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5.1 Excellent Products and Services (Contributions of Love)

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Material Topic: Data Privacy and Security

Policies and Commitments

To strengthen information security management and ensure security of information systems, equipment, networks, and data, we established the "Information Security Risk Management Policy and Framework." We work with external units to develop and implement information security protections. We respect customer privacy and comply with confidentiality principles for business information, optimize our proprietary member system, and provide open and transparent grievance reporting channels.

Assessment Mechanisms

- Comprehensiveness of information security management system
- Frequency of checks on information security protection measures for software and hardware
- Frequency of information security training

Targets for Upcoming Year

- Ensure all major subsidiaries have established dedicated information security personnel
- Conduct quarterly checks on information security protection measures on software and hardware, and organize one information security training session for all employees every six months

Targets for Upcoming 3-5 Years

- Ensure all major subsidiaries have established information security operational procedures and risk management policies
- Conduct monthly checks on information security protection measures on software and hardware, and organize one information security training session for all employees every quarter

Targets for Upcoming 5 Years and Beyond

- Incorporate international ISO27001 framework and standards, and obtain international verification of ISO 27001 Information Security Management System
- Regularly conduct performance evaluations, internal audits, and management reviews of information security management systems

Responsible Unit

- EMI data privacy and security team
- Warehousing business information technology division, auditing office, Taichung and Kaohsiung operational administration divisions
- Media business R&D center
- Pet business information technology department

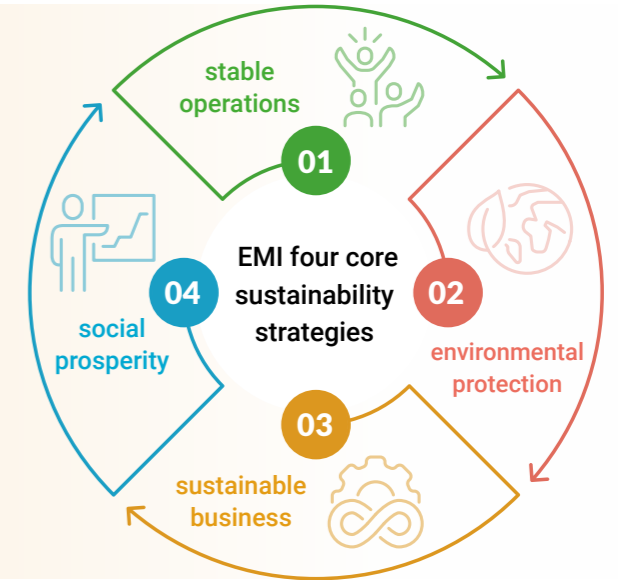
Specific Actions

- Formulated information security risk management systems, important guidelines, and information security risk management policies and frameworks to reduce risks of potential information security threats from emerging information technology applications and environmental changes
- We regularly implement security updates, vulnerability scanning, and penetration tests on our application system servers to ensure that our information security protections and vulnerability patches are in place
- Promote preventions and precautions through education and training to enhance awareness of information security in daily operations



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EMI started out as a warehousing business, and has actively diversified into the media business and pet business over the years. We have upheld the "EMI four core sustainability strategies" since our establishment, setting stable operations, environmental protection, sustainable business, and social prosperity as the core of our corporate management to make the EMI brand the most trustworthy and innovative brand for customers.



5-1-1 Innovation Strategies and Values

● Warehousing Business

The warehousing business is the foundation of EMI, mainly encompassing port loading, storage, and transfer services for bulk grains required by domestic bulk material companies (feed companies, salad oil companies, flour companies, and trading companies), offering safe and fast material inbound, storage, transfer, and outbound procedures. EMI mainly aims to maintain stable operations and profits in the face of risks from global agricultural supply and dramatic market changes. Total imported grain volumes for Taiwan in 2022 were 8.8 million tons, with silo operating volumes accounting for 6.69 million tons (76% of national import volumes). This was higher than the average proportion over the past five years, and our revenues reached NT\$ 1.48 billion.

Challenges and impacts of international grain markets

| | |
|------------|---|
| Challenges | Factors including the global pandemic, extreme weather, rising costs of agrochemicals and fertilizers, and sharp reductions in grain production and export volumes from Ukraine due to the Ukraine-Russia war led to dramatic fluctuations in international grain prices in 2022. |
| Impacts | Bulk grain prices rose in 2021 and international grain prices also rose in 2022: Soybean, corn, and wheat prices have risen 10.1%, 13.8%, and 2.8%, respectively, and bulk grain prices are continuing to increase, exposing the market to severe agricultural supply risks. |

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We have actively promoted smart innovations and sustainable developments in recent years. In terms of technology and innovation, we continue to implement automatic upgrades for current operating systems in the short term, and our warehousing business plans to introduce high-tech systems such as drones and infrared thermal imaging cameras in the medium to long term. We will also continue to assess the feasibility of other innovative business developments to increase revenues and diversify our operational risks. In terms of sustainable development, we have committed to balance corporate growth and ecological protection. We implemented the ISO 50001 Energy Management System in 2021 and ISO 14064-1 greenhouse gas inventories in 2022. We plan to implement the ISO 14001 Environmental Management System and the ISO 45001 Occupational Health and Safety System in 2023 while also strengthening supply chain management and risk management mechanisms as we continue to work toward our goal of corporate sustainability.

Innovative actions implemented by our warehousing business in 2022 were as follows:

Warehousing business silos and unloading operations



| Innovative actions | Our innovation approach | Benefits |
|--|--|--|
| Upgraded equipment to comply with energy-saving measures | Participated in demand bidding measures and new time-variable electricity pricing programs | <ul style="list-style-type: none"> Reduced power consumption by 435,951 kWh over a year; reduced carbon emissions by 221,899 tCO₂e over a year |
| | Replaced 1 inverter 20RT box air-conditioner, 9 IE3 high-performance motors, 1 100HP inverter air compressor, 3 high-performance voltage transformers, and 1,033 high-performance LED lights | <ul style="list-style-type: none"> Reduced power consumption by 495,164 kWh over a year; reduced carbon emissions by 252,038 tCO₂e over a year |
| | Improved and maintained power factor efficiency above 95%, and replaced all equipment that fell below this range | <ul style="list-style-type: none"> Reduced power consumption by 504,947 kWh over a year; reduced carbon emissions by 257,018 tCO₂e over a year |
| System settings and upgrades | Completed installation of outbound truck automatic identification systems for Silo 1 and Silo 3 at Taichung Port | <ul style="list-style-type: none"> Trucks can automatically check in and be scheduled for loading procedures, reducing 33% of personnel needed for outbound operations Reduced probabilities of erroneous grain loading on trucks at incorrect locations Reduced paper usage required for scheduling and customs declaration forms; we completed system installations at year-end 2022 and estimated that we can reduce use of more than 200,000 pieces of paper over a year Reduced average truck waiting times by 2 minutes and diesel consumption by 30 cc/minute; we estimated that we can reduce 3586.67 hours of outbound waiting time per year and 17,490 tCO₂e in carbon emissions per year |
| | Completed installation of backup database systems for Silo 1 and Silo 3 at Taichung Port | <ul style="list-style-type: none"> Installed firewalls and backup systems to block external attacks and ensured rapid recovery of back-end database systems for online forms |

