



CHIEF | 是方

Chief Company Introduction

Stock Code : 6561

Apr. 7, 2023

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

CHAPTER 1

Company Profile

Chief Services Start Every Day of Your Life!

Digital Life

DIGI LIFE 2.0

CLOUD
COMPUTING



Digital Content • Network

- Music/Video
- Games/News
- Global Network
- High Speed Internet



IOT • e-Commerce

- B2B/B2B2C
- O2O/Shopping
- Traveling/Ticketing

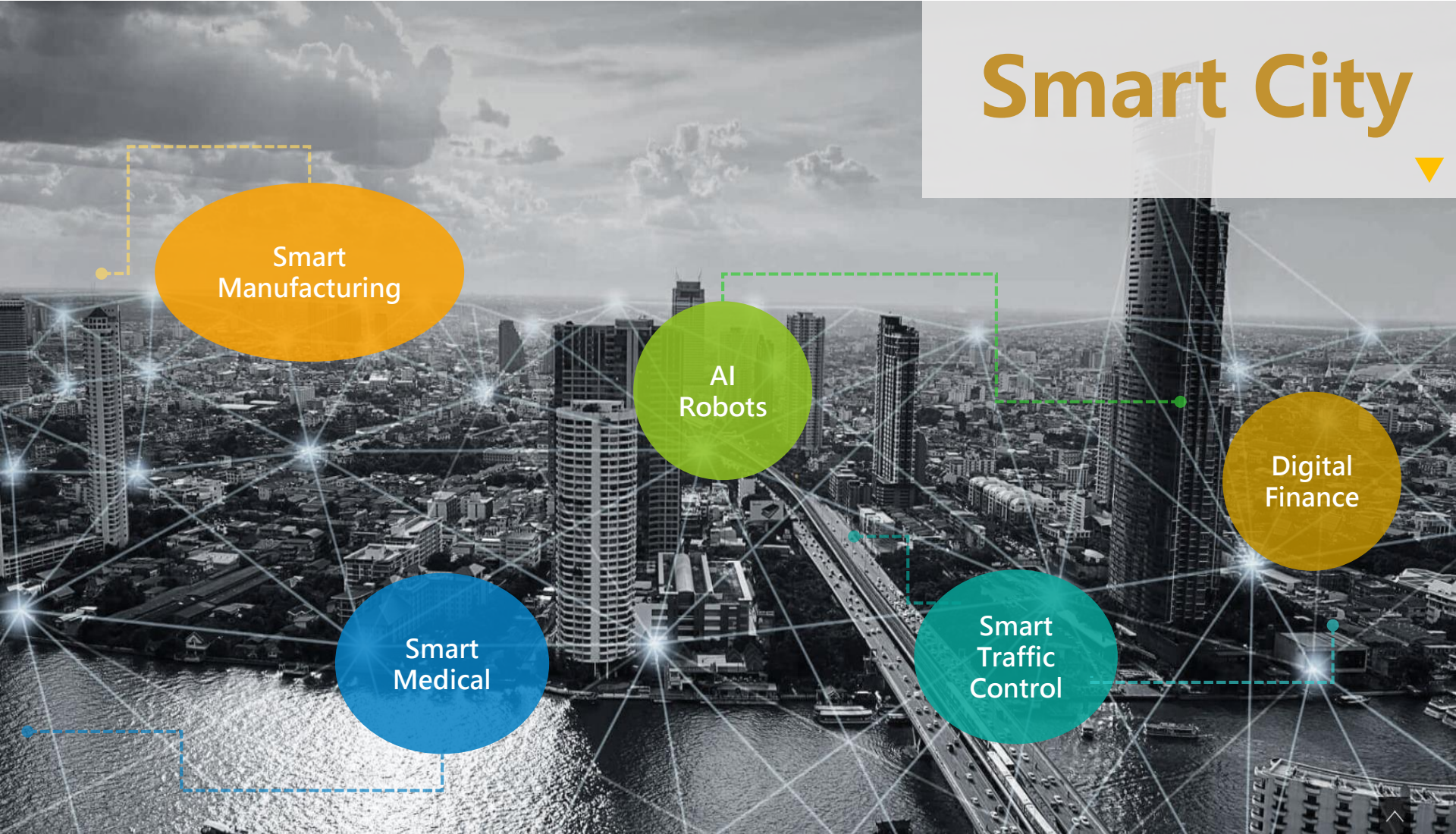


Big Data

- Smart Health
- Public Opinion
- Digital Marketing
- Data Analysis

Chief Makes Your Life Smart, Easy and Fun !

Smart City



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

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 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

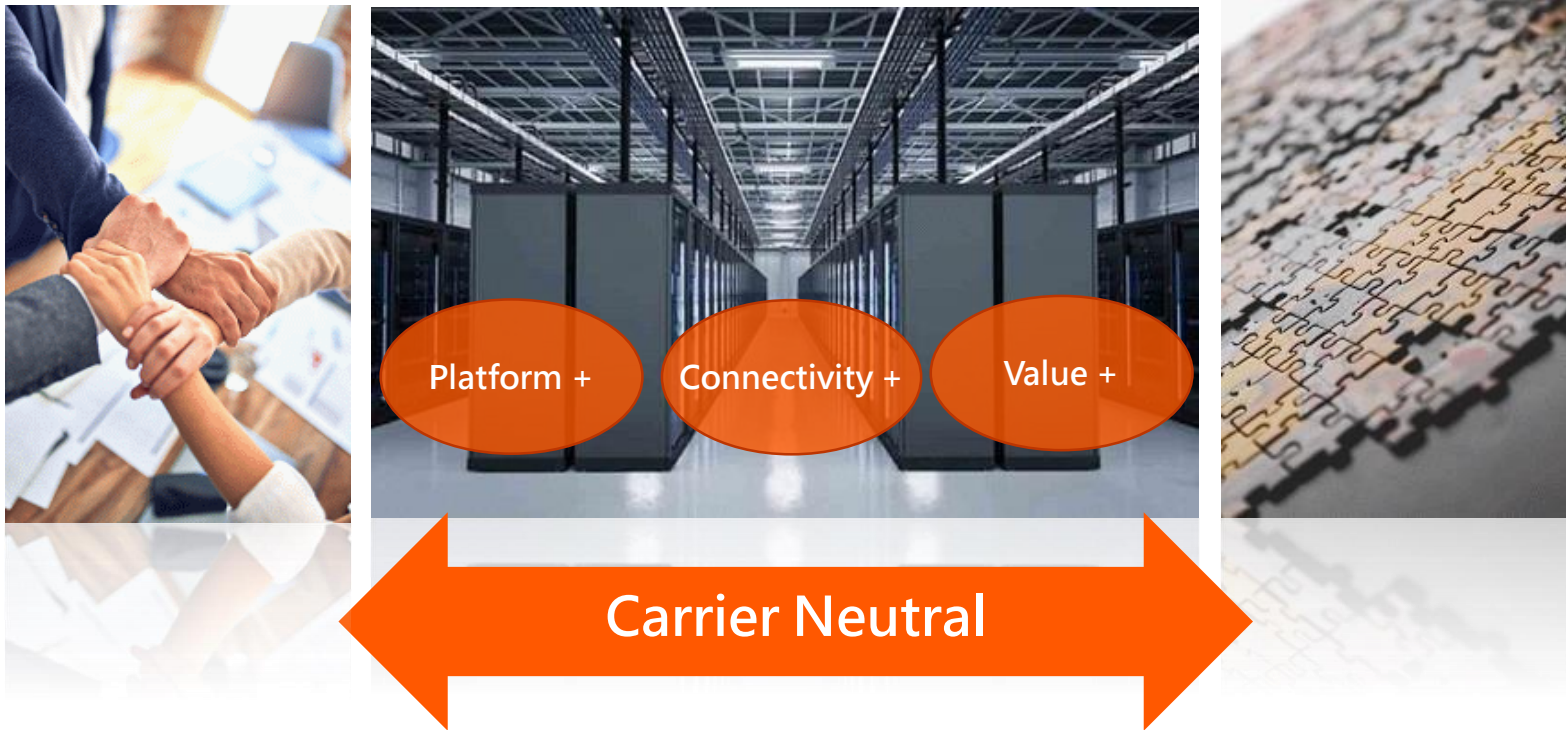
Jan. - Proceed the project with the island-wide fiber network deployment and expand the Int'l backbone to 700G



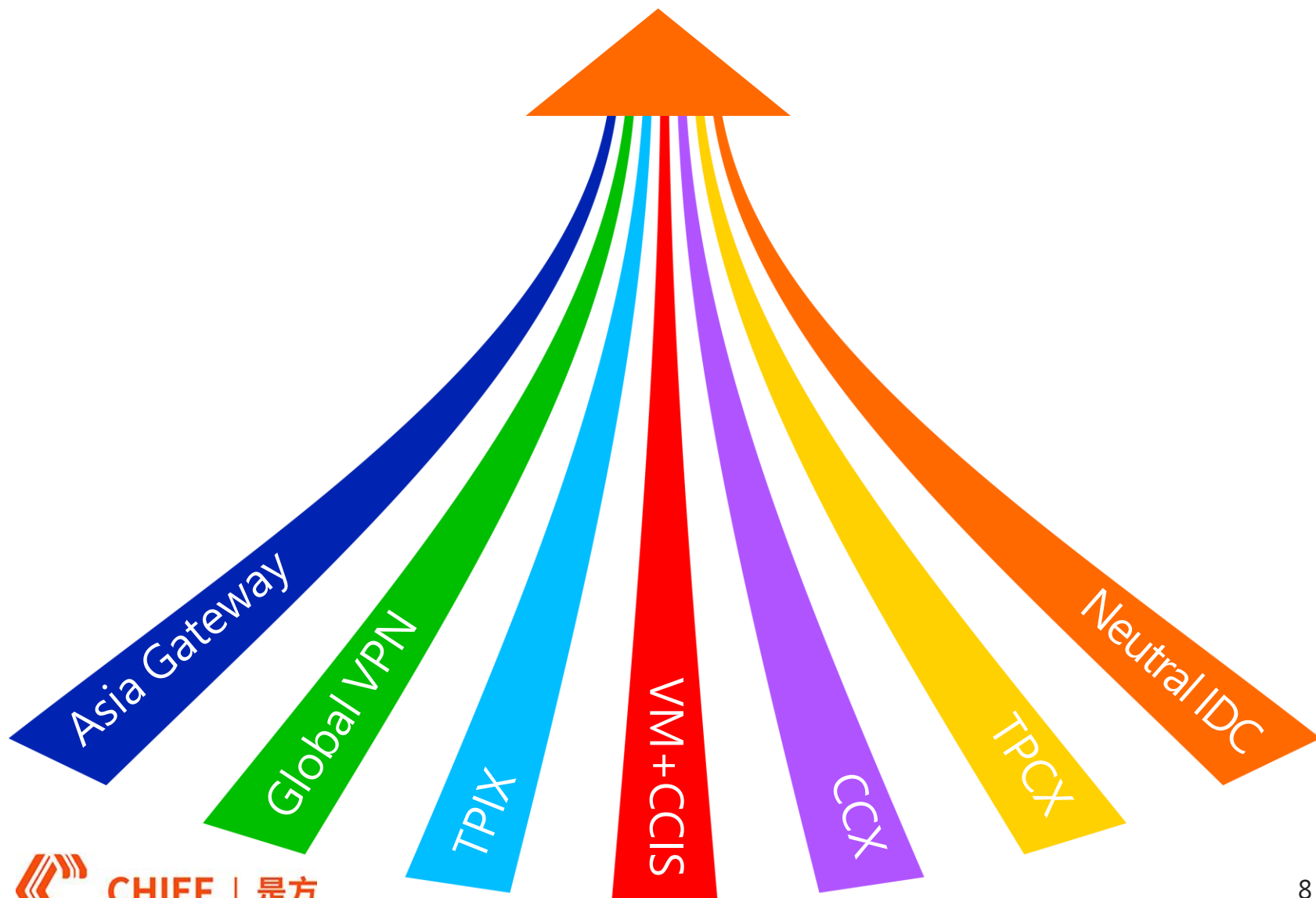
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3. Company Positioning

