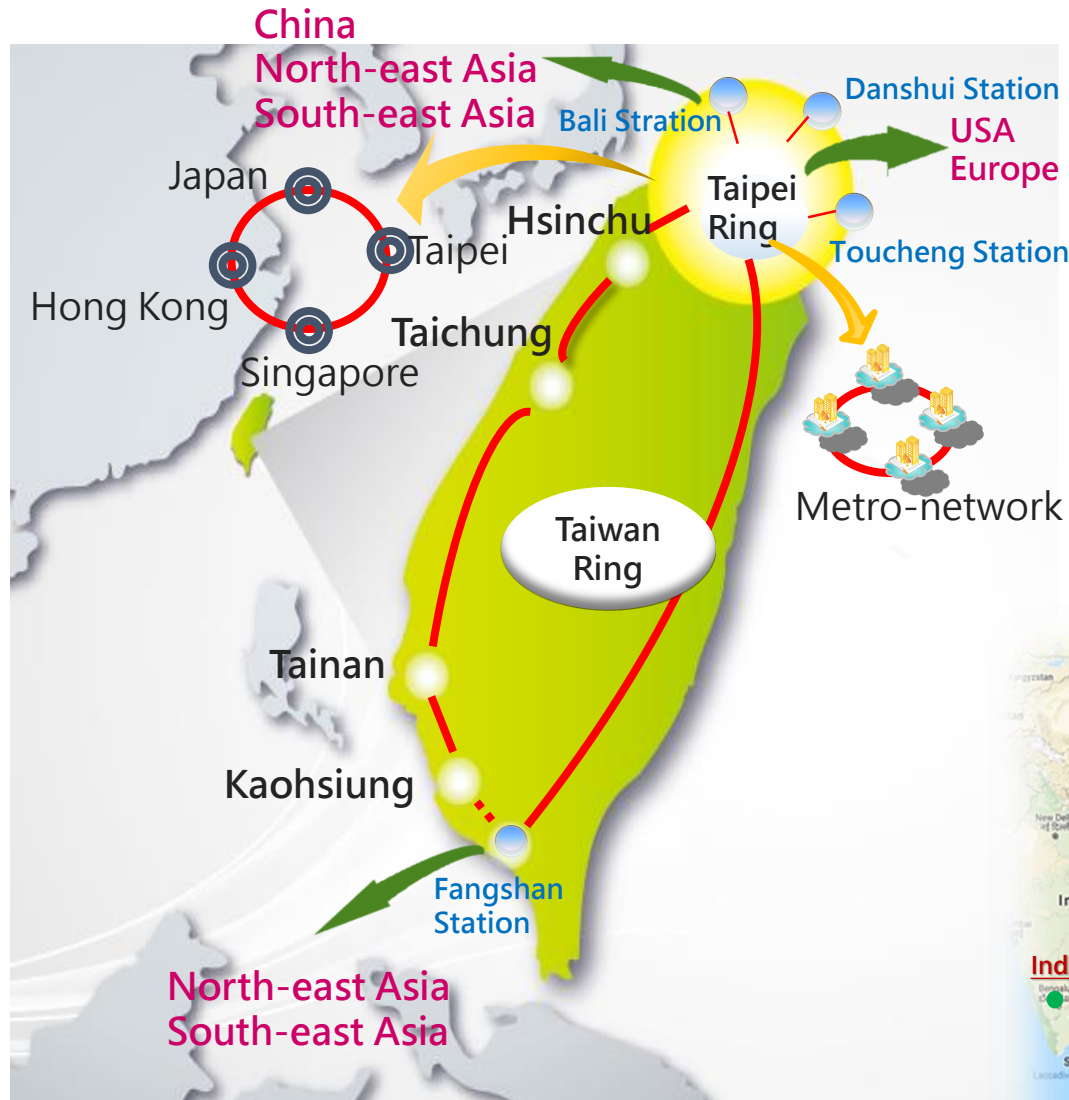


Floor Loading 2,000 kg/m<sup>2</sup>



Green/Smart Building Design

## 2.3 Three Rings Three Lines - Sufficient Domestic and International Network Resources

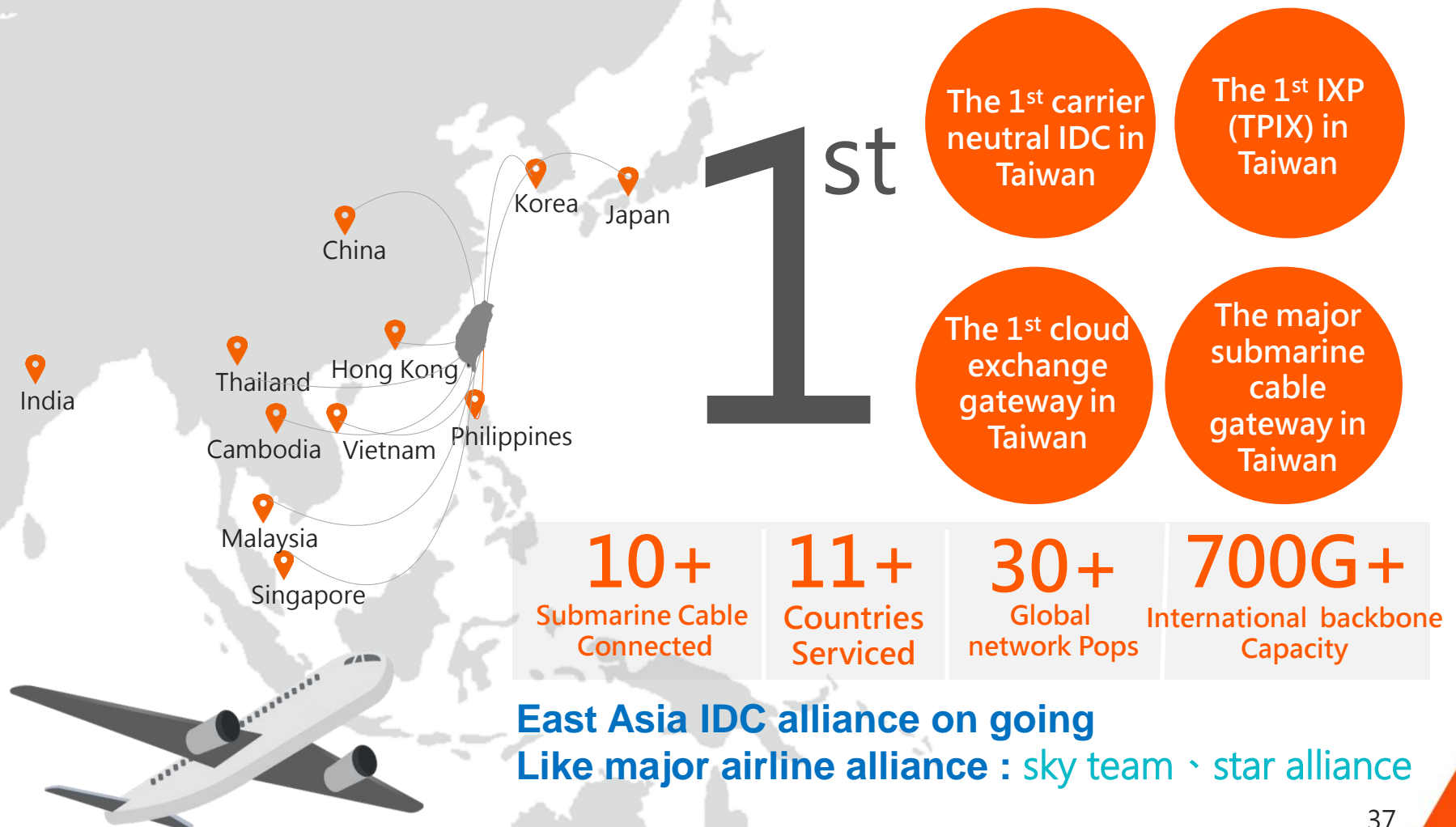


### Complete Domestic and International Optical Networks

- **Taipei Ring:** optical fiber network to connect 4 IDC buildings
- **Taiwan Ring:** optical fiber network to connect 6 metropolitan areas
- **International Ring:** High bandwidth to connect to Tokyo, Hong Kong and Singapore
- **International Submarine Cable Center :** direct connect to USA, Europe, East Asia and China