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| Innovative actions | Our innovation approach | Benefits |
|------------------------------|--|--|
| System settings and upgrades | Completed installation of outbound truck monitoring system for Silo 72 at Kaohsiung Port | <ul style="list-style-type: none"> Enhanced efficiency of outbound operations and achieved targets for smart silo management |
| | Completed installation of grain unloader dust collection systems and upgrading of dust collector air storage tanks on mechanical silos for Silo 72 at Kaohsiung Port | <ul style="list-style-type: none"> Significantly improved dust dispersion issues |
| | Completed installation of grain vac systems and temperature displays on UL103 grain unloaders for Silo 71 at Kaohsiung Port | <ul style="list-style-type: none"> Strengthened management of abnormal temperatures for important equipment on grain unloaders to enhance operational safety and protect client interests |

● Media Business

As the most influential media operator in Taiwan, we not only began developing our own offline advertisement platform in 2018, but also continue to combine advanced technologies with new media. Apart from developing digital media, we have also begun investing in creation of intellectual properties in recent years to expand the landscape of our new media businesses and create new consumption models. In terms of future strategic developments and goals, we plan to use the two main aspects of "new positioning and new strategies" and "new positioning in content commerce" as foundations for development: For the former aspect, we increase traffic for short videos, increase podcast revenues, work with we-media to develop an UGC platform, and expand our market share of outdoor advertisements. For the latter aspect, we hope to establish MOOD platform models connected to user's daily lives, experience sharing, product unboxings, and third-party payment systems to build an e-commerce platform that can bring better and different content and shopping experiences to users.

● Content Production and Advertising Management Strategies in 2022

01

Strengthen content intensities and increase reader loyalty

Management Goals

Create new columns and obtain news reporting awards

Achievements in 2022

"Putting The People First" received the "News Photography Award" in the news photography category and the "Citizen Judge" episode of our innovation center program "Crimescene" received the "Podcast News Program Award" in the broadcasting and network (audio) category.

02

Develop new content for the audio economy

Management Goals

Create podcasts and increase the number of listeners

Achievements in 2022

Our podcasts Crimescene and Today is my Day were ranked in the top 100 podcasts in the world.

03

Increase advertising effectiveness and sales

Management Goals

Achieve growth in sales from digital and out-of-home advertisements, surpassing industry peers

Achievements in 2022

Our revenues for 2022 were NT\$ 2.331 billion, representing a 6.66% growth compared to revenues for 2021 (NT\$ 1.998 billion).

04

Develop short videos aligned to market trends

Management Goals

Develop short videos

Achievements in 2022

Actively created short video Reels and Shorts to attract audiences.

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● Marketing and Achievements of Innovative Projects



| Five innovative strategies | Innovative projects | Project description and results |
|---|--|--|
|  Social media | Message board | <ul style="list-style-type: none"> To enhance member interaction and loyalty, as well as drive traffic to our news cloud, we added a message board function on the ETtoday news cloud app so our readers could add emoticons and comments to each news article, transforming from passive receivers of news information to active sharers of information. |
| | Expand social media management | <ul style="list-style-type: none"> ETtoday has 38 fan pages, 18 Instagram accounts, 35 YouTube channels, and 8 official LINE accounts. Currently, we own 6 fan pages with more than a million followers, and our focus in the future is to convert our "fans" into "members," and then convert "members" into "consumers." |
| | Polling cloud platform | <ul style="list-style-type: none"> We are actively recruiting members for our polling cloud platform and now have almost two million members. We improve the accuracy of our public opinion polls and market surveys through online and phone surveys, and our results are used to better understand audience opinions and needs. |
|  Video content | Strategies for livestreams and videos | <ul style="list-style-type: none"> We launched our own podcasts covering content related to society, real estate, and pets. We currently have 8 podcasts, 2 of which have been ranked among the top 100 podcasts in the world (Crimesceneand Today is my Day). We have continued to produce high-quality intellectual properties and videos, and have invested in large-scale talent shows including Jungle Voice and CookKing, using our established intellectual properties to enhance our brand value while developing new products related to our intellectual properties. Self-produced short videos: We established a video platform and production team to enrich our video content, actively producing short video Reels and Shorts, fulfilling the needs of different audiences and aligning with current affairs. |
| | Strategic collaborations for large-scale events | <ul style="list-style-type: none"> We actively collaborated with large-scale events and provided livestreams and videos of the Golden Bell and Golden Horse awards. |
| | Innovative digital integrations | <ul style="list-style-type: none"> Integrated strategies relating to digital technologies, big data analysis, and reader interviews to strengthen our understanding of audience needs and used related analysis results as a reference for developing services at each department. |
|  Online and offline strategies | Online and offline events | <ul style="list-style-type: none"> Online activities: We hosted the "Southern Region Graduation Song" event to facilitate interactions between young students. Offline activities: In 2022, due to impacts from the pandemic, our "2022 ETtoday Good Friends Spring Party" event was delayed until April 2023. |
| | Offline advertising strategies | <ul style="list-style-type: none"> Apart from Taipei Metro, we also began placing advertisements on New Taipei City's Three Ring Three Line system, the Taoyuan Metro, Taiwan High Speed Rail, and Taipei City buses and streets in 2020 to expand the scope of our advertising operations, thereby building our market positioning for out-of-home advertisements. |

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- Cumulative patent applications and approval numbers for the past three years

| Item | 2020 | 2021 | 2022 |
|------------------|------|------|------|
| Applications | 8 | 8 | 13 |
| Approved Patents | 4 | 4 | 4 |

- Cumulative trademark applications and approval numbers for the past three years

| Item | 2020 | 2021 | 2022 |
|---------------------|------|------|------|
| Applications | 142 | 155 | 155 |
| Approved Trademarks | 66 | 77 | 77 |



- Operational performance highlights for our media business in 2022 were as follows:



Revenues

Our revenues for 2022 were **NT\$ 2.131 billion**, representing a **6.66% growth** compared to revenues for 2021 (NT\$ 1.998 billion)



Key indicators

Daily average pageviews reached **16.82 million** and we accumulated over **24 million** followers on our Facebook fan page in 2022.