Specialization/ Sharing/ Collaboration/ Multi-winners



4. Platform+



5. Connectivity+

Global Internet & Network

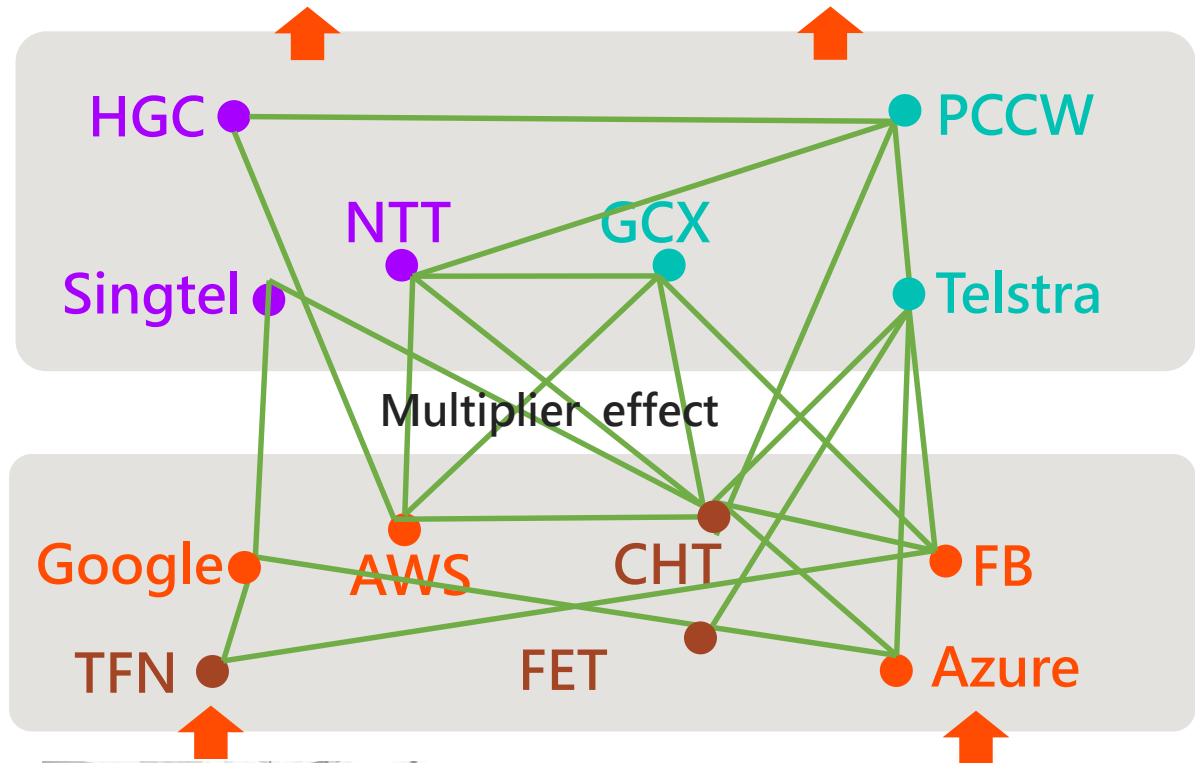
Type I : Int' | Carriers

Type II :
Submarine Operators

Type III:
Int' | ICP & Cloud
Service Providers

Type IV:
Domestic Carriers
& ISP

Last mile solution



Enterprise Customers
ERP | CRM | Cloud
Vide Conference.....

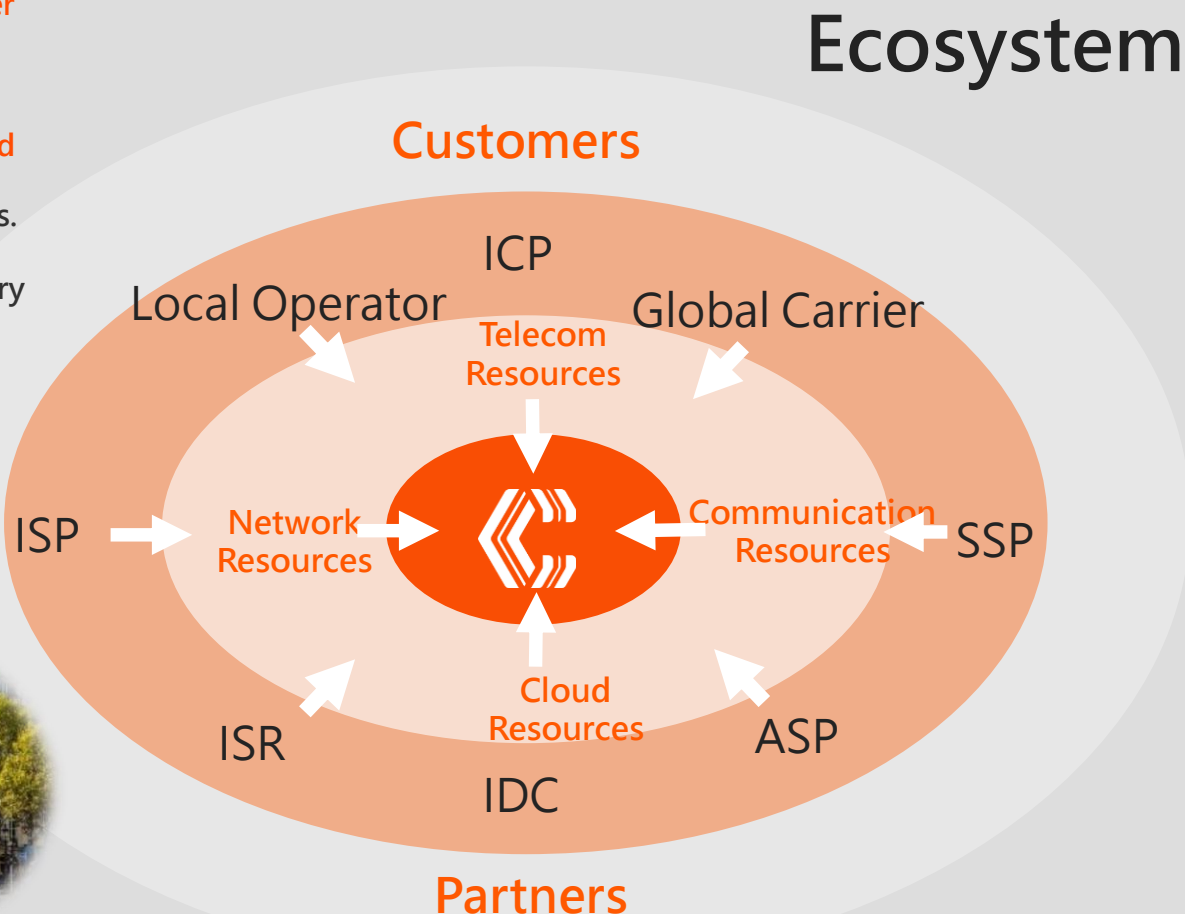
Chief and its
customers'
services have strong
linkages in your daily
life !



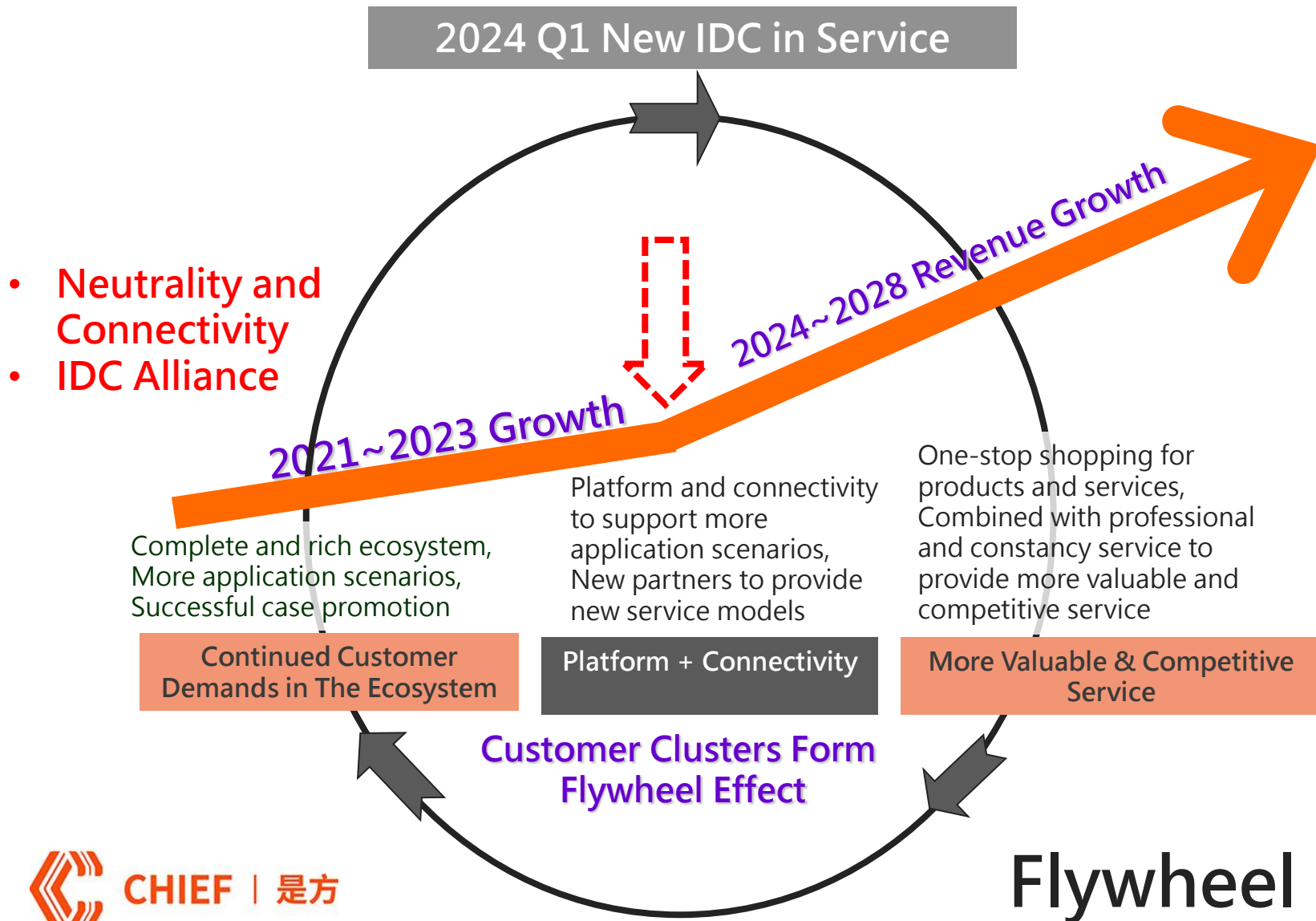
Consumers Customers
E-shop | Search | Video.....

