



2022

Best telco to
ace "E-commerce"

Asia Pacific

twimbit



Best telco to ace "E-commerce"



Taiwan Mobile

JUNE 2022



recognising
winners shaping
our future

The “twimbit Asia Pacific telecom service provider winners” program has been instituted to recognise outstanding performers in the industry. The winners are decided based on the extensive research done by our analyst team over the last 12 months. We hope these awards will motivate and inspire individuals, teams and leaders to continue their journey in driving growth and innovation for the industry.

Selection Process

- The winners are decided based on **extensive research of all publicly released material by the companies**. So, if you have reported your progress, we have captured it.
- There are **no nominations** to be evaluated for this program. We believe that having a nomination process restricts the universe of companies being considered for identifying the winners. We have taken the approach to evaluate every company that discloses information and competes in the market.
- **Criteria for selection:** A high degree of emphasis has been placed on quantitative metrics such as revenue growth, subscriber growth, EBITDA margins, etc.
- We defined the **categories** and its specific measurements to showcase how the leaders are transforming and driving the industry forward.
- For each winner, best practice insights are provided as to what makes them special.
- The winners are published on ***www.twimbit.com/winners***.

Organisations are welcome to use the recognition without any constraint or copyright issues. Additionally, premium deliverables such as winner logos, write-ups, analyst quotes and presentations are available on request.

We welcome all forms of feedback as we endeavour to make this a credible program that supports the growth of this industry.

twimbit Asia Pacific telecom service provider winners 2022

- | | | |
|----|--|---|
| 1 | Best Customer Experience |  |
| 2 | Best In-store Experience |  |
| 3 | Best Digital Experience |  |
| 4 | Best Employee Experience |  |
| 5 | Best Network Innovation |  |
| 6 | Best telco to ace "Diversity in Leadership" |  |
| 7 | Best telco to ace "Growth beyond connectivity" |  |
| 8 | Best telco to ace "E-commerce" |  |
| 9 | Best telco to ace "Financial Services" |  |
| 10 | Best telco to ace "Content & Media" |  |
| 11 | Best telco to ace "5G" |  |
| 12 | Best telco to ace "Enterprise Business" |  |
| 13 | Telco of the Year |  |



Best telco to ace "E-commerce"

Growth from new services such as e-commerce & (over the top media service) OTT is easily scalable beyond domestic boundaries. This is in stark contrast to network-based services which needed licensing thereby limiting telcos to operate in their domestic markets. Meanwhile, digital services can have a global reach. This has enabled telcos to make way to new markets by introducing services like OTT, e-commerce and payments.

*twimbit recognises Taiwan Mobile
as the best telco to ace "E-Commerce"*

"momo by Taiwan Mobile is the second largest e-commerce platform in the country."

- momo contributed 56.6% to total revenue of USD 5.6 billion in 2021.
- Revenues from momo increased 32% YoY compared to the telecom segment, which grew 4% YoY.
- Post the initial success in the domestic market, it has expanded to other countries in Southeast Asia (SEA). In 2014, Thailand became the first stop via a joint venture with TVD. Together, they established TVD Shopping Co., the second-largest TV shopping channel in Thailand.
- momo has also expanded into Malaysia, the Philippines and Vietnam.
- The operator has been continuously investing in infrastructure development and currently possesses almost 30 satellite warehouses, which has assisted them in lowering costs and reducing shipping time for package delivery.
- Partnerships with international brands have helped Taiwan Mobile improve its capabilities. Expansion into new categories has been one of its key growth strategies.



Insights



Immersions



Challenges

How can we help?

reachus@twimbit.com

