

FET Online Strategies

	FY2020	FY2021	FY2022	FY2023	Target for 2023
% of revenues generated online (e.g. through direct sales, advertising, etc.)	8.03%	8.49%	6.85%	10.86%	8.00%
% of total customers using your online services solutions/sales platform	37.12%	44.85%	61.72%	75.06%	70.00%

The figures of customers and revenue cover 4 business units, including Channel & Care Management (CCM), Enterprise & Carrier BU (EBU), Consumer BU (CBU), and Yuan Shi Digital Technology (YSdT). Our definition of online revenue mainly comes from e-commerce, streaming music/video, e-payment, media sales, and hosting services. The categories included in revenue generated online, the corresponding departments and products/services are as follows, CCM eStore (Service/equipment :WPP/WBB/FBB/P&S/mobile phone /accessories); EBU, Hosting; CBU, Video/Music/Payment/Media Sales; YSDT,EC.