Out-of-home advertising market share

Our market share of Taipei Metro advertisements exceeded 90% and we hold 60% of the overall out-of-home advertisement market in Taiwan



Brand market share

We received a number of domestic and foreign awards such as the Excellent Journalism Award, National Brand Yushan Award, and were ranked as the online media business with the **highest** reach and loyalty scores in Taiwan by Oxford University for five consecutive years



Product innovation

Produced and broadcasted Jungle Voice and other shows, built a MOOD we-media platform, and developed short videos

Production of high-quality intellectual properties (Jungle Voice and CookKing)



Online activity-Southern Region Graduation Song



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● Pet Business

We firmly believe that pets are members of the family, and our core mission is to "provide a better life for pets and their owners." Our pet business was established in 2019. Since then, we have continued to increase the number of physical stores, and also entered the pet health industry in 2022, working with a well-known animal hospital chain in Taiwan. In future, we will build cross-industry alliances and open composite physical stores integrated with the technological and media resources of the EMI Group, overturn the traditional models of the pet industry, realize online and offline integration, and provide the most comprehensive, satisfactory, and diverse services for pets and customers.

● Innovative Opportunities for Our Pet Business



We keep abreast of innovative opportunities in the pet industry and implemented the following innovative actions in 2022, resulting in a plethora of achievements:

| Innovative actions | Our innovation approach | Our achievements |
|--|--|--|
| Online and offline integration | <ul style="list-style-type: none"> We turned 1.93 million subscribers on ETtoday's pet news cloud into sales leads for ET Pet physical stores, creating a new retail channel for the pet industry and transforming our business into the 2.0 version of a pet chain store. | <ul style="list-style-type: none"> Increased the number of physical stores from 13 in 2018 to 138 by the end of 2022. |
| Member management and social media activities | <ul style="list-style-type: none"> Provided member privileges and launched the "Grooming Experience for Pets and Owners" in tandem with Natural Beauty to provide simultaneous beauty services for owners and their pets. Facilitated adoption of strays on the ET Pet fan page. Organized the pet-exclusive event of the year, "Golden Cute Awards of ET Pet." | <ul style="list-style-type: none"> The "Golden Cute Awards of ET Pet" has been hosted on the ETtoday pet news cloud and social media account for three consecutive years; more than 250,000 people have participated in this event. |
| Developed proprietary products | <ul style="list-style-type: none"> We continue to develop proprietary products and act as an exclusive channel for high-quality products from overseas. | <ul style="list-style-type: none"> We became the sole distributor for "NU PETS probiotics for dogs and cats," "TRIPLE PROBIO wet wipes for pets," "Pet bone health," "NatureBridge," "Stella & Chewy's," "Kelly & Co's," "Carl," "CCP," and other products. |
| Convenient medical education and services | <ul style="list-style-type: none"> We worked with the Loving Kindness Animal Hospital to conduct health checks for employee pets and pet health checks at the Kaohsiung Pet Exhibition. We established a medical column in our pet magazine teaching pet owners how to provide professional care for their pets. | <ul style="list-style-type: none"> A total of 121 employee pets underwent health checks. A total of 80 consumer pets underwent health checks at the pet exhibition held in December. A total of three medical articles were published in our pet magazine. |

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| Innovative actions | Our innovation approach | Our achievements |
|-------------------------------|--|--|
| Created the ET Pet app | <ul style="list-style-type: none"> We expanded the functions on the ET Pet app in 2022. Apart from the original functions (membership cards, loyalty points, discount coupons, batch purchases, and links to our online store), we also added pet health education and batch purchase gift functions in 2022. | <ul style="list-style-type: none"> Launched in December 2021; downloaded 222,288 times as of December 2022. |
| Media promotion | <ul style="list-style-type: none"> Received a program sponsorship from TOP DOG in 2022. | <ul style="list-style-type: none"> The program is expected to be broadcasted in late March 2023. |

Highlights for pet business in 2022 :

Participated in pet exhibition

Our investments

- Organization fees of NT\$ 2.4 million.
- News, fan page, and online/offline promotions of our brand.
- On-site promotions of proprietary products and ET Pet app membership.

Activity description and target

Participation in a pet goods exhibition allowed us to promote our brand, brand products, and proprietary products. We also recruited ET Pet Cloud app members and encouraged them to shop at physical stores by providing in-store coupons for products and grooming services.

Participants

- More than **600,000 participants**

Achievements

- Pet exhibition revenues: Almost **NT\$ 2.83 million**
- Recruited members: More than **7,200 members**



Golden Cute Awards of ET Pet

Our investments

- Organization fees and gift costs amounting to NT\$ 148,000.
- Promoted the event through the ETtoday news cloud, fan page, A Little Furry fan group, Taipei Metro lightbox ads, and all ET Pet physical stores across Taiwan.

Activity description and target

Organized the pet-exclusive event of the year and brought together owners and pets all across Taiwan to attend the Golden Cute Awards of ET Pet, generating buzz for the event which represented the highest honor for a pet owner.

Participants

- Received **4,282 submissions**
- Received **597,186 votes**

Achievements

- Fan page reached more than **1.629 million people.**



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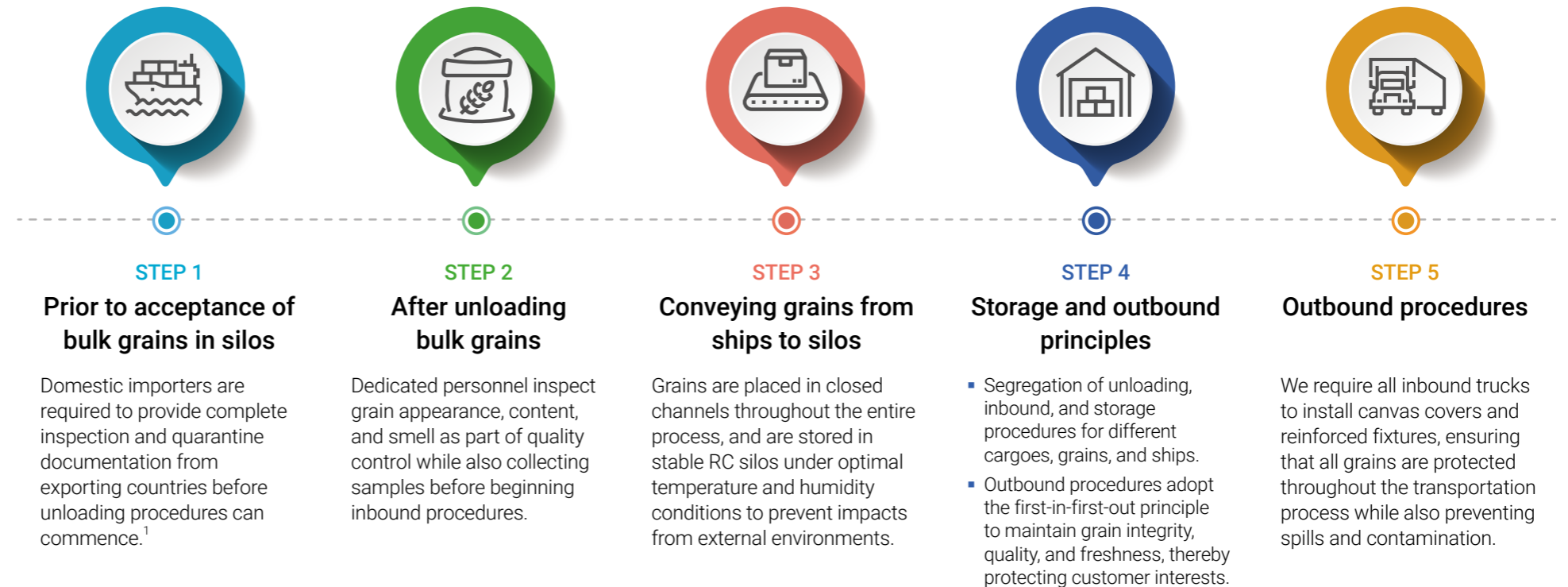
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5-1-2 Quality Management