6. Value+ (Clustering Magnetic Attraction Effect)

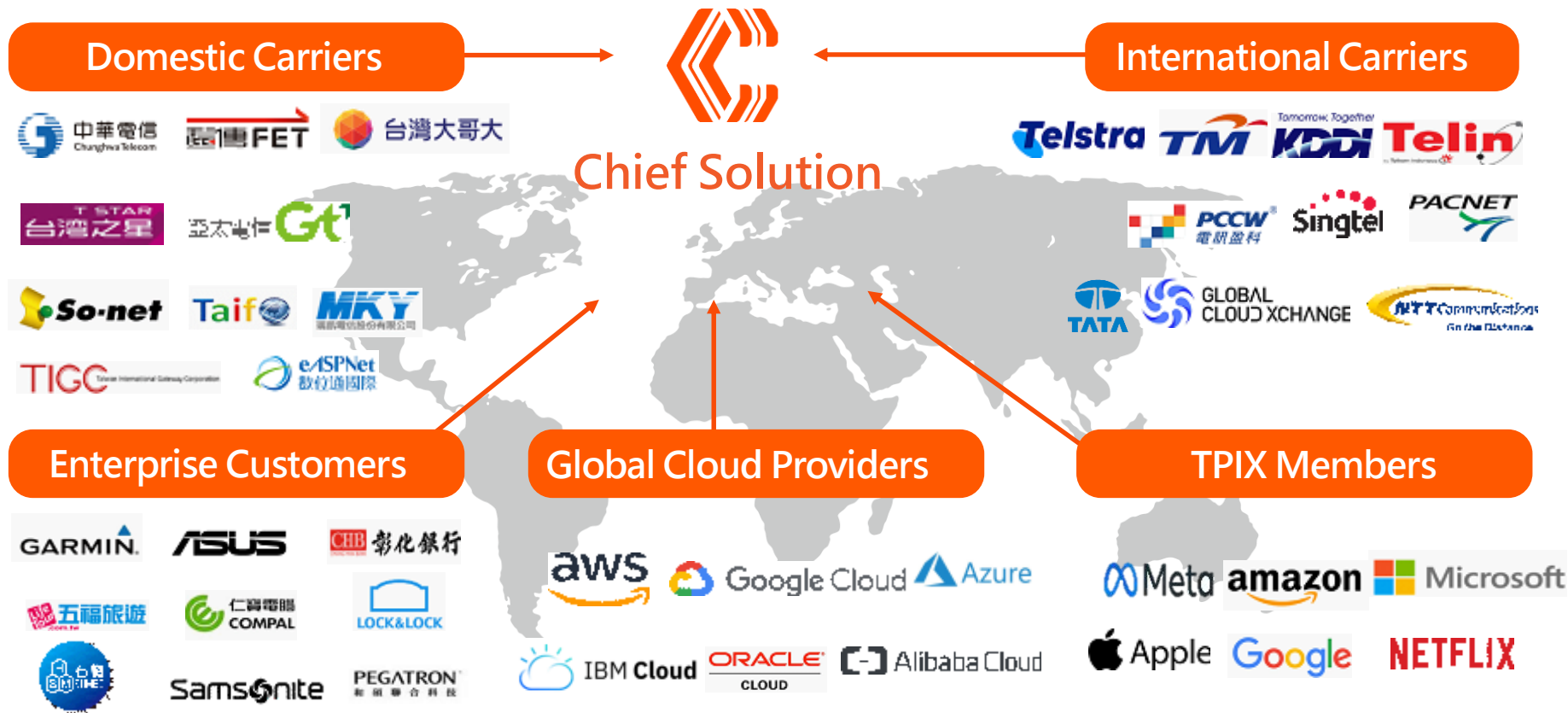
Chief Telecom is based on **carrier neutral position** to attract domestic and international carriers, submarine cable operators, content providers and cloud service providers of colocation in Chief IDC buildings. With platform and member economy and the cloud industry chain, it naturally **forms a customer clustering magnetic attraction effect**.



7. Chief Telecom Flywheel



8. Major Customers



9. 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 3rd level to 1st level (TOP 5%)



