



ASIAN PAY TELEVISION TRUST

31 MARCH 2021

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AGENDA

1. 31 MARCH 2021 RESULTS
2. OUTLOOK & STRATEGY
3. BUSINESS OVERVIEW
4. BUSINESS DRIVERS

31 MARCH 2021 RESULTS



Total number of subscribers continues to increase, driven by continued growth in Premium digital cable TV and Broadband; Broadband revenue improved in both S\$ and NT\$ for three consecutive quarters compared to the pcp



Q1 2021 revenue and EBITDA lower than pcp, but margin improved

- Revenue and EBITDA at S\$74.4 million and S\$45.4 million
- EBITDA margin improved by 0.1 percentage points to 61.0%, from 60.9%
- ARPU continues to be under pressure due to a saturated cable TV market, video piracy issues, heightened competition from IPTV and from mobile operators offering unlimited wireless data



Growth momentum for Premium digital cable TV and Broadband increased total subscriber base to more than 1.2 million

- Premium digital cable TV and Broadband subscribers have been steadily increasing over the past 12 quarters
- Added c.6,000 Premium digital cable TV and c.5,000 Broadband subscribers in the quarter, which more than offset Basic cable TV churn; total subscribers increased to c.1,208,000



Broadband growth strategy is showing results

- 18% increase in Broadband subscribers over the last 27 months
- Low churn rates, averaging 0.7% in Q1 2021 (24 months ago: 1.1%)
- Broadband revenue, which includes revenue from data backhaul, improved in S\$ and NT\$ for three consecutive quarters compared to the pcp
- Continued efforts to drive higher speed plans and capitalise on data backhaul opportunities



Distributions

- Distribution of 0.25 cents per unit declared for Q1 2021
- Re-affirmed distribution guidance for 2021; the distribution is expected to be 1.0 cent per unit for 2021, to be paid in quarterly instalments of 0.25 cents per unit, subject to no material changes in planning assumptions

KEY OPERATING METRICS

Basic cable TV ARPU improved by NT\$7 per month, while Broadband ARPU decreased marginally by NT\$1 per month; continued growth of Premium and Broadband RGUs offset Basic cable TV churn

	RGUs ¹ ('000)			ARPU ² (NT\$ per month)		
	As at			Quarter ended		
	31 Mar 2021	31 Dec 2020		31 Mar 2021	31 Dec 2020	
Basic cable TV	703	709	↓	489	482	↑
Premium digital cable TV	250	244	↑	86	90	↓
Broadband	255	250	↑	355	356	↓

- **Basic cable TV:** RGUs declined by c 6,000 to c.703,000 as at 31 March 2021 due to i) a saturated cable TV market, ii) video piracy issues, iii) competition from aggressively priced IPTV, iv) growing popularity of online video and v) expectations from consumers for discounts as they compare with the lower cable TV pricing outside of TBC's³ five franchise areas, particularly in the Taipei region. ARPU improved by NT\$7 per month
- **Premium digital cable TV:** RGUs increased by c 6,000 to c.250,000. ARPU was lower due to promotions and discounted bundled packages that were offered to generate new RGUs and to retain existing RGUs. Video piracy issues and aggressively priced IPTV have also impacted ARPU, which decreased by NT\$4 per month
- **Broadband:** Despite the competitive conditions from unlimited wireless data offerings from mobile operators, RGUs increased by c 5,000 to c.255,000 due to TBC's focused broadband growth strategy. The availability of low-cost unlimited data offerings from mobile operators is necessitating fixed-line operators to offer higher speeds at competitive prices to acquire new RGUs and re-contract existing RGUs. Broadband churn rates remained very low, averaging around 0.7% in Q1 2021

Notes: (1) RGUs refer to Revenue Generating Units, another term for subscribers or subscriptions; the terms are used interchangeably

(2) Average Revenue Per User ("ARPU") is calculated by dividing the subscription revenue for Basic cable TV or Premium digital cable TV or Broadband, as applicable, by the average number of RGUs for that service during the period

(3) TBC refers to Taiwan Broadband Communications group

FINANCIAL RESULTS



Broadband revenue, which includes revenue from data backhaul, recorded growth in S\$ and NT\$ for 3 consecutive quarters compared to the pcp; lowered operating expenses

Group ¹ (S\$'000)	Quarter ended 31 Mar		
	2021	2020	Variance ² (%)
Revenue			
Basic cable TV	57,477	63,669	(9.7)
Premium digital cable TV	3,353	3,254	3.0
Broadband	13,561	12,381	9.5
Total revenue	74,391	79,304	(6.2)
Total operating expenses³	(29,006)	(31,044)	6.6
EBITDA	45,385	48,260	(6.0)
EBITDA margin	61.0%	60.9%	

In constant Taiwan dollars (“NT\$”), total revenue down 9.3% for the quarter; foreign exchange contributed to a positive variance of 3.1% for the quarter compared to the pcp

- **Basic cable TV:** Down 12.8% for the quarter in constant NT\$ mainly due to lower non-subscription revenue compared to the pcp. Non-subscription revenue for the quarter decreased due to i) the absence of one-off revenue arising from the sale of certain in-house content to channel providers in the pcp; and ii) lower revenue generated from channel leasing and airtime advertising sales
- **Premium digital cable TV:** Down 0.1% for the quarter in constant NT\$. Generated predominantly from TBC’s Premium digital cable TV RGUs each contributing an ARPU of NT\$86 per month during the quarter for Premium digital cable TV packages and bundled DVR or DVR-only services
- **Broadband:** Up 6.4% for the quarter in constant NT\$. Generated predominantly from TBC’s Broadband RGUs each contributing an ARPU of NT\$355 per month during the quarter for high-speed Broadband services