● Warehousing Business

The main products of our warehousing business are all bulk grains (soybeans, corn, wheat, and so on), which do not cause negative environmental or social impacts. We have formulated management principles and operational guidelines for grain loading and storage procedures which adhere to the Occupational Safety and Health Act, Commercial Port Law, and environmental protection regulations. We voluntarily manage air pollution, water pollution, and waste, and declare and control surrounding noise to ensure the safety of our products and services.

We prevent manual and measurement errors by fully automating all loading and unloading processes relating to inbound, storage, and outbound operations. We established the following steps for quality management to ensure operational accuracy:



¹Imported grain types and quality are determined by cargo owners. Our warehousing business is not involved in procurement decisions or selection of cargo ships.



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As an important provider of temporary storage and transfer business for bulk grains at ports, we adhere to rigorous quality management regulations while maximizing silo utilization to meet the capacity needs of grain importers in Taiwan. We have established the following silo quality management principles:

| Quality management principles | Description |
|---|---|
| Increase storage capacity and turnover | As our warehousing business focuses on temporary storage and transfers, we strive to maintain storage capacity over the long term to align with highly variable bulk shipping schedules and to meet the inbound and outbound needs of our clients. |
| Avoid lengthy storage times | Lengthy storage times may lead to deterioration of grain quality, but as storage times are solely determined by our clients, we work to protect client interests by constantly monitoring grain quality. We implement necessary grain maintenance procedures based on storage times and quality changes while also adjusting storage temperatures to ensure optimal conditions. |

To avoid possible environmental or social impacts from our products during operational processes, we recycle 100% of grain dust generated during factory loading and unloading procedures:

- Grain dust collected by dust collection equipment (broken and fine grains): Combined with outbound grains and delivered to clients for subsequent use.
- Grain dust remains: Grain dust spilled or leaked during transfers as well as deteriorated grains collected from the bottoms of grain buckets are cleaned, packaged, and stored in specific areas before utilization as natural compost by contractors, achieving our goal of zero discharges and zero pollution. In 2022, total grain dust remains amounted to 2,980 tons (0.04% of total grain volumes), and were managed, evaluated, and regulated in accordance with relevant laws.

● Media Business

Our media business holds objectivity and impartiality as the highest principles for news reporting and broadcasting. To ensure news and program quality, we have formulated internal bylaws for self-regulation such as the "Regulations for Production and Broadcasting for News Programs," "Code of Conduct for News Editing and Interviews," "Charter for Internal Self-Regulation News Ethics Committee," and "Self-Regulation Guidelines for Cooperation with External Media" in accordance with the Implementation Guidelines for Self-Regulation of Broadcast and Satellite News as well as the Television Association News Self-Regulation Convention to provide our audience with trustworthy and high-quality content.

ETtoday has established a three-stage review process for news reports:

| Standards and principles for reviewing news reports | Three-stage review process for news reports | Compliance and broadcast |
|--|--|---|
| <ul style="list-style-type: none"> Regulations for Production and Broadcasting for News Programs Code of Conduct for News Editing and Interviews Charter for Internal Self-Regulation News Ethics Committee Self-Regulation Guidelines for Cooperation with External Media | <ul style="list-style-type: none"> Failure to comply with regulations Reporting ban Repeated verification | <p>Focus of review:</p> <ul style="list-style-type: none"> Content producers verify targets and institutes involved in news reports, and determine whether interview content may result in misunderstandings by the public; if supervisors determine that interviews contain misstatements, they should require immediate verification by the reporter and said news item should not be released. Determine whether said content adheres to standards for decency, authenticity, public interest, copyright, and other values; reports should be objective and avoid discriminatory or provocative phrases that may trigger audience members. |

Introduction to RC silos

EMI uses large circular RC silos that offer relatively stable temperature and humidity conditions for grain storage; our four silos have a total storage capacity of 330,000 tons. We ensure stable grain quality through automated warehousing processes and first-in-first-out principles.



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We have formulated the following five major principles for reviewing news reports:

Multiple layers of supervision

News content is sourced from reporter interviews or information compiled from multiple sources (including competing media, television, radio, news agencies, foreign media, live broadcasts, and the Internet) by internal editors, following which news items are screened, organized, and verified after discussion with news department supervisors.

Internal training

- Dedicated personnel provide daily assistance for new colleagues related to interviewing, writing, journalism expertise, and prevention of fake news.
- Established internal "Progress Cloud" and "Mutual Assistance Cloud" Facebook pages to provide reviews and suggestions for improving news copy.

Responsibility verification

All editors are named and bear responsibility for verification of news items; we have established communication and verification channels with our fact-checking center to facilitate timely checks of copy information.



Editorial meetings

The supervisors of each news team report news item content and progress at morning and evening editorial meetings, where the directions of news items are preliminarily determined. News items (including content, titles, and images) for sudden incidents outside the scope of editorial meetings are verified and monitored by the supervisors of each news team, who also check tapes of associated videos.

Respecting the source

We require reporters and editors to "carefully verify and share cautiously."

- News reports should contain interviews with the source and original sources should be identified.
- The Internet should be used to determine the authenticity of news incidents.
- Unless otherwise requested by interviewees, news copy should name all interviewees.