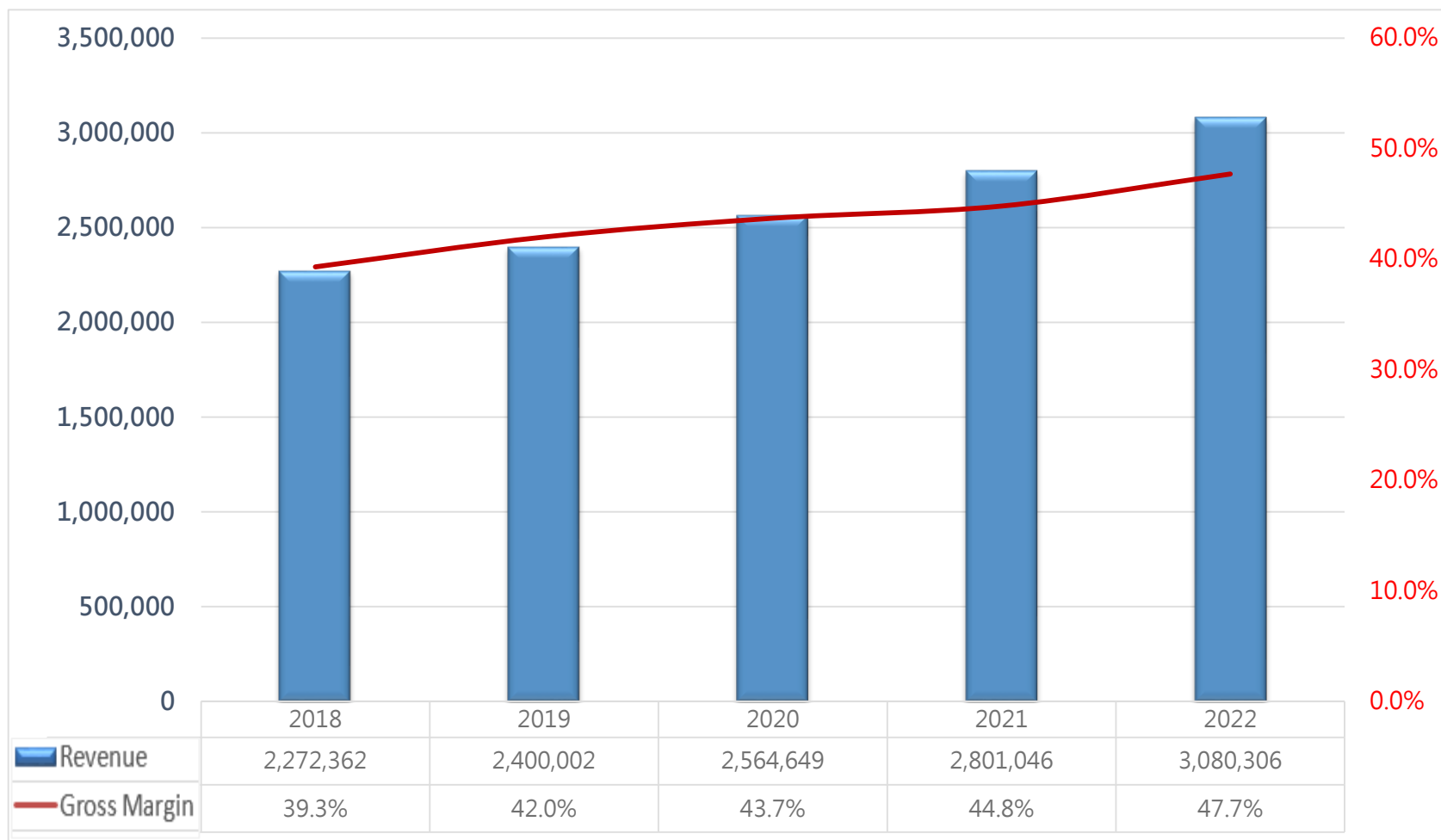
CHAPTER 2

Recent Years Finance Performance

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

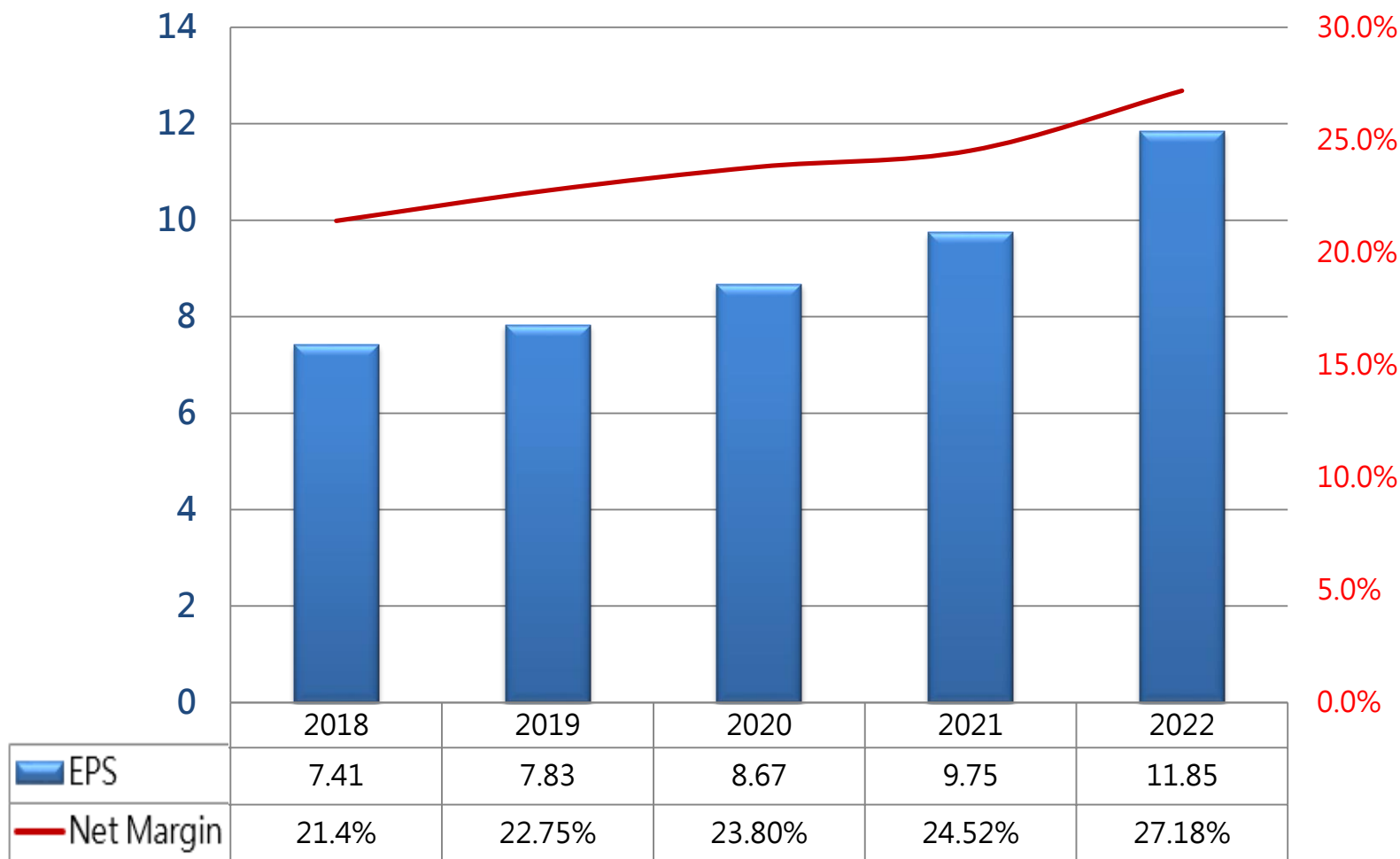
1. Revenue & Gross Margin

Unit: NT\$K

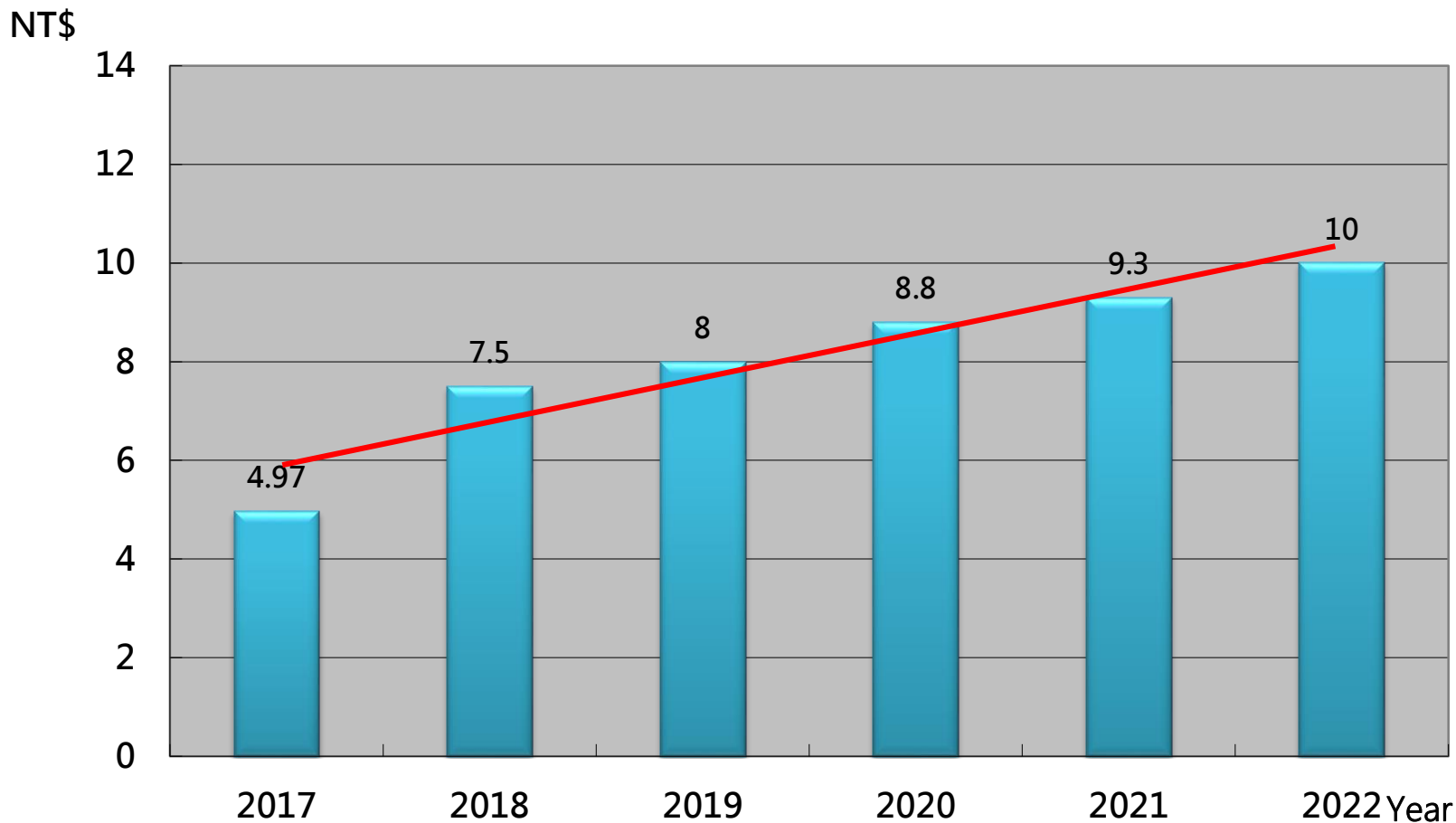


2. Net Margin & EPS

Unit: NT\$

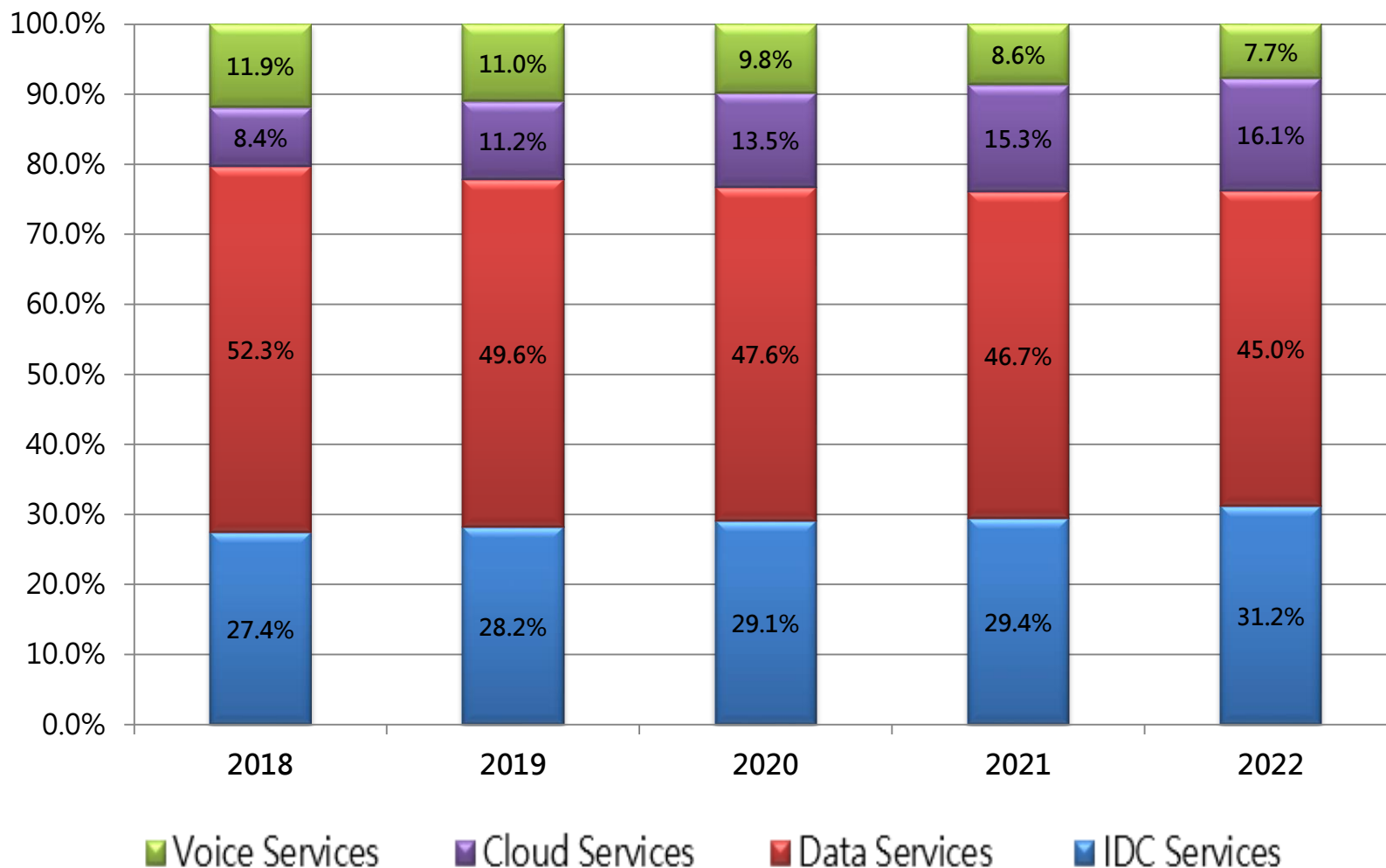


3. Percentage of Dividends



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

4. Product Revenue Percentage





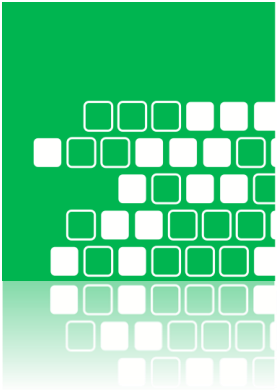
CHAPTER 3

Product Line Introduction

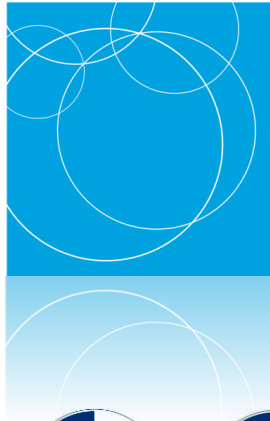
Product Line Introduction

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

IDC Service



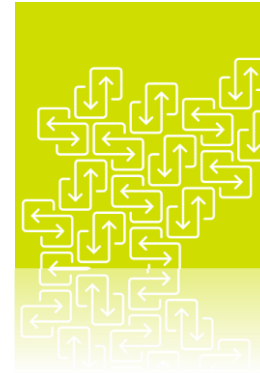
Data Service



Cloud Service



Exchange Center

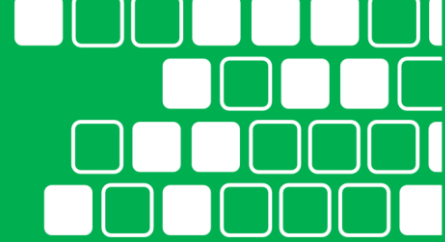


Voice Service

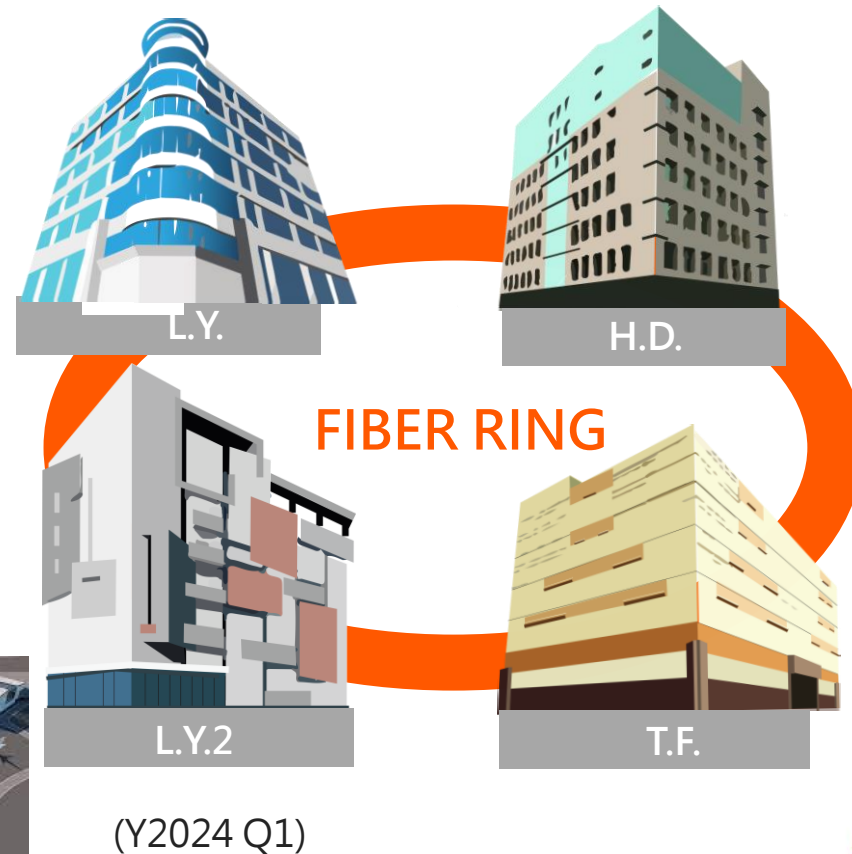