Total operating expenses: Lower operating expenses for the quarter mainly due to lower staff costs and other operating expenses, as well as marginally lower broadcast and production costs in constant NT\$

Notes: (1) Group refers to APTT and its subsidiaries taken as a whole
 (2) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group
 (3) Total operating expenses exclude depreciation and amortisation expense, net foreign exchange gain/loss and mark to market movements on foreign exchange contracts, in order to arrive at EBITDA and EBITDA margin

NET PROFIT



Net profit includes non-cash items such as depreciation and amortisation expense, foreign exchange, mark to market movements and deferred taxes

Group ¹ (S\$'000)	Quarter ended 31 Mar		
	2021	2020	Variance ² (%)
Total revenue	74,391	79,304	(6.2)
Operating expenses			
Broadcast and production costs	(14,117)	(13,713)	(2.9)
Staff costs	(6,321)	(8,274)	23.6
Trustee-Manager fees	(1,814)	(1,830)	0.9
Other operating expenses	(6,754)	(7,227)	6.5
Total operating expenses	(29,006)	(31,044)	6.6
EBITDA	45,385	48,260	(6.0)
Other expenses			
Depreciation and amortisation expense	(23,382)	(21,554)	(8.5)
Net foreign exchange gain	928	1,168	(20.5)
Mark to market gain/(loss) on derivative financial instruments	482	(2,734)	>100
Amortisation of deferred arrangement fees	(1,137)	(864)	(31.6)
Interest and other finance costs	(11,101)	(12,476)	11.0
Income tax expense	(3,813)	(5,693)	33.0
Total other expenses	(38,023)	(42,153)	9.8
Net profit	7,362	6,107	20.6

Notes: (1) Group refers to APTT and its subsidiaries taken as a whole; (2) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group

SELECTED FINANCIAL INFORMATION

Selected financial information¹ are key financial metrics of APTT's business

Group ² (S\$'000)	Quarter ended 31 Mar		
	2021	2020	Variance ³ (%)
Revenue			
Basic cable TV	57,477	63,669	(9.7)
Premium digital cable TV	3,353	3,254	3.0
Broadband	13,561	12,381	9.5
Total revenue	74,391	79,304	(6.2)
Total operating expenses⁴	(29,006)	(31,044)	6.6
EBITDA	45,385	48,260	(6.0)
EBITDA margin ⁵	61.0%	60.9%	
Capital expenditure			
Maintenance	4,997	4,312	(15.9)
Network, Broadband and other	2,353	6,800	65.4
Total capital expenditure	7,350	11,112	33.9
Income tax paid, net of refunds	(1,250)	(1,117)	(11.9)
Interest and other finance costs paid	(11,058)	(12,460)	11.3

Notes: (1) Some of the selected financial information includes non-IFRS measures

(2) Group refers to APTT and its subsidiaries taken as a whole

(3) A positive variance is favourable to the Group and a negative variance is unfavourable to the Group

(4) Total operating expenses exclude depreciation and amortisation expense, net foreign exchange gain/loss and mark to market movements on foreign exchange contracts, in order to arrive at EBITDA and EBITDA margin

(5) EBITDA margin is a non-IFRS financial measure and is calculated by dividing EBITDA by total revenue

FINANCIAL POSITION

Strengthening balance sheet and managing debt levels remain a key focus

Group (S\$'000)	As at	
	31 Mar 2021	31 Dec 2020
Assets		
Current assets		
Cash and cash equivalents	108,718	96,996
Trade and other receivables	14,071	14,434
Other assets	4,612	2,845
	127,401	114,275
Non-current assets		
Property, plant and equipment	317,359	330,490
Intangible assets	2,513,765	2,509,476
Other assets	1,851	1,572
	2,832,975	2,841,538
Total assets	2,960,376	2,955,813
Liabilities		
Current liabilities		
Borrowings from financial institutions	38,544	190,874
Trade and other payables	22,589	23,550
Income tax payable	6,195	6,109
Other liabilities	61,088	68,604
	128,416	289,137
Non-current liabilities		
Borrowings from financial institutions	1,495,374	1,337,314
Deferred tax liabilities	100,650	97,948
Other liabilities	37,195	39,521
	1,633,219	1,474,783
Total liabilities	1,761,635	1,763,920
Net assets	1,198,741	1,191,893

- **Cash and cash equivalents:** Cash balance of S\$108.7 million
- **Intangible assets:** Comprise mainly cable TV licenses and includes value of goodwill, franchise rights and customer relationships
- **Borrowings:** increase is mostly attributable to exchange rate movements, see the next slide for additional details on borrowings
- **Depreciation/amortisation:** Depreciation is computed on a straight-line basis over the estimated useful lives of the assets as follows:
 - Buildings: 3-50 years
 - Leasehold improvements: 3-10 years
 - Network equipment: 2-10 years
 - Transport equipment: 5 years
 - Plant and equipment: 2-5 years
 - Right-of-use assets: Lease period

Successfully extended maturity date of Offshore Facilities by two years; discussions underway to refinance the Onshore Facilities ahead of maturity

Group debt		As at	
		31 Mar 2021	31 Dec 2020
Total size available	S\$ million	1,626	1,676
Total outstanding	S\$ million	1,549	1,543
Effective interest rate - constant dollar	% p.a.	Q1 - 2.6	Full year - 2.6
Effective interest rate - SGD	% p.a.	Q1 - 2.9	Full year - 3.1
Net debt / EBITDA ¹	Multiple	8.1	8.0
Interest cover ²	Multiple	3.9	3.8
Gearing ³	%	51.8	51.7