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With regard to advertisements, we not only require internal adherence to management principles and regulations for advertisements, but also share these principles and regulations with our clients, requiring their advertisement content to comply with these regulations:



● Pet Business

ET Pet ensures product quality by requiring all products to pass quality assurance tests. Apart from being a channel for pet goods, ET Pet also actively develops associated products, adhering to the belief that "pets are family members." We work with large biotechnology companies to develop pet health products in collaboration with nutritionists, pharmacists, and veterinarians, and work with National Taiwan University to conduct efficacy tests that provide R&D guarantees for our proprietary products. We also ensure our products to provide our consumers with safe and affordable products.



R&D guarantee

We work with external product manufacturers to develop pet products which are submitted to third-party units for inspection.



Insurance protection

We took out product liability insurance of NTS 100 million to provide the best protection for our consumers.



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Apart from inspecting product quality, ET Pet also provides three after-sale services to ensure that our customers enjoy the best service quality:



Pet grooming services

- Full records of pet conditions
- Periodic follow-up calls



After-sales services

- Guaranteed refunds for major pet food brands that pets do not like
- Warranty and repair services for specific products
- Product usage consultation services



Consultation services

- Provide consultation services related to pet care
- Entered the pet health business, and provide free pet health check services

5-1-3 Customer Privacy and Protection

EMI spares no effort in protecting client privacy and we set "creating a safe and secure information system and environment" as our corporate mission. We ensure the confidentiality, integrity, and accessibility of personal and transaction data obtained from our clients, as well information on EMI operations. We referenced international information security standards to formulate our "Information Security Policies" which serve as a basis for risk management, implementing controls, and clearly defining responsibilities as part of our information security management framework.

Management and audit focuses of information security system:

| Item | Management and audit focuses |
|--------------------------------------|--|
| System development | Internally developed system processes and security requirements, and externally developed system processes and security requirements. |
| Safety areas | Access control and validity of fire equipment. |
| Data center security | Temperature and humidity controls of environmental control system, maintenance records from associated companies, storage media and access controls, validity of fire equipment. |
| Information services | Work log verification, equipment abnormalities, and troubleshooting. |
| System and network management | System and network equipment backups. |

| Item | Management and audit focuses |
|--|--|
| Human resource management | Security assessments of recruited and deployed personnel. |
| Office and information environments | Determine whether unverified shareware or freeware downloaded from the Internet or other sources are being used. |
| Information security incidents | Employee awareness of handling procedures for emergency information security incidents. |
| Business continuity plans | Formulated written plans and maintained complete records for drills. |

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To enhance awareness of information security issues in designated personnel, current employees, and new hires, our warehousing and media businesses provide employee information security training:

| Business | Course Theme | Trainee types | Training results | Total participants | Total training hours |
|--|--|---|--|--------------------|----------------------|
|  Warehousing Business | Settings/operations/maintenance of automated truck identification system | Automated truck identification system operators | Strengthened operator familiarity with automated identification system (including operator access management, remote controls, firewall mechanisms, and database backups) | 24 | 72 |
| | Basic information security training | Current employees | Included protection of corporate secrets and personal data, basic network frameworks, phishing techniques, and discussion of information security incidents to strengthen employee awareness of information security | 26 | 78 |
|  Media Business | Basics of information security | New IT personnel | Assisted new IP personnel in strengthening internal system management, operations, and security awareness ² | 10 | 25 |
| | Drills and lectures on cyber hacker attacks | All IT personnel (including new hires) | Included introductions to hacker tools and attack techniques, drills to enhance understanding of various hacker techniques and defense methods, and establishment of information security defense technologies | 58 | 174 |


²New IT personnel are all required to participate in 2.5 hours of online training.

We apply rigorous management procedures for client privacy. In 2022, our warehousing, media, and pet businesses achieved our target of zero client privacy invasions:

● **Warehousing Business**

To protect information security and customer privacy, we have set up independent accounts and passwords for all clients, cargo owners, and custom brokers, as well as IP locking mechanisms and client IP management. We have also established a dedicated unit for customer privacy protection to prevent external attacks and data leaks through routine management and response measures:

Client privacy invasions

| | 2020 | 2021 | 2022 |
|--|------|------|------|
|  | 0 | 0 | 0 |

| | |
|---|--|
| Dedicated unit for protection of client privacy | <ul style="list-style-type: none"> All client information from our warehousing business is considered to be confidential, and is protected and managed by the Control Centers (and Control Teams) of our Taichung and Kaohsiung operations office. |
| Strategies | <ul style="list-style-type: none"> Strengthened personnel training: Promoted employee awareness of information security and strengthen understanding of related responsibilities. Formulated information security management mechanisms and policies to prevent data leaks, unauthorized data access, and data modifications. Implemented routine maintenance and back up information: Implemented regular internal audits and related operations. Ensured normal operations of important corporate core systems and services. |



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| | |
|---|--|
| Actions to protect client privacy | <ul style="list-style-type: none"> Non-periodic surveys of client information usage and establishment of compilation processes for client information. Formulated reporting procedures for information security incidents: We have established information security protections such as firewalls and anti-virus software targeting external data queries. Upon occurrence or discovery of information security incidents, associated units immediately determine relevant issues and adopt corresponding response measures for subsequent handling and reporting to responsible supervisors. Our warehouse inbound and outbound procedures are conducted in a closed system, and non-authorized personnel are not allowed to print relevant reports; our control center serves as a data center and central control zone; and we have also established fingerprint access controls to prevent non-essential personnel from entering warehouses. Used internal audit systems to ensure information security management, reviewed deficiencies, and tracked improvements. |
| Information security notification procedures | <ul style="list-style-type: none"> We have established information security protections such as firewalls and anti-virus software targeting external data queries. When information security incidents occur, first-line firewalls can block the majority of attacks, and there are backup systems in place so all customer data can be recovered rapidly if first lines of defense are breached. When attacks occur, our control center initiates protection measures at the first instance. |
| Future plans | <ul style="list-style-type: none"> We have established a cross-departmental "Personal Information Protection Team" in accordance with our information security policies, and we regularly conduct personal information surveys, risks analyses, internal system assessments, reports and repairs, data destruction, and training. |

● **Media and Pet Businesses**

Our R&D Center is responsible for planning and implementing information security management tasks for our media and pet businesses, as well as promoting information security awareness. We work with external units to develop and implement information security protections. We respect customer privacy and comply with confidentiality principles for business information, optimize our proprietary member system, and provide open and transparent grievance reporting channels.