ISO Information Security Quadruple Certification & DCOS-4 Certification

1. IDC Colocation Services – Carrier Neutral

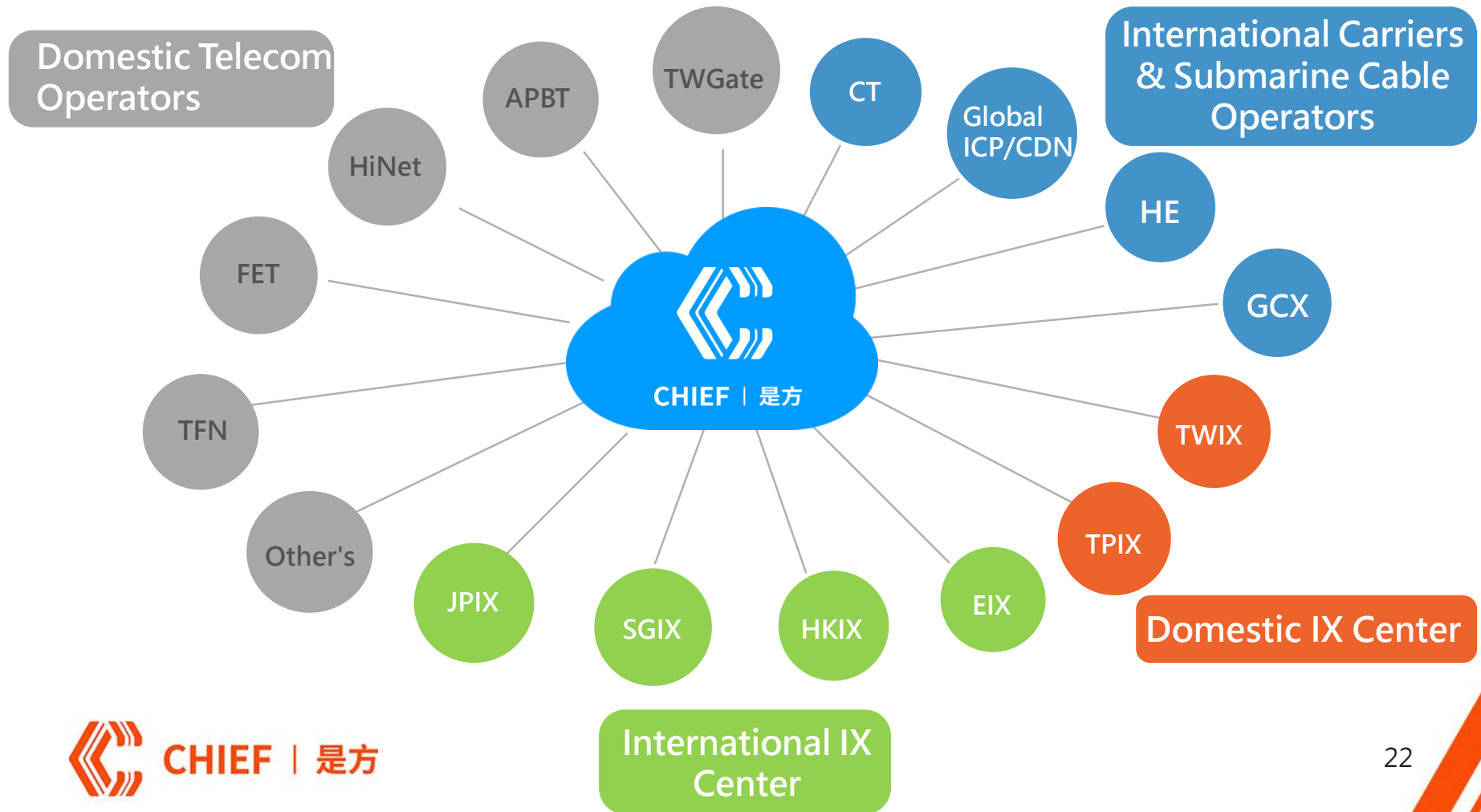


- World-class carrier neutral IDC to provide high quality IDC services
 - World-class IDC SLA
 - Customized design and deployment
 - 7X24hrs NOC
 - **ISO & DCOS certified**
- Complete connection for domestic/international optical network
 - Fiber ring among four buildings to provide ultrahigh speed bandwidth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



2.1 Data Service – Global Internet Services

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

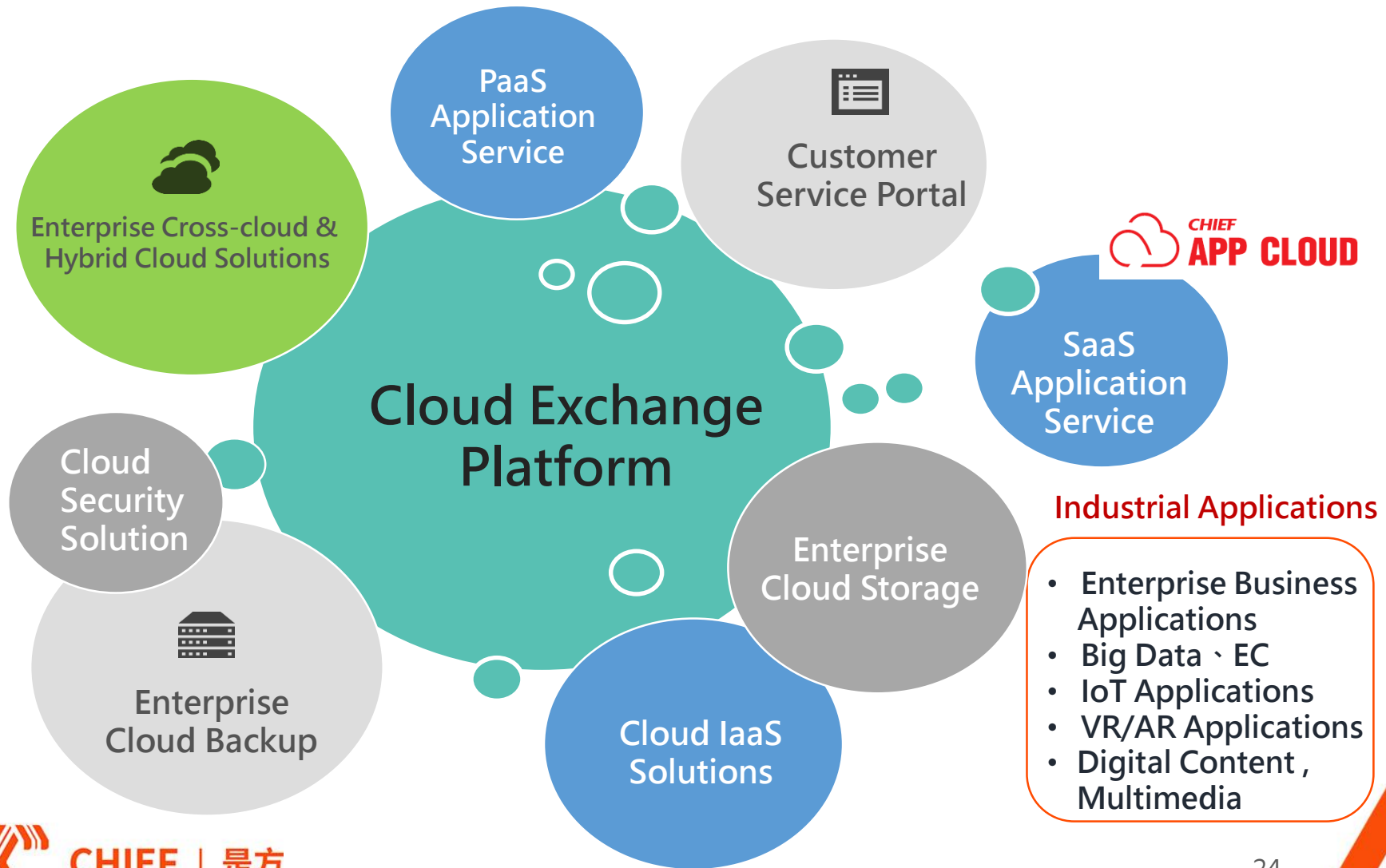


2.2 Data Service Global IPLC & VPN (virtual private network)

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



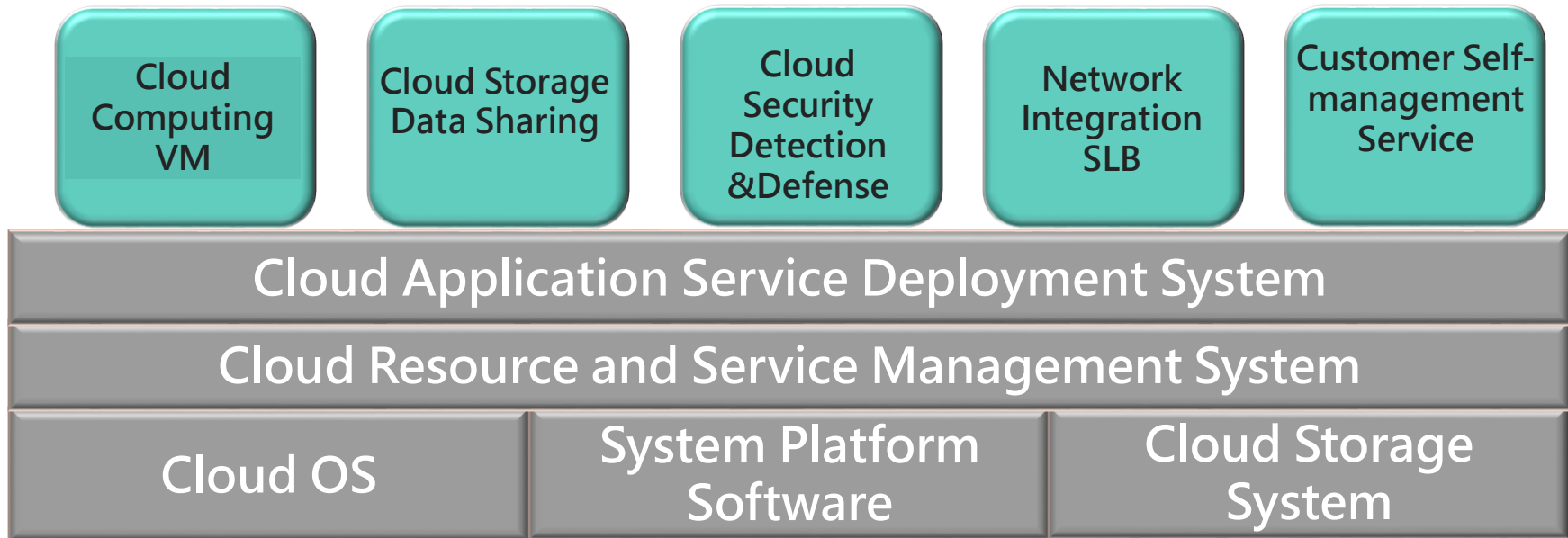
3.1 Cloud Service _Comprehensive Solution