- Interest rate swaps in place to hedge approx. 96% of outstanding Onshore Facilities through to end of 2021. The average fixed rate on TAIBOR swaps is approx. 0.82%
- Offshore Facilities pared down by S\$45.0 million from the Rights Issue in June 2020, deriving annual interest cost savings of approx. S\$2.9 million
- Successfully extended maturity date of Offshore Facilities by two years in March 2021, to July 2023, on the same major terms
- Effective interest rate in constant dollar terms of 2.6% p.a. for the quarter, unchanged from 2020. Actual effective interest rate in SGD was 2.9% p.a. for the quarter compared to 3.1% p.a. for 2020
- Approx. S\$77 million of revolving facilities are available to fund working capital and future initiatives, if required
- Discussions underway to refinance Onshore Facilities ahead of maturity
- Aim is to use excess cash generated from operations to gradually pay down debt

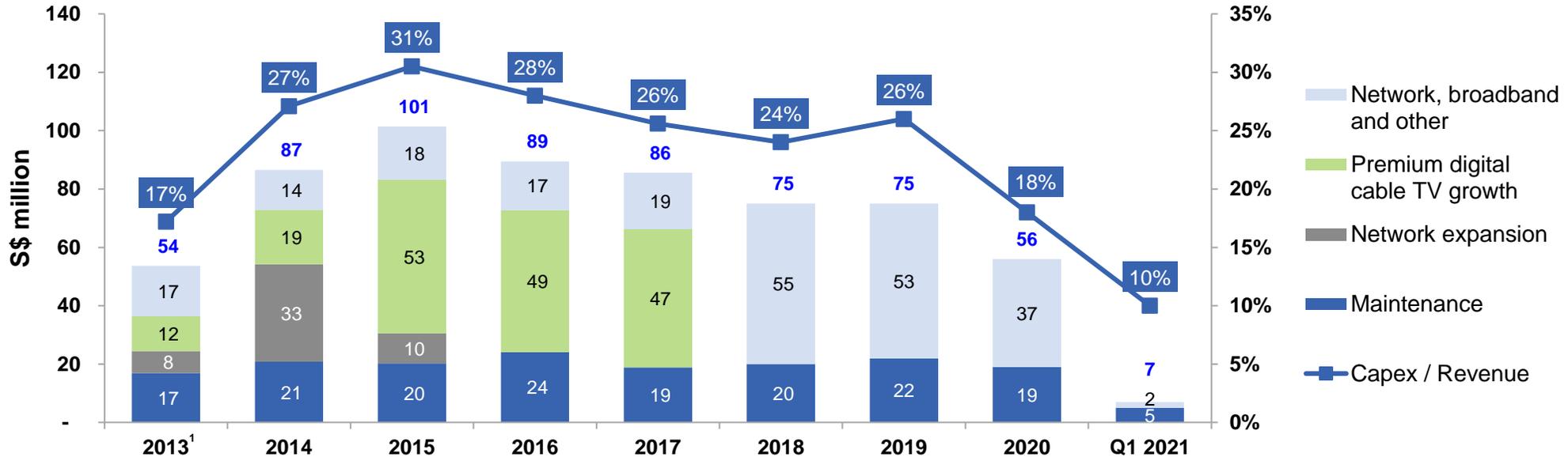
Notes: (1) Total debt outstanding less cash divided by LTM EBITDA

(2) LTM interest and other finance costs divided by LTM EBITDA

(3) Total debt outstanding (net of unamortised arrangement fees) divided by total assets

CAPITAL EXPENDITURE

Capital expenditure continuing to trend down; aim to use excess cash generated from operations to gradually pay down debt; network investments peaked in 2018/19 and are expected to trend lower



- Capital expenditure was higher from 2015 to 2017 due to the regulatory requirement to switch-off analogue broadcasting and complete the digitisation of TBC's subscriber base by 2017
- The deployment of fibre deeper into the network continues to be a key investment initiative, to drive the Broadband business, as it will help to increase network capacity, speed and enhance data backhaul infrastructure. This in turn enables APTT to meet the growing demand for data and high-speed broadband services, support wireless carriers in their network rollouts, and pursue other opportunities for the long-term success of the Trust
- Total capital expenditure has been trending down since 2016; more cash generated from operations may be available to make debt repayments, subject to operating conditions
- Focus will continue to be on areas that have the best potential in generating growth and sustainability for the long-term

Capital expenditure in 2021 comprised the following:

- Maintenance capital expenditure to support TBC's existing infrastructure and business
- Network, Broadband and other capital expenditure included items related to expanding the fibre network such as cabling, additional equipment to upgrade the headends, backbone and fibre nodes, DOCSIS and GPON deployments for higher speed customers, high-speed broadband modems and cable line extensions for new buildings

Note: (1) Capital expenditure for full year 2013 is included here for information purposes only; APTT's ownership of TBC only commenced from 29 May 2013

OUTLOOK & STRATEGY



POSITIONED FOR THE MID TO LONG-TERM

Initiatives to strengthen operations and drive growth, against an increasingly challenging and competitive environment

Capital Management

- Interest rate swaps covering ~96% of outstanding onshore facilities hedged through to the end 2021
- Average fixed rate on TAIBOR swaps is ~0.82%
- Gearing stood at 51.8% as at 31 Mar 2021 (2020: 51.7%)
- Successfully extended the maturity date of Offshore Facilities by two years, on the same major terms
- Step up on debt management programme