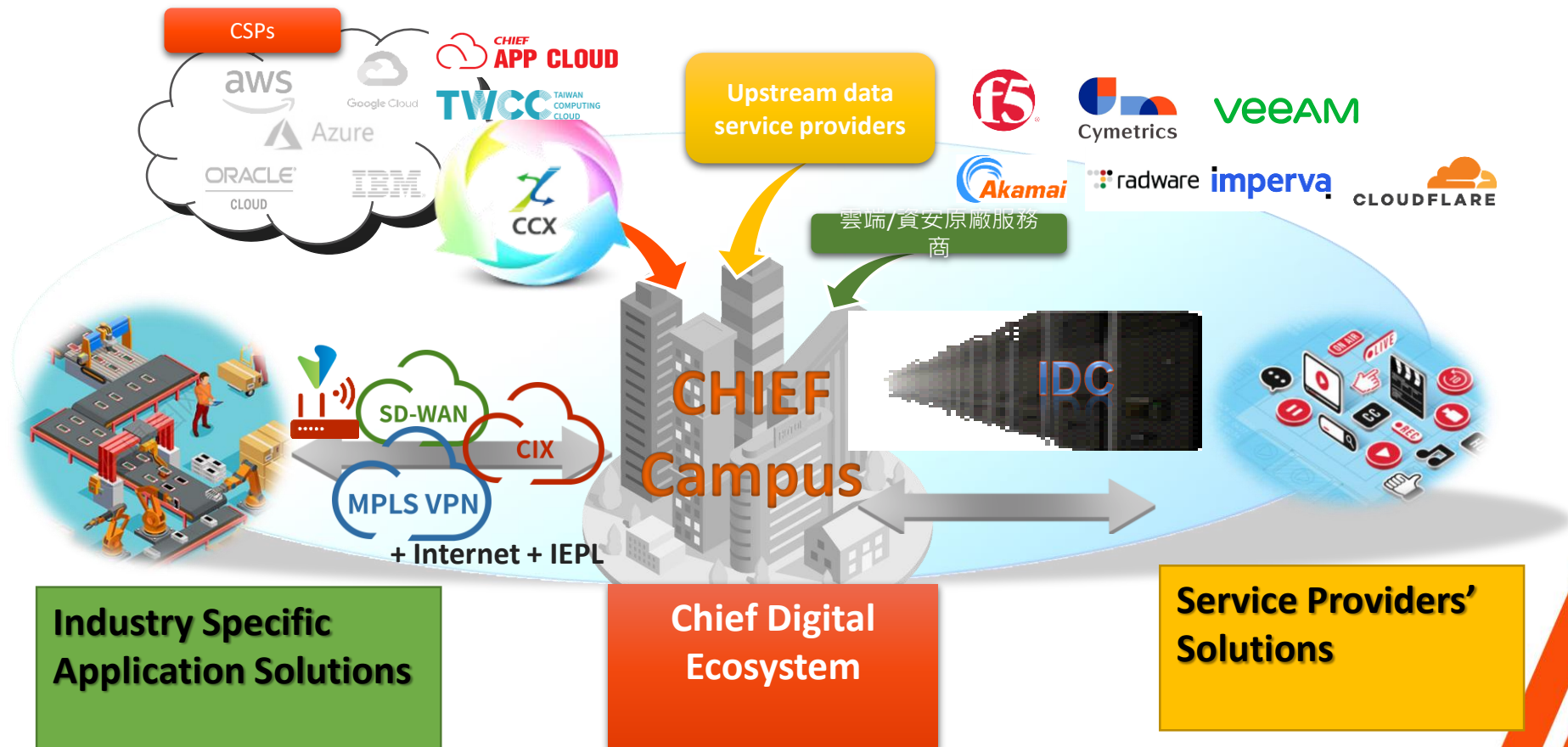
## 2.4 Expand International Backbone and Cooperate with Partners in East Asia