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

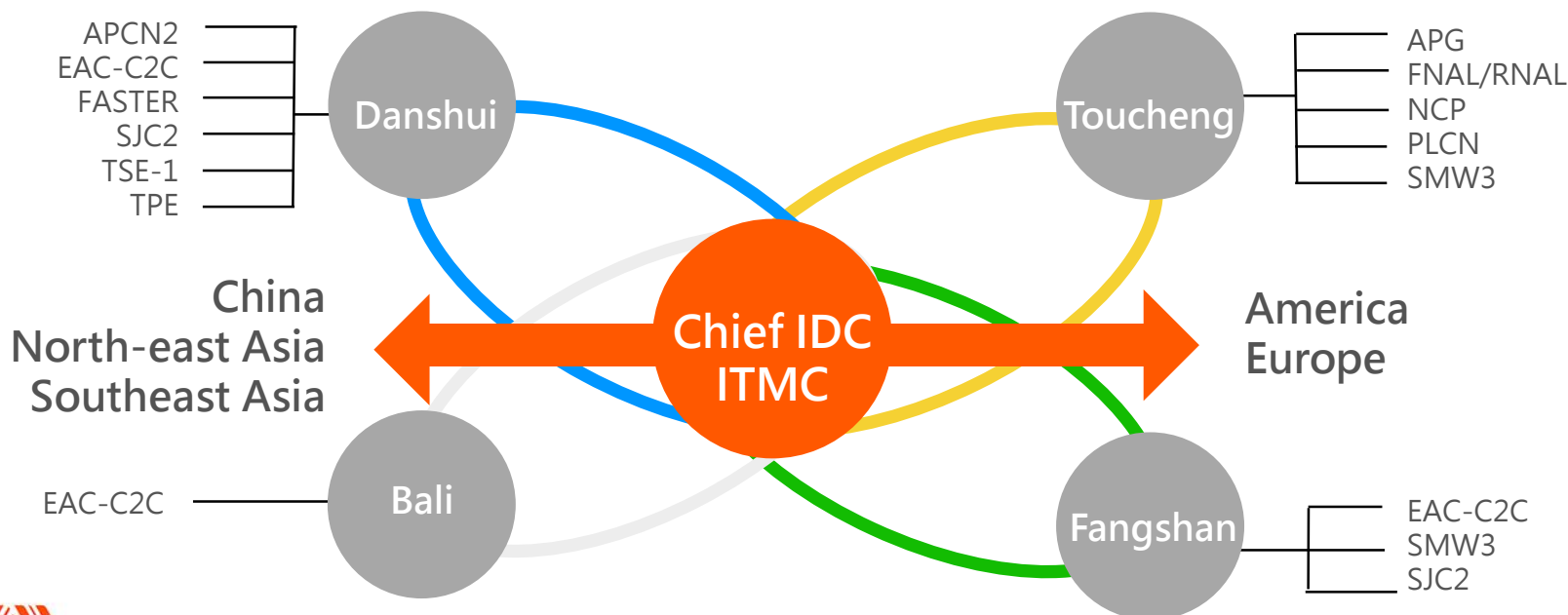


Get partners to exercise together

- 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)

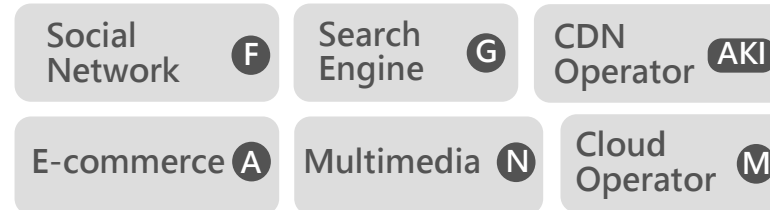
- Private cables (NCC licensed Pacnet/Telstra, TIGC, Reach, GCX) and consortium cables are connected in Chief IDC site, most of fixed network operators in Taiwan all set up PoPs in Chief IDC site for submarine cable interconnection.
- Chief TPCX is only one place to leverage Consortium cables and private 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	www.de-cix.net
TPIX-TW		111		TW	Taipei	www.tpix.net.tw
MegaIX Brisbane		110		AU	Brisbane	megaport.com
INEX		108		IE	Dublin	www.inex.ie
IX Australia WA		105		AU	Perth	internet.asn.au
TOP-IX		103		IT	Turin	www.top-ix.org
NIXL Mumbai		102		IN	Mumbai	nixl.in
AKL-IX		102		NZ	Auckland	www.ix.nz
France-IX Marseille		101		FR	Marseille	www.franceix.net

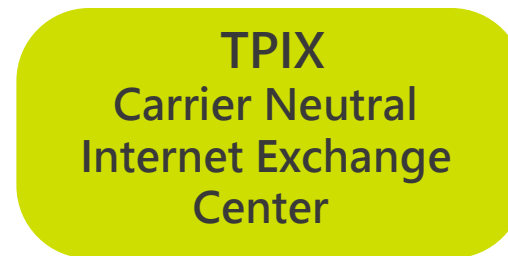
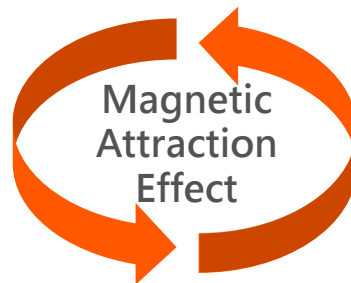
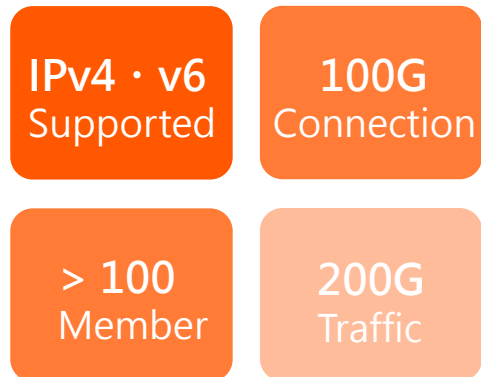


TPIX ranked #109 (2022 Hurricane Internet Exchange Report)

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



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

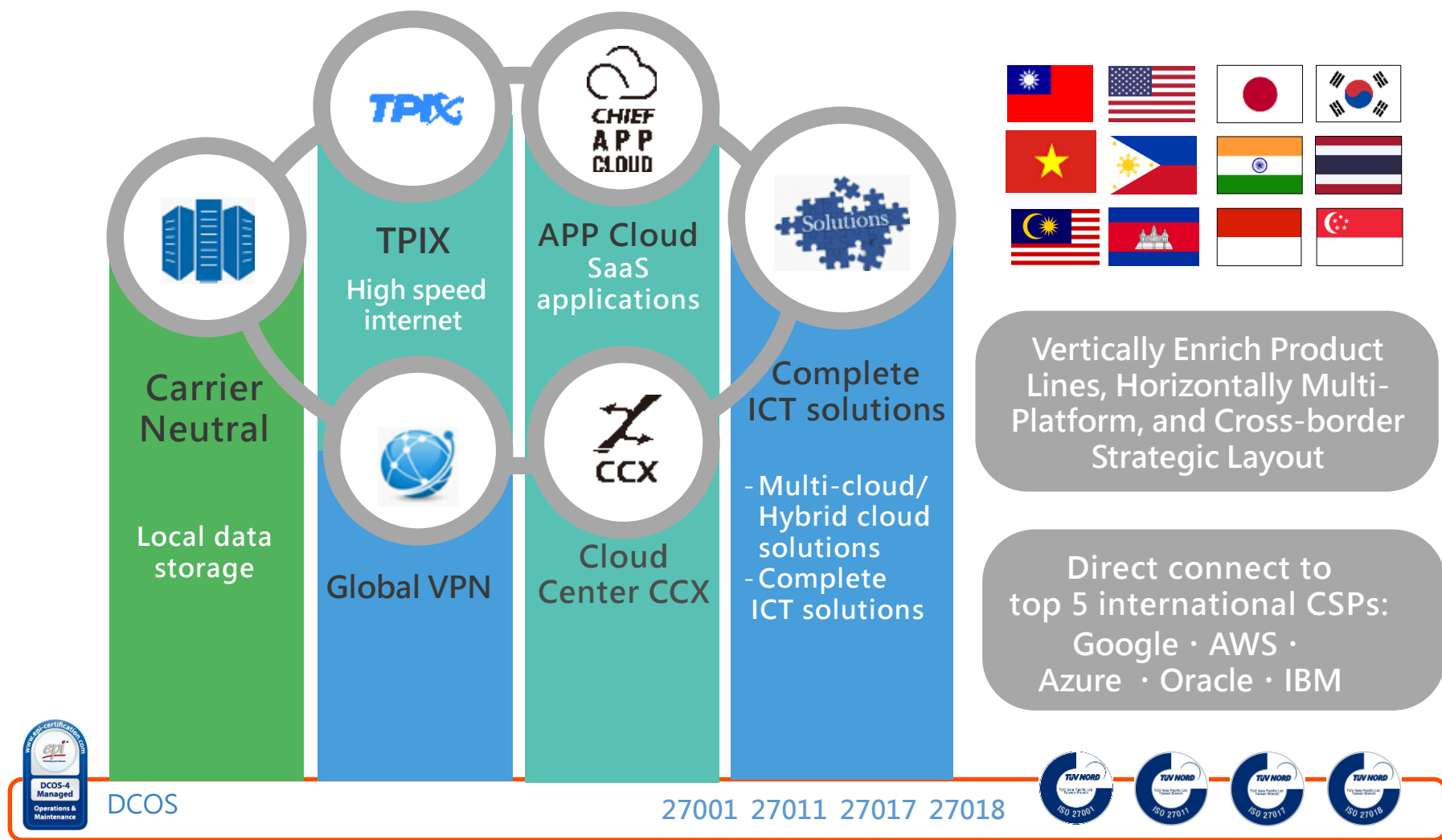
070 VoIP: 1st choice for Cloud PBX Service