Strengthen Balance Sheet

- Cash generated from operations to continue funding capital expenditure; stopped using bank borrowings to fund capital expenditure since 2019
- Capital expenditure is trending down; more cash generated from operations may then be available to make debt repayments, subject to operating conditions
- Data backhaul investments are past the peak; network investments expected to trend lower
- Limit capital expenditure to only what is necessary, and especially on areas that can support Broadband growth

Key Investments

- Investments to focus on:
 - Increasing network capacity and driving higher speed plans
 - Positioning APTT to benefit from Taiwan's 5G rollout and drive data backhaul business

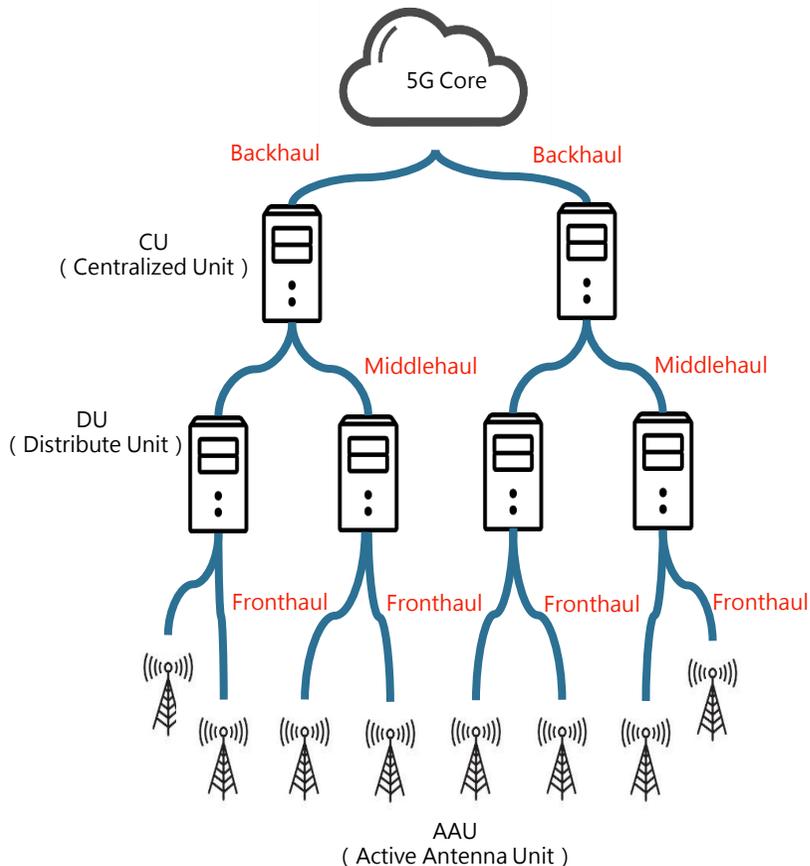
Broadband Growth Strategy

- Be data-backhaul ready; as wireless carriers tap into TBC's network for their network rollout; contributions from data backhaul is expected to grow and add a meaningful income stream to the Broadband business within the next few years; multi-year investment for wireless operators
- Develop new market segments, including enterprise clients
- Increase value-added solutions (e.g. IoT, smart home devices) that leverage the Android gateway

5G DATA BACKHAUL OPPORTUNITIES

HOW DATA BACKHAUL WORKS?

For data to move from one point to another on the internet, there needs to be fibre nodes that allow these points to interface with each other.



WHY WIRELESS OPERATORS IN TBC'S FIVE FRANCHISE AREAS NEED DATA BACKHAUL SERVICES?



Demand for higher speed continues to increase



Spectrum is expensive, while wireless competition is intense. CAPEX and OPEX for 5G infrastructure are costly for a wireless operator

- TBC is one of two players in its five franchise areas that owns a dense and distributed underground fibre network; TBC does not compete in the wireless space
- More efficient for 5G wireless operators to work with a 5G data backhaul partner (via 10GPON or DOCSIS3.1) to deliver higher speed/lower loss and lower interference end-to-end 5G network transmission
- TBC has been increasing fibre density from an average of over 750 end-homes per fibre node 3 years ago to less than 250 end-homes per fibre node today; Broadband speeds ranging up to 1 Gbps
- TBC's increased fibre density can adequately support wireless operators, removing network congestion and allowing data to be transmitted at high speed; allows 5G wireless operators who are building their small cell stations to tap into TBC's high speed fibre data backhaul
- As a proof-of-concept, TBC has been providing data backhaul for 4G networks to a few wireless operators; although its contribution is still not significant, revenue from data backhaul over the last two years has been gradually increasing

Impact of the COVID-19 pandemic on TBC has been limited to date due to the subscription-based nature of its business

- While the COVID-19 outbreak in Taiwan is relatively contained as compared to other countries, Taiwan's outlook remains uncertain as the expected downturn in other countries will invariably have an impact on Taiwan's export-driven economy and GDP growth. A significant and prolonged deterioration in the national GDP, disposable income or overall economic conditions could in turn adversely affect TBC's ability to grow or maintain revenues, and its financial position.
- The Trustee-Manager will continue to:
 - Monitor developments of COVID-19 and their related impact on operations; and
 - Exercise prudence by managing operational and capital expenditure and strengthening APTT's debt management programme. A stronger balance sheet will provide APTT with the flexibility to navigate and compete more effectively in today's uncertain economic climate.
- TBC and the Trustee-Manager have activated their respective Business Continuity Plans that adhere to all regulations and guidelines in their respective jurisdictions.