We have implemented the following actions to protect the security of member information:

| | |
|--|--|
| Data center management | <ul style="list-style-type: none"> To protect member privacy, our member information is stored in Chunghwa Telecom data centers, which are required to have the highest and most rigorous management standards. |
| Internal training | <ul style="list-style-type: none"> We implemented training for internal personnel relating to protection of personal information, periodically hosted book discussions and technical seminars, invited industry professionals to share their experiences, and participated in various information security lectures to conduct technical exchanges. |
| Cybersecurity processes | <ul style="list-style-type: none"> We reviewed all processes from initial system architecture designs and plan to implement privacy and cyber security frameworks to ensure that our services all comply with privacy protection and information security requirements. |
| Principles for management of information assets | <ul style="list-style-type: none"> All information assets are categorized and classified for access control, and information is encrypted to reduce risks from leakages of member information. In 2022, we began encrypting data transferred to our big data center to prevent data leaks. Member passwords are stored using encryption technologies to ensure the security of these passwords during storage and transmission processes. The back-end systems for our apps have firewall controls to prevent unauthorized access and attacks. Firewalls limit unwanted web traffic and provide warnings when abnormal activity is discovered. Our APIs use SSL (Secure Socket Layer) transmission to ensure data security during transmission processes. |



| | |
|---|---|
| Multilayered network security mechanisms | <ul style="list-style-type: none"> We have installed multilayered network security mechanisms for our internal websites and applications, using firewalls, breach detection and defense systems, VPN access controls, and other measures to ensure isolation from external networks and multidimensional protection of information assets. |
| Assessments and tests | <ul style="list-style-type: none"> Non-periodic assessments and tests of network security, strengthened protections against environmental security risks, vulnerability repairs, and active optimization of system protections. |
| Grievance reporting channels | <ul style="list-style-type: none"> EMI adheres to the requirements of the Personal Data Protection Act. Associated parties may exercise their rights with respect to their personal information in accordance with law, and we have also established a channel for exercising their rights and reporting grievances on our website. |

● Information Security Notification Procedures for Media Business



Disputes and subsequent handling in 2022:

| Grievance type ³ | Number of reports | Responses and handling actions |
|------------------------------------|-------------------|---|
| Suggestions regarding news reports | 21 | All news reports were verified prior to release. However, we removed associated reports in deference to feedback from associated parties. |
| Legal violations of news reports | 6 | Associated news items were removed in accordance with suggestions and directives from competent authorities. |

³The number of grievance reports shown here refer to official written reports submitted by related parties.



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5-1-4 Customer Service and Feedback

We obtain client feedback through phone interviews, face-to-face interviews, and interactions on our website for continued improvement of service quality and to meet client needs. We continue to implement annual client satisfaction surveys and collect feedback to ensure that we are meeting client expectations on our products.

EMI client feedback and survey methods and results:

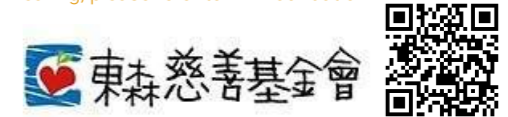
| Business | Survey method and content | Survey results |
|---|---|--|
|  Warehousing business | <p>Starting in 2021, we began conducting periodic surveys to understand client satisfaction levels for our inbound and outbound operations, service attitudes, level of cooperation, digital operations, and overall service quality.</p> | <ul style="list-style-type: none"> In 2022, we distributed 47 surveys and collected 47 responses; our response rate was 100%. Very satisfied/satisfied 92%; Neutral 8%; Not satisfied 0% |
|  Media and pet business | <p>ET New Media surveyed fan page followers regarding physical and online purchasing experiences at our stores.</p> | <ul style="list-style-type: none"> Due to the wide variety of our products, 40% of our followers had previously made a purchase at one of our physical stores. Due to the convenience provided by our online shop, 19% of followers had previously made a purchase on our online store. |
| | <p>We surveyed public opinion of member services, periodic distribution of EDMs, and the ETtoday brand through the ETtoday online community and distribution of EDMs.</p> | <ul style="list-style-type: none"> Prize raffles were the member service with the highest level of satisfaction. Respondents hoped to see more soft news items relating to travel, food, lifestyle, and consumer products in EDMs. ETtoday was top-of-mind and the most frequently browsed online news website for most respondents, and was also the top online media brand. Fast, real-time, innovative, rich content, and trendy were phrases used to describe ETtoday's brand personality. |
| | <p>We targeted young audiences and surveyed items, activities, and social media content preferred by young people.</p> | <ul style="list-style-type: none"> Young people enjoy participating in music festivals, and therefore we should consider collaborating with college and university clubs. We should strive to obtain broadcast rights for renowned or popular mainstream competition events, and produce highlight reels to attract additional attention. |
| | <p>We surveyed resource utilization habits of creators to determine how we could encourage more creators to use ET New Media resources.</p> | <ul style="list-style-type: none"> ETtoday can provide resources relating to advertising and promotion, as well as studio space, for creators. |







5.2 Core Items for Social Participation

While others work to increase profits, EMI seeks to benefit the public by upholding core values befitting social citizens. We have long invested in local communities and cared for disadvantaged groups, providing care and warmth where it is needed. For many years, we have combined the expertise and resources of our core businesses to provide material support and care for disadvantaged groups. We continue to implement innovations through a variety of projects such as "Sending Love to Rural Tribes," "Love Breakfast," "Support for Rehabilitated Inmates," and "Care for the Elderly." These projects help more people understand that corporate social actions can create infinite virtuous cycles.

Over the past 20 years, we have managed our charity projects as though they were businesses. Local care has gradually become one of our core corporate values, and we have established long-term plans to build sustainable societies in order to pass on our spirit of caring. We have further expanded the scope of social welfare and work to preserve indigenous culture, enhance tribal economic developments, organize sports competitions, and provide scholarships for children in rural areas. ET New Media exerts its influence as a media entity by promoting ET Foundation projects and established the "ESG Sustainability Cloud" channel in 2022 to focus on environmental protection, mutually prosperous societies, and mutually beneficial perspectives, serving as a pioneer of mutual benefits by reporting on corporate ESG actions and global trends to continue spreading seeds of goodness.

For more stories where EMI spread warmth and caring, please refer to: ET Foundation.



| EMI Core Items for Social Participation | Beneficiaries and Benefits | Social Impact | Corresponding SDGs |
|--|--|--|---|
|  <p>Rural Education</p> | <ul style="list-style-type: none"> Love Breakfast Sending Love to Rural Tribes | <ul style="list-style-type: none"> Enhance education quality and provide opportunities for schoolchildren in rural regions Bridge inequality gaps in rural education |  |
|  <p>Support for the Disadvantaged</p> | <ul style="list-style-type: none"> Support for Rehabilitated Inmates Care for the Elderly | <ul style="list-style-type: none"> Provide opportunities that allow rehabilitated inmates to reintegrate with society and restart their lives Enhance health and quality of life for the elderly |  |
|  <p>Community Care</p> | <ul style="list-style-type: none"> Chinese New Year meals Medical assistance for epidemic prevention Rural medicine Blood donation Support young students Pet care | <ul style="list-style-type: none"> Create positive cycles of social influence Mitigate resource inequalities for the disadvantaged Upgrade medical capacities and improve medical personnel shortages |  |