Cross-Operator/Network/Platform/Device

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

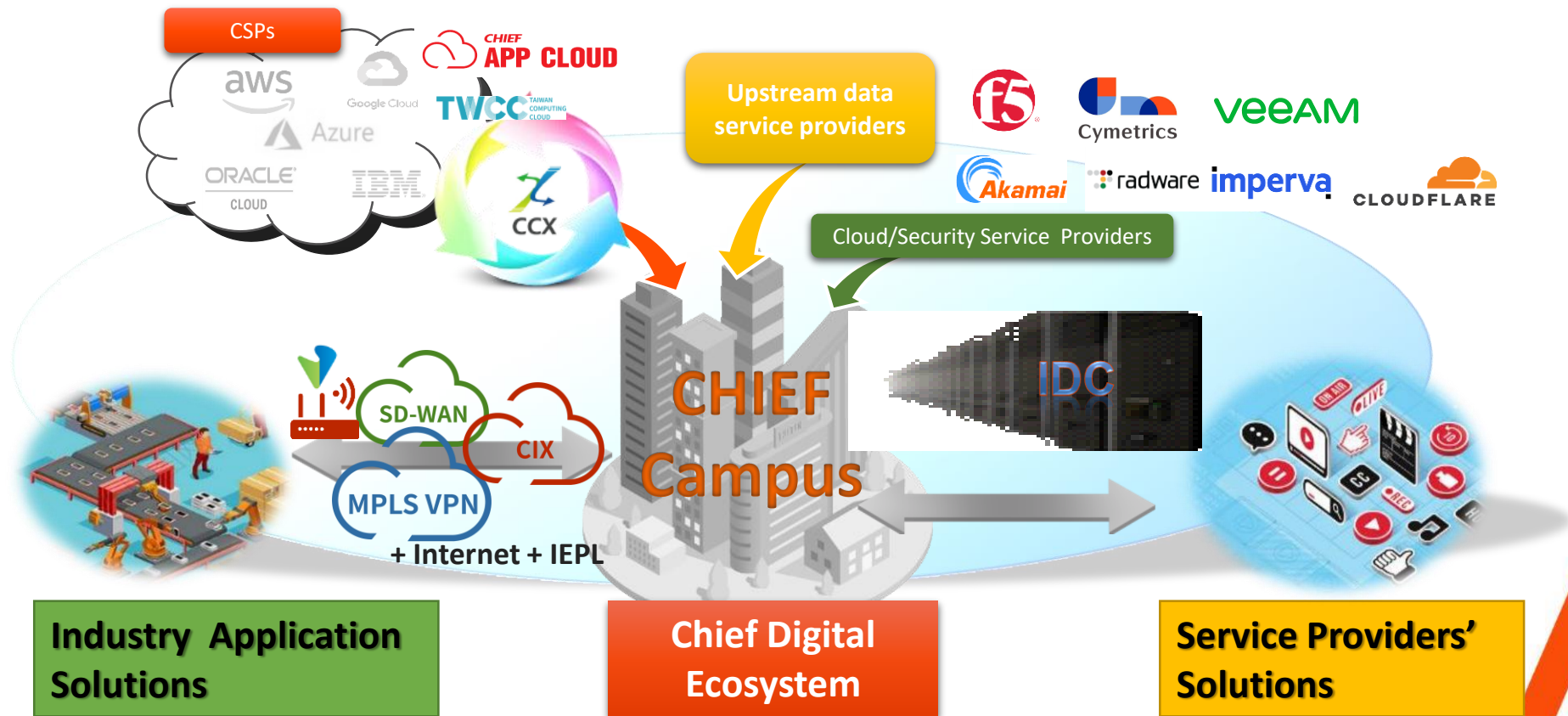


6. Multi-Product Lines to Drive Growth Curve



7. Leverage Chief Campus to Satisfy Cloud + Network+ Security Service Demands

Chief Campus Service Coverage: from point to line and area



CHAPTER 4

Regional and Industrial Development Trends

1. Center of The First Island Chain and East Asia Submarine Cable Systems

Physical Location

Taiwan – Center of The 1st Island Chain

Network Logical Location

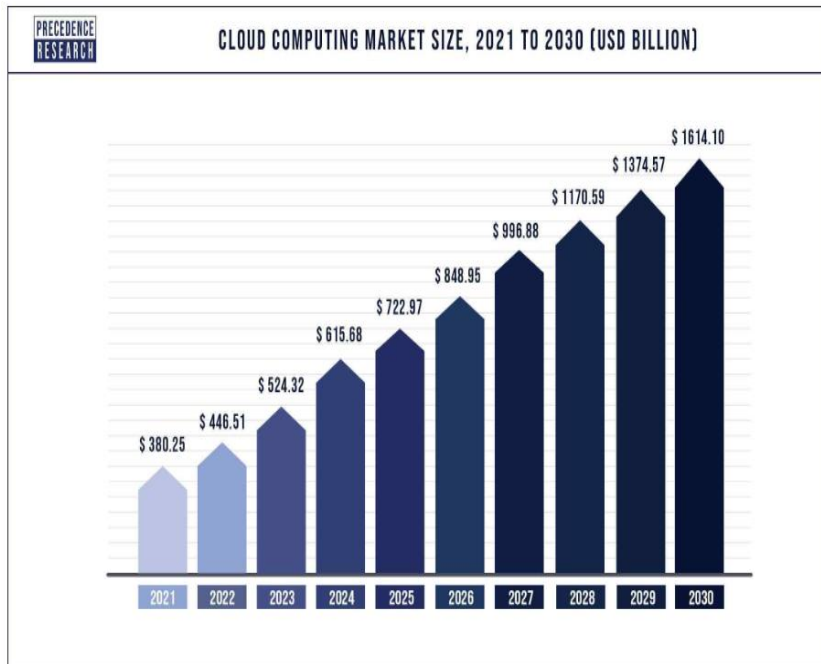
Taiwan – Center of the Major 3 Submarine Cable Hubs (Tokyo, HongKng, Singapore)

Best Alternative Node for HongKong

Geopolitics Opportunities and Challenges



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) •

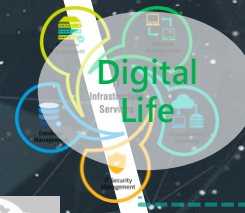
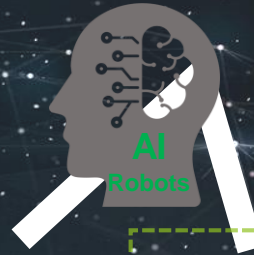
Note 2: **Global IDC service market in 2021~2030 CAGR 10.5%** (Source: Allied Market Research) •

3. Global Trends for Digitalization



Imagine the future....

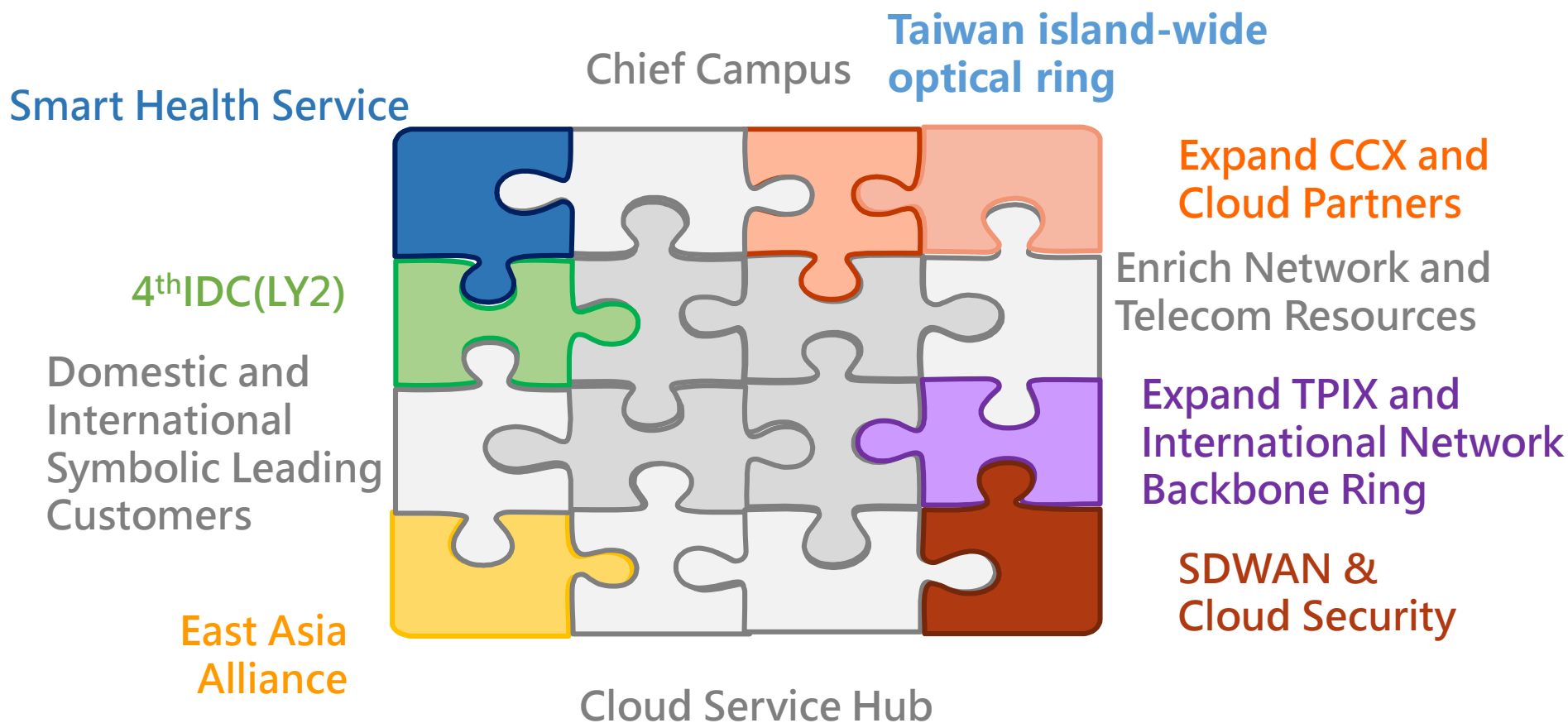
High speed global connectivity
data stream and transmission
exchange will have explosive
growth



CHAPTER 5

Business Development Focus

1. Business Development Focus



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



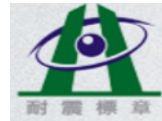
2024 Q1 Commercial Service



16,500 sqm Floor Area



20 MW Power Capacity



LRB Seismic Isolation Design
(A series magnitude 7.0 earthquakes)