APTT is positioned to grow in a measured way

GROWTH DRIVERS



UP-SELL & CROSS-SELL

- Continue to build on the up-sell & cross-sell initiatives across TBC's subscriber base to drive growth in future cash flows
- Leverage TBC's product offerings and strong subscriber base for growth



BROADBAND RGU GROWTH

- To navigate the competitive market environment, especially with mobile operators offering unlimited wireless data, continue to focus on Broadband RGU growth by offering discounted packages in order to acquire new RGUs from competitors and to retain existing RGUs
- High fixed broadband penetration in Taiwan; opportunity to gain more market share
- Rising demand for higher-speed broadband plans due to rapidly growing demand for data



PREMIUM DIGITAL TV

- Continue to ride on the growth momentum for Premium digital TV RGUs by stepping up marketing efforts to attract new RGUs
- Consumer preference for better quality video and interactive services
- Growing number of HD television sets in Taiwan



SCALABLE & EFFICIENT COST STRUCTURE

- Headroom in network capacity that allows provision of additional services at limited incremental cost
- Support inorganic growth in future

OPERATING ENVIRONMENT



CHALLENGING ENVIRONMENT

- Total RGUs expected to increase in 2021
- ARPUs continue to remain under pressure due to growing popularity of online TV, challenges from video piracy issues, aggressively priced IPTV and competition from mobile operators offering unlimited wireless data
- Decline in demand for home shopping and competition from internet retailing negatively impacting channel leasing revenue for cable industry



HIGHLY REGULATED

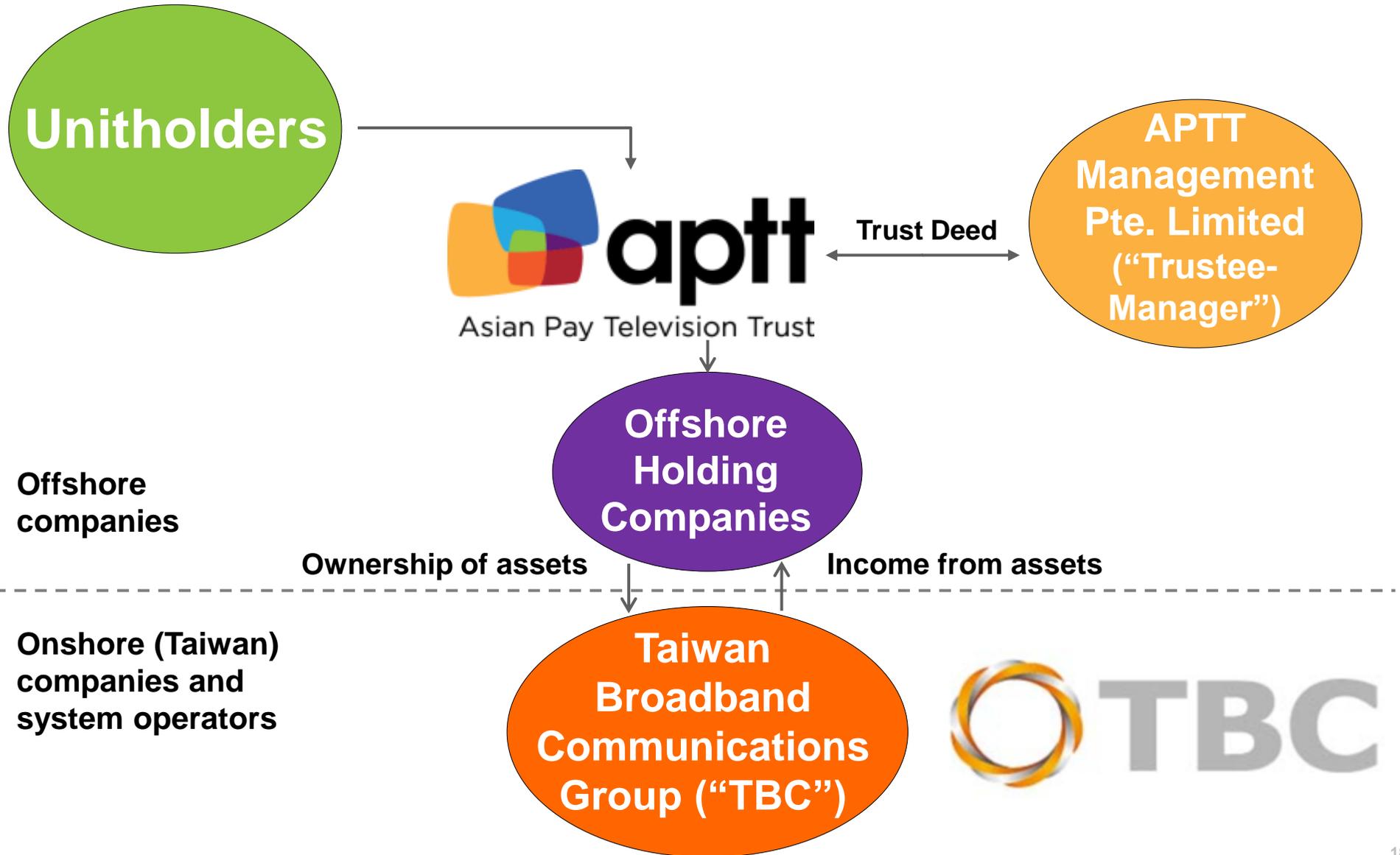
- Basic cable TV rates for 2021 across all five franchise areas have been maintained at the same rates as 2020¹
- 3 licences due for renewal in 2021: 1 already renewed until 2030; submitted renewal applications and corresponding business plans for the other 2; approvals expected before expiry dates