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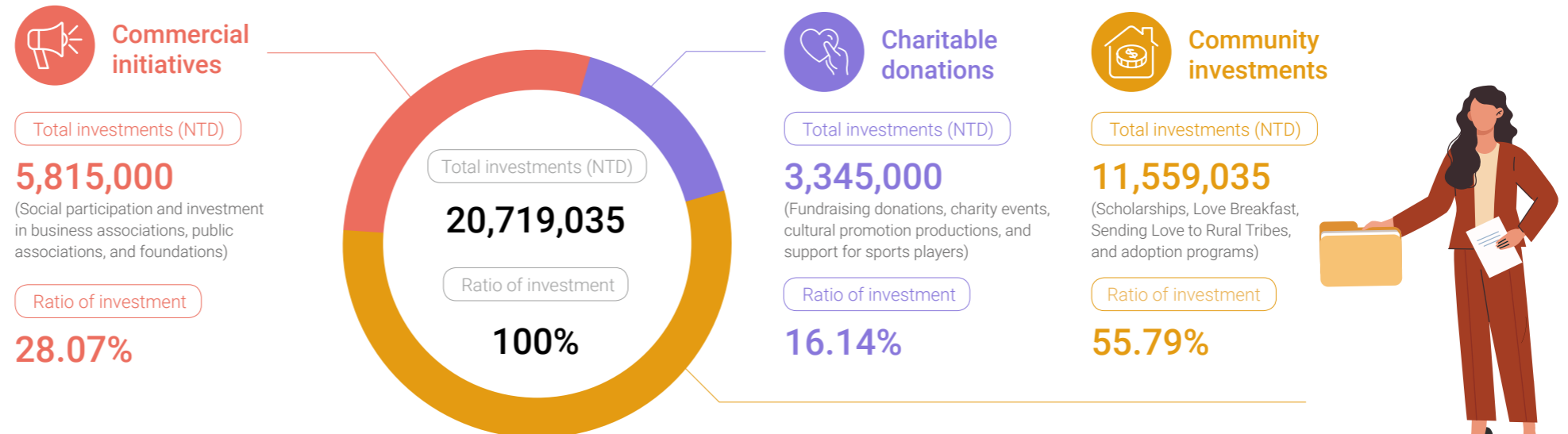
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| EMI Core Items for Social Participation | Beneficiaries and Benefits | Social Impact | Corresponding SDGs |
|--|--|--|---|
|  <p>Cultural Inheritance</p> |  <p>Cultural promotion</p> <ul style="list-style-type: none"> Host archery tournaments Produce programs with indigenous themes | <ul style="list-style-type: none"> Promote archery-related sports activities Preserve and promote indigenous culture through film |  |
| |  <p>Support for Sports</p> <ul style="list-style-type: none"> Support athletes through scholarships | <ul style="list-style-type: none"> Provide sponsorships to support competition enrollment and training for outstanding national athletes Offer rural schoolchildren the chance to experience different sports and provide training opportunities |  |
| |  <p>Ecological Preservation</p> <ul style="list-style-type: none"> Beach cleanup activities Reforestation program | <ul style="list-style-type: none"> Protect the environment and forests |  |

• Social participation projects and investment ratios in 2022



5.3 Social Participation (Delivery of Love)



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Material Topic: Social Participation

Policies and Commitments

EMI strives to be an excellent and charitable enterprise which spreads care to all corners of society where it is needed. For EMI, participation in charity events is not a chore, but a core part of our business which will grow as we move toward our goal of sustainable management.

| | Assessment Mechanisms | Targets for Upcoming Year | Targets for Upcoming 3-5 Years |
|----------------------|--|--|---|
| Warehousing business | <ul style="list-style-type: none"> Number of trees planted each year Number of beach cleanups and environmental protection activities hosted in a year Investments in "Love Breakfast" program Donations used for feeding strays each year | <ul style="list-style-type: none"> Plant 100-200 trees each year Host 1-2 beach cleanups and environmental protection activities each year Invest NT\$ 5-5.5 million in "Love Breakfast" program each year Donate NT\$ 100,000-150,000 to feed strays each year | <ul style="list-style-type: none"> Plant 300-500 trees each year Host 2-3 beach cleanups and environmental protection activities each year Invest NT\$ 5.5-6 million in "Love Breakfast" program each year Donate NT\$ 150,000-200,000 to feed strays each year |
| Media business | <ul style="list-style-type: none"> Number of beach cleanups and environmental protection activities hosted in a year Number of sponsor companies and articles on Sustainability Cloud | <ul style="list-style-type: none"> Collaborate with 5 sponsor companies and post 5 sponsored articles on Sustainability Cloud Host 1-2 beach cleanups and environmental protection activities each year | <ul style="list-style-type: none"> Collaborate with 10 sponsor companies and post 10 sponsored articles on Sustainability Cloud Host 2-3 beach cleanups and environmental protection activities each year |
| Pet business | <ul style="list-style-type: none"> Number of beach cleanups and environmental protection activities hosted in a year Number of charity pet health tours hosted each year Number of stray adoption activities hosted with charity organizations Donations used for feeding strays each year | <ul style="list-style-type: none"> Host 1-2 beach cleanups and environmental protection activities each year Host 10 charity pet health tours each year Host 3-5 stray adoption activities with charity organizations each year Donate NT\$ 100,000-150,000 to feed strays each year | <ul style="list-style-type: none"> Host 2-3 beach cleanups and environmental protection activities each year Host 20 charity pet health tours each year Host 5-10 stray adoption activities with charity organizations each year Donate NT\$ 150,000-200,000 to feed strays each year |

Responsible Unit ■ Warehousing business social care team, media business administration office, pet business marketing department

Specific Environment

Actions

- Tree planting activity: We launched the "Love Earth, Plant Hope" charity tree-planting goal and "Forestation Project in New Taipei City." We planted 200 tree seedlings at the Wen Sun Farm and aim to plant 10,000 trees. Our ultimate goal is to plant 100,000 trees all over Taiwan while continuing to make donations to tree planting activities and park maintenance as part of our active promotion of energy and carbon reduction policies
- Beach cleanup activities: Worked with the governments of Taipei City, New Taipei City, and Taoyuan City to host beach cleanup activities to awaken public awareness of marine conservation

Society

- ET Foundation provided resources to fulfill the needs of children in disadvantaged rural tribes
- ET Pet worked with pet shelters and animal protection groups in Taiwan to provide care for strays and free health checkups. In 2022, we expanded our efforts to donate food for strays and organized mobile clinics for veterinarians from National Taiwan University to give back to society and build a pet-friendly environment through our "ET Pet Love Program"

Utilized our media influence to bring positive social and environmental impacts, and promote sustainable values in society