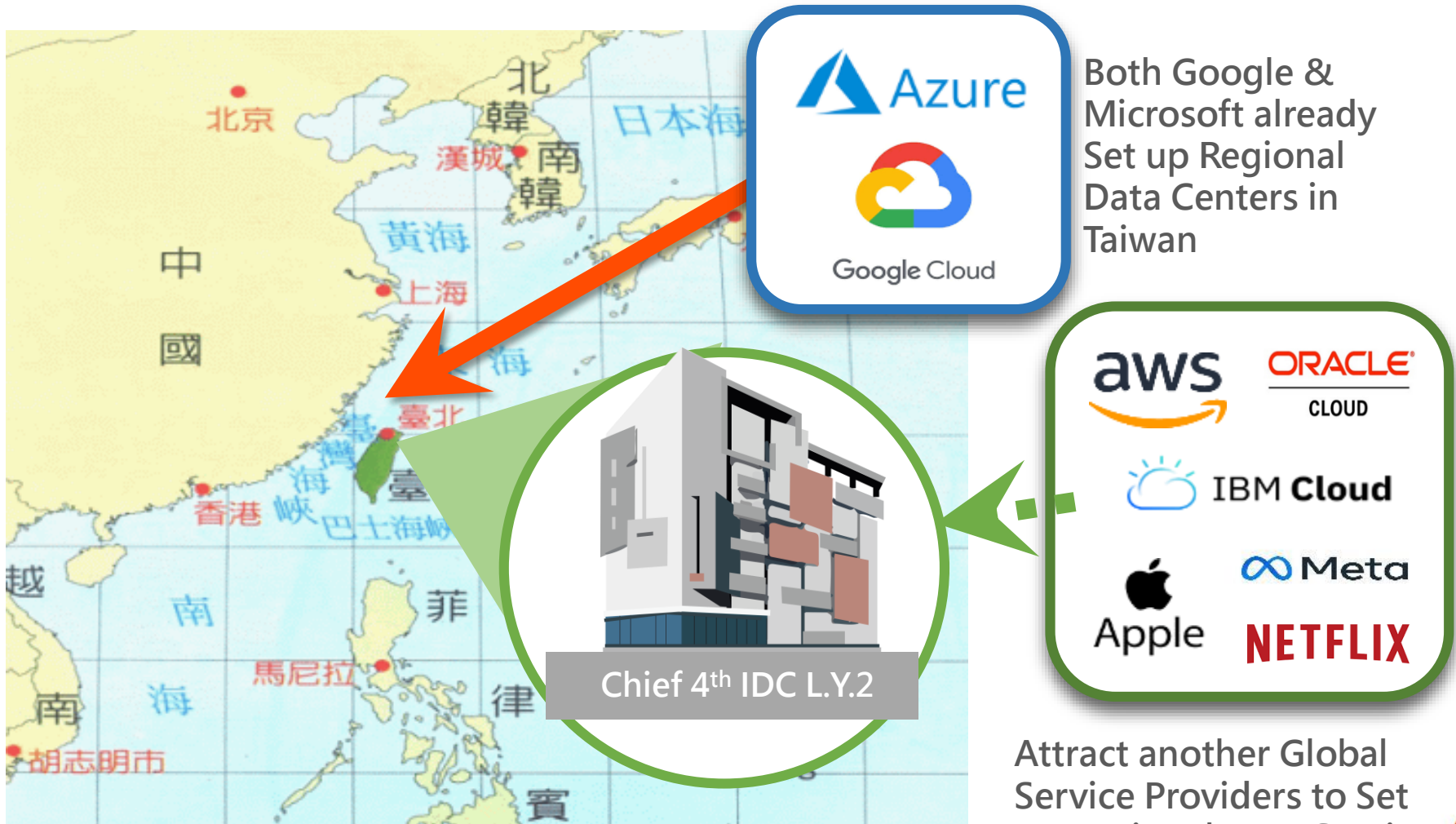


Floor Loading 2,000 kg/m²

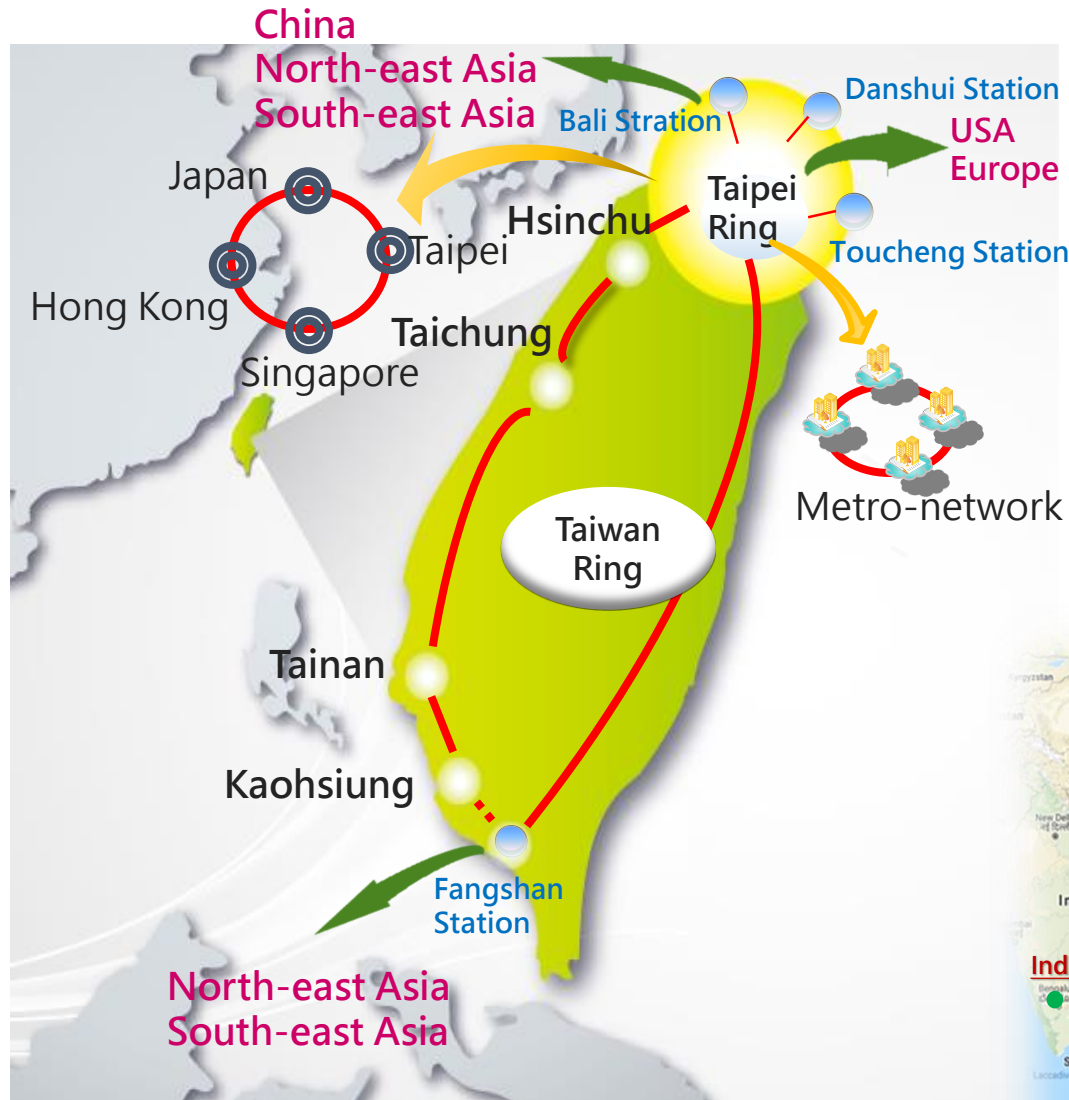


Green/Smart Building Design

3. Located in The Center of East Asia to Attract Global Service- Providers to Set up Regional Center



4. Three Rings Three Lines - Sufficient Domestic and International Network Resources

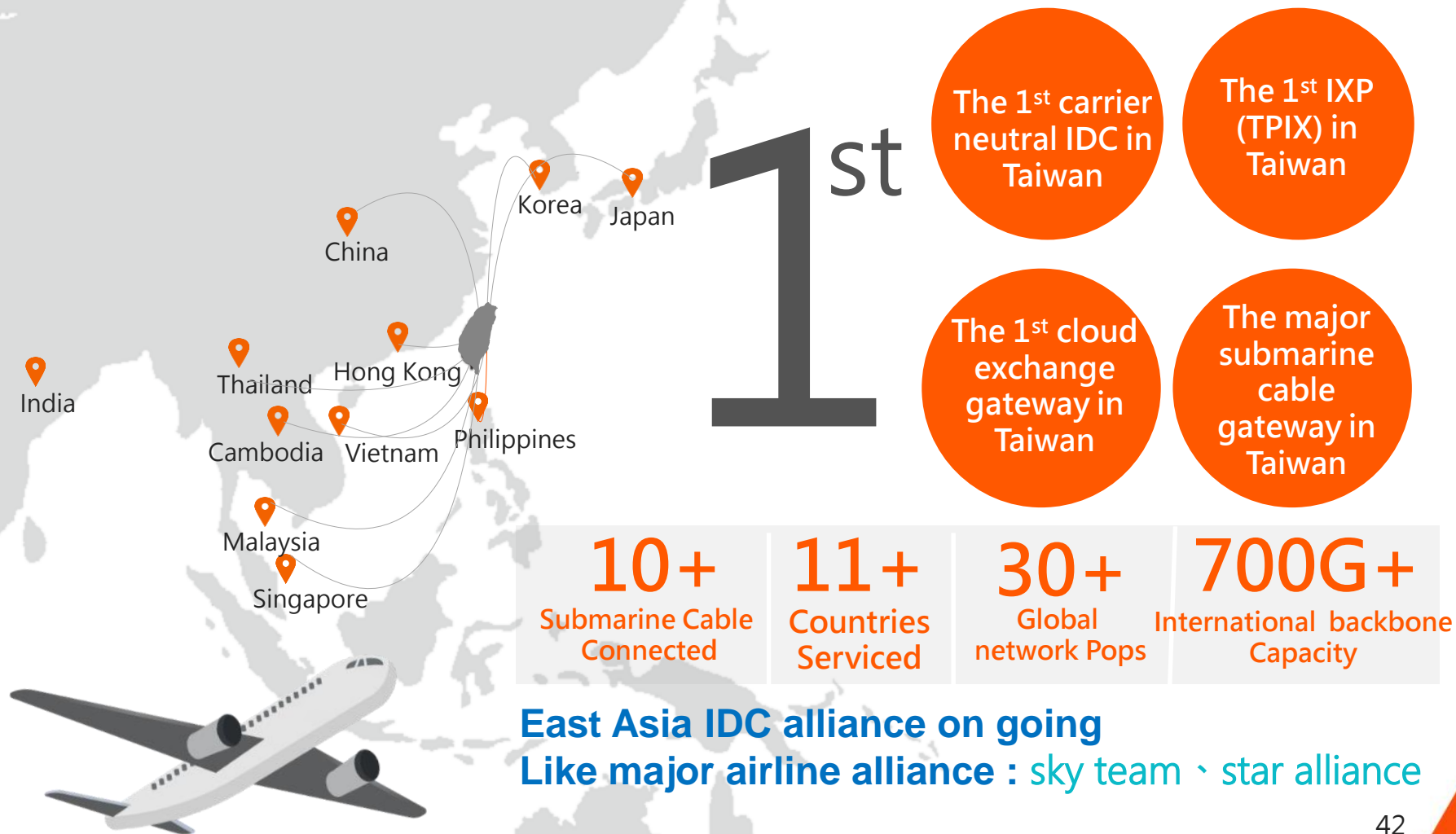


Complete Domestic and International Optical Networks

- **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



5. Expand International Backbone and Cooperate with Partners in East Asia



6、East Asia Digital Convergence and AI、Cloud Business Application Center

A map of East Asia, including China, Korea, and Japan, is overlaid with a complex network of multi-colored lines (blue, green, yellow, red, purple) that represent digital connections or data flows. The lines are most concentrated around Taiwan and the Korean peninsula, with many lines extending across the region. Some lines have small circular nodes at their endpoints. The map is in grayscale, with the colored lines providing a stark contrast.

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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