While Premium digital cable TV and Broadband RGUs are expected to grow, total revenue will be influenced by the ability to maintain ARPUs which will remain under pressure; total operating expenses in 2021 expected to be in line with 2020

BUSINESS OVERVIEW



TRUST STRUCTURE



OVERVIEW



APTT is a business trust with a mandate to own & operate pay-TV & broadband businesses in Taiwan, Hong Kong, Japan & Singapore

- Independent directors comprise majority of the Board of Directors (4 out of 7)
- **Sole investment in Taiwan Broadband Communications (“TBC”) – Taiwan’s third largest cable TV operator**



Cable TV operator in five franchise areas in Taiwan, with network coverage of more than 1.2 million homes

- Owns 100% of the advanced hybrid fibre coaxial cable network in the five franchise areas
- Resilient business with high barriers of entry due to high network roll out requirements
- Large customer base makes TBC attractive to local content providers; unique commercial arrangement with content providers
- Long standing relationship with subscribers; deep understanding of Taiwanese viewers’ preferences

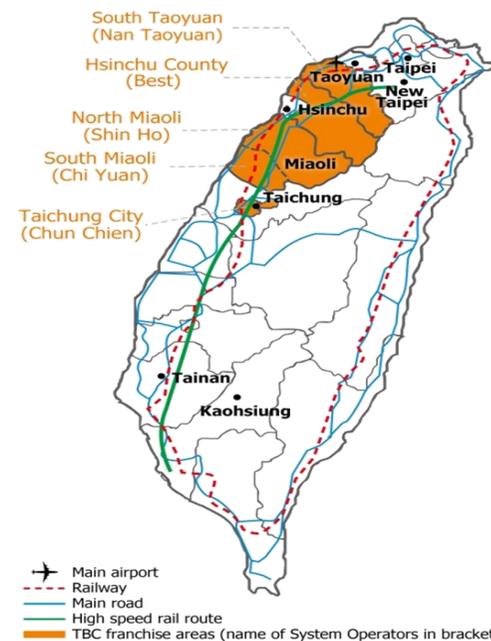
PRODUCT OFFERINGS

Approx. 87% of revenue is subscription-based from the three product offerings¹

BASIC CABLE TV	PREMIUM DIGITAL CABLE TV	BROADBAND
Over 100 channels on Basic cable TV, most of the popular channels are only available on cable TV	Up to 71 additional channels including 70 HD channels, through MPEG4 platform 36% Premium digital cable TV penetration ¹ with large addressable market of 100% digital set-top box penetration	36% Broadband penetration ¹ with ability to cross-sell to remaining market on 100% DOCSIS 3.1 enabled HFC network and current speed offerings up to 1 Gbps

Note: (1) As at 31 March 2021

FRANCHISE AREAS IN NORTHERN & CENTRAL TAIWAN



- Low churn rate of 0.6%¹ for Basic cable TV (703K¹ Revenue Generating Units)
- Up-sell Premium digital cable TV and cross-sell Broadband to large Basic cable TV subscriber base

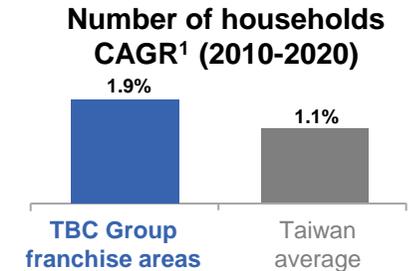
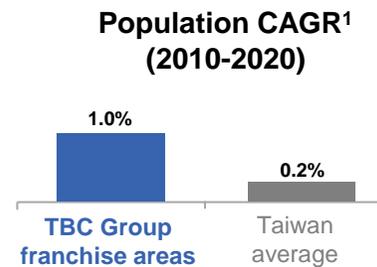
BUSINESS DRIVERS



TBC'S FRANCHISE AREAS

Network coverage of more than 1.2 million households across five franchise areas in four counties of Taiwan

- Well connected via major railways, road transportation and/or international airports
- Increasing population due to workforce seeking employment in TBC Group's franchise areas
- Population growth in the five franchise areas (1.0%) outstrips national average (0.2%); Growing number of new households as more young Taiwanese set up families



South Taoyuan



- Home to Taiwan Taoyuan International Airport and close proximity to Taipei
- Service area covers 918 square km and constitutes over 75% of the total area in Taoyuan County
- Approx. 430K households and population of close to 1.2 million

Hsinchu



- Hsinchu Science Park is home to high tech companies, the city has one of the highest income levels in Taiwan
- Approx. 206K households and population of 571K

Miaoli (North & South)



- Suburban mountainous region geographically located between Hsinchu and Taichung
- Well connected via major railway and road transportation systems
- Approx. 193K households and population of 545K