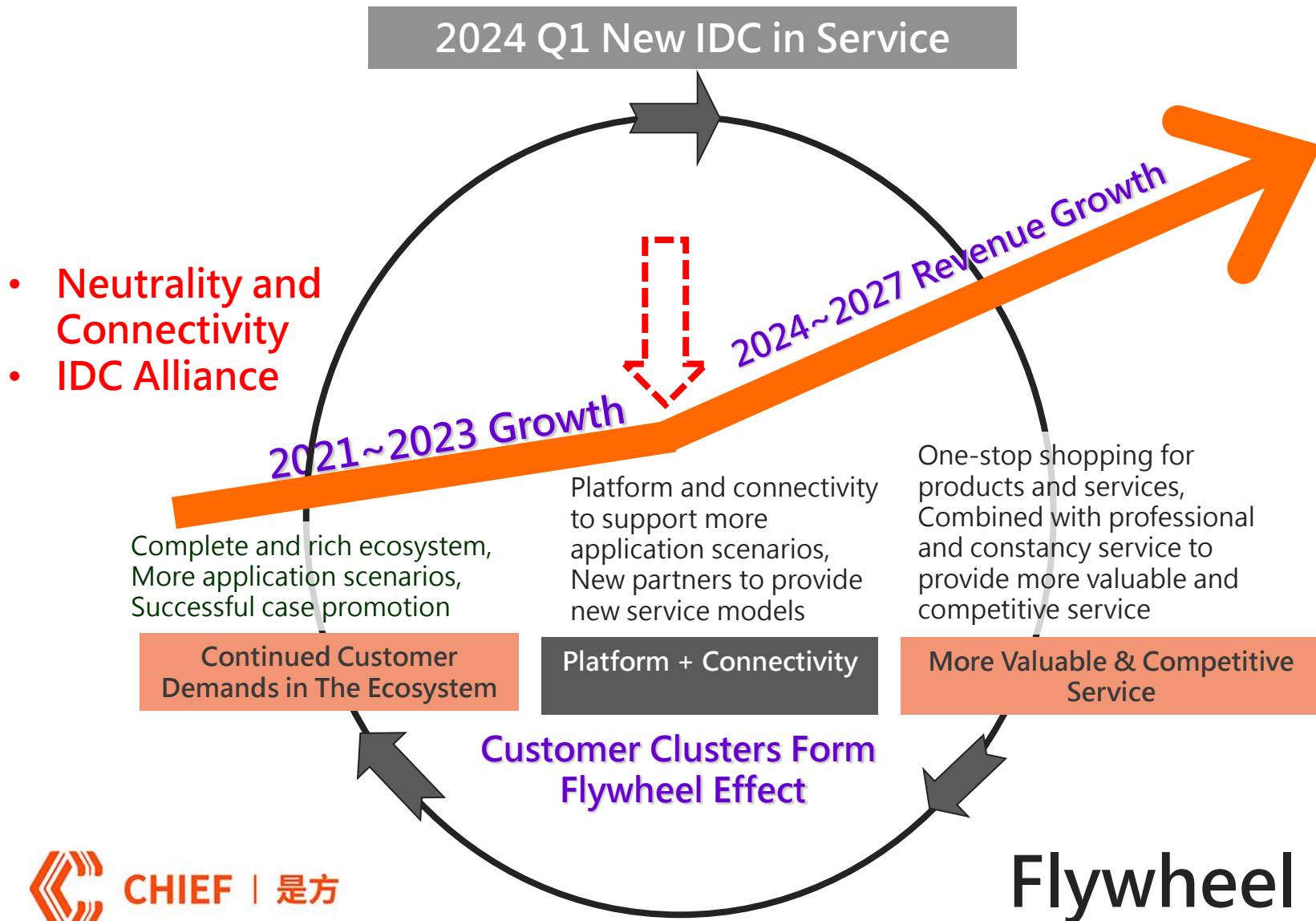


## 2.5 Leverage Chief Campus to Satisfy Cloud + Network+ Security Service Demands

Chief Campus Service Coverage: from point to line and area



## 2.6 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 significant concentration around Taiwan. The map is in grayscale, with the network lines providing the primary visual information.

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.



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Cloud | Connect | Communication

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