Taichung City

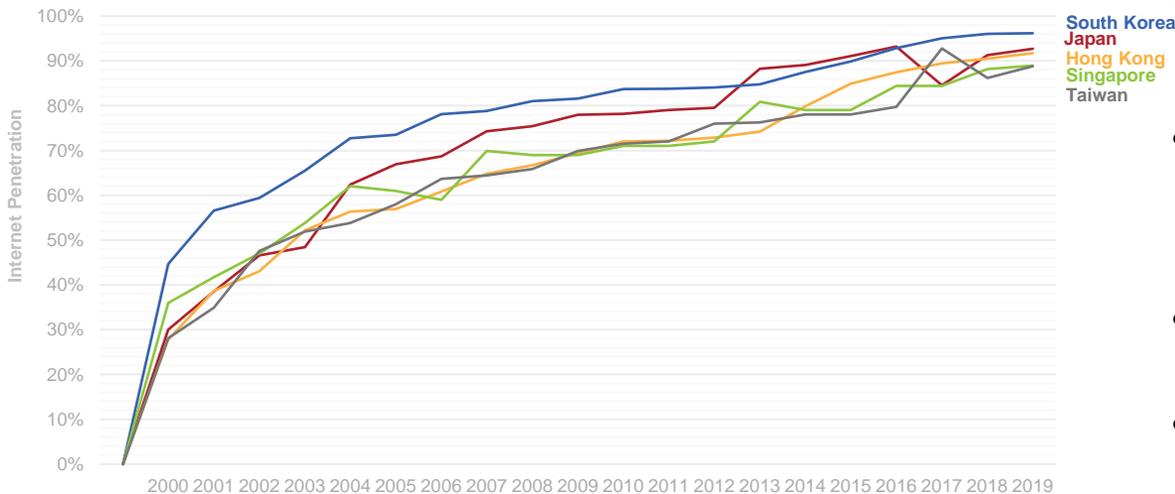


- One of the most populous cities in Taiwan; home to Taichung International Airport
- Vibrant, diverse economy: large industrial areas and a thriving commercial sector that incorporates traditional businesses, small family-run shops & factories
- Approx. 460K households and population of 1.2 million

TAIWAN MARKET – POTENTIAL IN BROADBAND



Relatively lower internet penetration and speed compared to other developed APAC markets



- Internet penetration has increased significantly in South Korea, Japan, Hong Kong, Singapore and Taiwan; but remains lowest in Taiwan, compared to the four markets
- While Taiwan’s average internet speed has improved, it is ranked last among the developed APAC markets at approx. 142.69 Mbps; there is room for Taiwan subscribers to further increase internet speed
- TBC’s Broadband penetration in its five franchise areas is approx. 36% as at 31 March 2021
- Opportunity for TBC to gain more market share and meet rising demand for higher-speed broadband plans due to rapidly growing demand for data

International Telecommunications Union

Region	Number of Internet users (million)	Average speed of fixed internet connections (Mbps)	Year-on-year change in average speed of fixed internet connections
Asia-Pacific			
Taiwan	21.45	142.69	+3.5%
South Korea	49.75	171.33	+18.6%
Japan	117.4	150.27	+43.7%
Singapore	5.29	245.31	+22.6%
Hong Kong	6.92	226.80	+37.6%

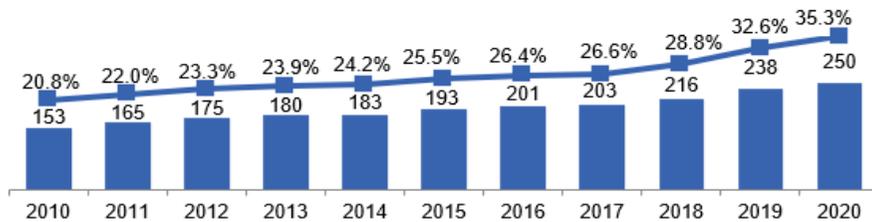
GROWING BROADBAND MARKET PENETRATION



TBC's broadband market penetration in its franchise areas: 36% in Q1 2021 vs 35% in 2020

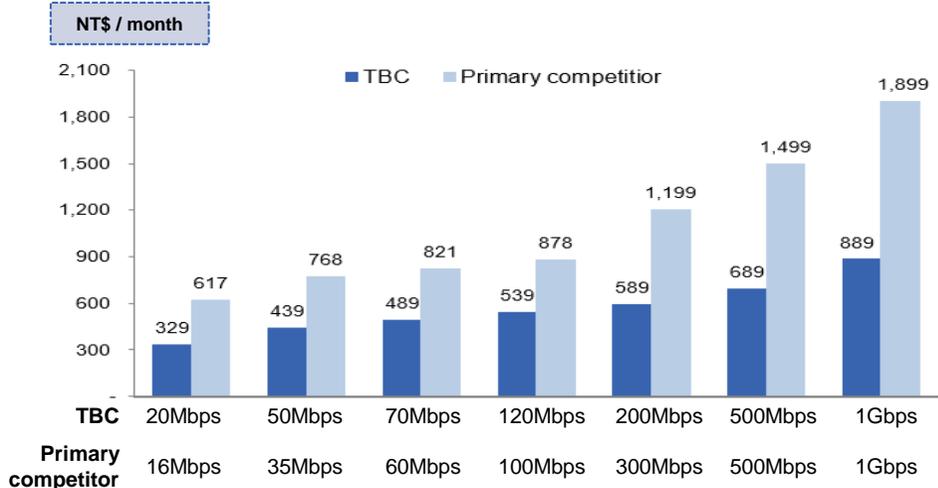
Broadband RGUs ('000) and penetration

2010-20 Broadband RGU CAGR: 5.0%



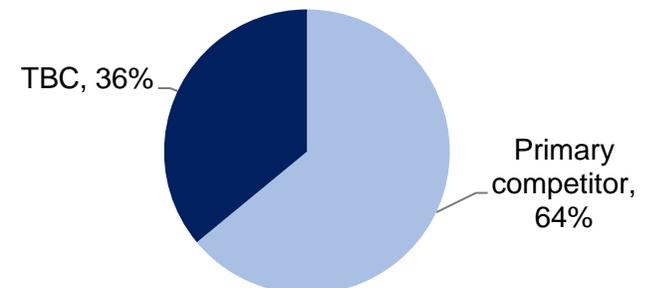
- DOCSIS 3.1 enabled network that meets consumer demand for high-speed internet; 1 Gbps launched in Q4 2019
- Competitive pricing and optional bundling with digital TV
- Launch of value-added services including Android OTT gateway and karaoke singing box. Will continue to introduce value-added solutions (e.g. IoT, smart home devices) that will leverage the Android gateway
- Develop new market segments, including enterprise clients
- Support wireless operators with their network development by leveraging TBC network for data backhaul

TBC Group offers competitive prices¹ with reliable services



Note: (1) Primary competitor pricing based on NCC data

Approx. market penetration of Broadband in TBC's five franchise areas



HIGH BARRIERS TO ENTRY AGAINST CABLE ENTRANTS IN TAIWAN

Cable TV continues to be the dominant TV platform

- Superior content portfolio at competitive pricing
- Affordable services
- Adoption of superior technology by operators
- Political and technological disadvantages of IPTV in Taiwan

Barrier to entry against new cable entrants

- High network roll-out requirements
- Long standing relationships with subscribers; strong brand awareness
- Deep understanding of Taiwan viewers' preferences

Top 20 channels in Taiwan (2020)

1	Sanlih Taiwan Channel
2	TVBS-News
3	Sanlih E-Television News
4	Formosa TV News
5	EBC News
6	Cti News
7	ERA News
8	Unique Satellite TV
9	Next TV News
10	YOYO TV
11	TVBS
12	EBC Variety
13	Sanlih City Channel
14	Star Chinese Channel
15	Videoland Japanese
16	Star Chinese Movies
17	EBC Financial News
18	GTV Drama
19	EBC Movies
20	Videoland Movies

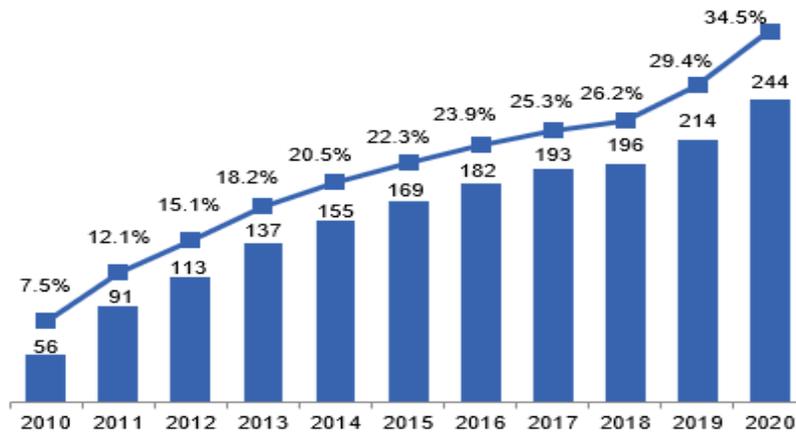
ORGANIC GROWTH POTENTIAL: PREMIUM DIGITAL CABLE TV



Capitalising on the rising demand for HD TV sets and better quality videos

Premium digital cable TV RGUs ('000) and penetration

2010-20 Premium digital cable TV RGU CAGR: 15.9%



- Digital cable TV penetration in Taiwan lower than that of Korea, Singapore and Hong Kong
- Consumer preference for better quality video and interactive services; growing number of HD television sets in Taiwan
- Regulatory push by NCC and government – 100% digitisation target by 2017 → TBC was the first large cable TV operator to reach 100% digitisation

Cross-selling initiatives

Set-top boxes

- Promotional set-top boxes launched in March 2012
- Completed digitisation of its subscriber base across all five franchise areas in 2017 and switched off analogue TV broadcasting

Premium digital channels

- 10 free channels, including 10 HD channel
- Better video quality across channels
- Incentivises customers to get Premium digital cable TV to access up to 71 additional channels, including 70 HD channels

DVR service

- Offered as part of bundling package as well as stand-alone service
- Leverages external hard disk drives which is more cost efficient
- Creates stronger customer loyalty

Sales follow up / bundling

- Attractive bundling promotions
- Educate subscribers on usage and benefits of digital TV

Substantially invested in an advanced Hybrid fibre-coaxial (HFC) network which combines optical fibre and coaxial cable for TBC

- Ownership of HFC network and fibre backbone allows TBC to operate independently of third-party networks
- Network coverage of more than 1.2 million households in TBC Group's franchise areas
- TBC's Cable TV and Broadband services delivered over one advanced HFC network
- 100% DOCSIS 3.1 enabled, fully supporting 1 Gbps Broadband services
- MPEG4 delivery platform set up as early as 2009
 - 100% digital penetration
 - Better video quality
 - Greater video transmission capacity
 - More efficient provision of value-added features such as HDTV and DVR services

Forefront of digitisation in Taiwan



- TBC completed the digitisation of its subscriber base across all five franchise areas in 2017 and switched off analogue TV broadcasting. TBC was the first large cable TV operator in Taiwan to reach this milestone
- Well positioned to provide subscribers with the opportunity to watch the latest TV offerings in high-definition digital format

5G DATA BACKHAUL OPPORTUNITIES

OPPORTUNITIES FOR TBC AS 5G DATA BACKHAUL PROVIDER

TBC's advanced hybrid fibre coaxial network supports both indoor and outdoor coverage



- Taiwan government's push for faster build up of 5G networks
 - National Communications Commissions is providing substantial subsidies to telco operators with a goal of building 39,000 5G base stations in 2.5 years
- 5G network investment is a multi-year investment for wireless operators; flexibility to add fibre circuits from TBC as their wireless networks expand over time
- Explore partnerships with wireless 5G operators to tender for government projects
 - 10GPON and DOCSIS3.1 are used as heterogeneous network backup in private 5G networks
- Explore a packaged suite of hybrid network environment and office applications to target the business community

END