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5-3-1 Assisting Rural Regions

● Love Breakfast

Dung Sen Charity Foundation works to achieve its goals with joy and compassion. To ensure that schoolchildren in disadvantaged rural areas can obtain sufficient nutrition, we launched the "Love Breakfast" program in 2007. Over the years, we have continued to optimize the operations of this program by "procuring local breakfasts from rural areas to provide students with nutritious and ample breakfasts." Schools, teachers, schoolchildren, breakfast shops in rural areas, and EMI members formed the "mutually beneficial community" at the core of project operations, ensuring that these children could go to school and take physical education classes with full stomachs and receive lots of love and care as they continued to grow. To help more people care for children in rural areas, we established an employee donation zone and also placed invoice donation boxes at all ET Pet stores; invoice lottery winnings are used by Dung Sen Charity Foundation to provide breakfasts for schoolchildren in need. We hope that the "Love Breakfast" program not only provides breakfasts and nourishment for children, but also expands and strengthens our positive influence on rural and tribal schools.

● Past Donations Amounts for Love Breakfast Program

| | Number of schools | Number of schoolchildren | Amount (NTD) |
|------------------|-------------------|--------------------------|--------------|
| 2007-2021 | 380 | 30,820 | 47,935,773 |
| 2022 | 72 | 4,103 | 6,940,135 |

The short-term goal of the "Love Breakfast" program is to ensure that no children go hungry at school. The mid- to long-term goals of the program are to encourage schools to use the funds from this project to establish sports and music clubs. We also provide scholarships and future internship opportunities to beneficiaries who are accepted to university. We encourage these children to work as interns at EMI during their winter vacations. In 2022, we provided scholarships to 11 grown students who had benefited from the Love Breakfast program when they were in elementary school.

Many children who benefited from the "Love Breakfast" program have worked hard at their studies and received warmth and companionship from EMI as they continued to grow. These children have now grown up and successfully entered university. They feel motivated to study hard so that they can give back to others in need. Fan, a student at Gaoyi Elementary School who benefited from the "Love Breakfast" program for 8 years starting from kindergarten, has now become the first outstanding college student to work as an intern at EMI. Due to the Love Breakfast program, Fan was able to participate in two cross-strait exchanges and hopes to study in Europe in future. To further extend the spirit of the program and show that "giving is better than receiving", EMI plans to help more "Love Breakfast" beneficiaries have the chance to work at EMI when they grow older, so that they can help others, forming a virtuous cycle of kindness within society that continues to spread love.



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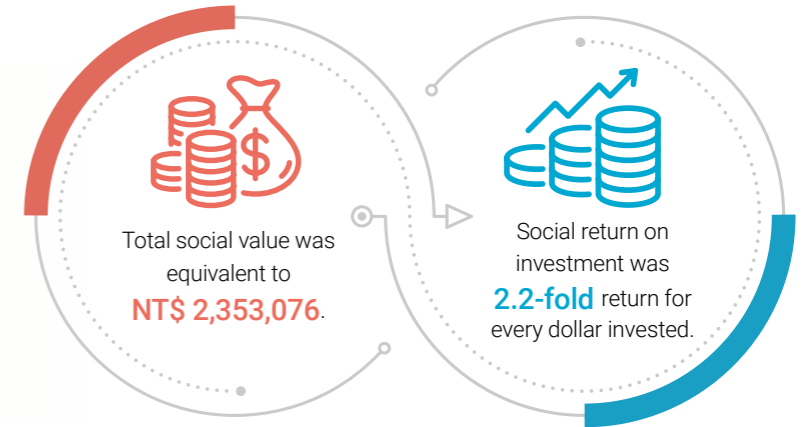
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Social Return on Investment from "Love Breakfast" Program

In 2020, we used the "Social Return on Investment (SROI)" method to analyze stakeholder changes and impacts. Our quantification results regarding the social impacts and monetary amounts of our project were verified by Social Value International (SVI):



● Sending Love to Rural Tribes

The Dung Sen Charity Foundation has long supported education for rural tribes by delivering Love Breakfasts to children, as well as collection of resources, children's books, and winter clothes so that schoolchildren in rural tribes can have practical support for their studies. In 2022, EMI invested a total of NT\$ 1,770,362 in the "Sending Love to Rural Tribes" project. Donations were used to support sports, music, and arts activities at eight schools. We also supported the Ren Ching Community Service Association and continue to care for schoolchildren from single-parent and skipped-generation families in the Cirakayan community and Fenglin Township. For ten consecutive years, EMI has supported the after-school class founded by the Hualien Cirakayan community following closure of the local school. The number of schoolchildren participating in the class increased from 20 to 40, and the class includes students of all ages from elementary school to high school. Two students who benefited from this project were accepted to National Dong Hwa University and volunteered to return and teach at the after-school class, forming a virtuous cycle of positive social benefits where children who received help were able to contribute to their hometowns.

Additionally, at the end of each year, we invite outstanding schoolchildren from rural and tribal schools to participate in a two-day trip to Taipei and the EMI Christmas lighting ceremony as a reward. For our year-end activity in 2022, we invited the lion dance team from Guang-Hua Elementary School in Chiayi and Paiwan children from Chueng Jih Elementary School in Pingtung to visit ET Plaza at ETMall headquarters. We also hosted a drawing contest based around the themes of Love Breakfast, My Tribe, and My Hometown, and awarded cash prizes. The winning drawings were used to make eco-friendly bags used for commemorative souvenirs and employee donation gifts.

● Spreading Love Through Drawings

Dung Sen Charity Foundation hosts annual "Sending Love to Rural Tribes" activities. In 2022, we hosted the "EMI Sending Love Drawing Contest" and invited children to share stories of their tribe with the public through drawings. A total of 23 schools participated in this activity and we received 228 submissions. This event encouraged the children to develop their talents in art. The winning drawings were printed on EMI Sending Love EasyCards and eco-friendly bags. We hope that this event encouraged children in rural tribes to develop extracurricular talents in different fields. Contest winners attended our Appreciation Banquet to accept their awards and were given a chance to shine on stage. The EasyCards and eco-friendly bags showcasing the winning drawings were sent to the winners and their schools, and we also used them as gifts for employee who gave donations. We donated NT\$ 120,000 in cash and 30 computers to this event.



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● Charity Golf Tournament

Dung Sen Charity Foundation organized the "2022 ETtoday Golf Charity Tournament" and invited business owners and celebrities to send love to rural tribes by playing golf. The celebrities and sports players drew attention to rural tribes and children. Over the past three years, many disadvantaged groups have been short of supplies during the pandemic. We therefore organized this event and invited business owners to participate in this tournament which raised NT\$ 875,000, enabling children from rural regions to be free from restrictions, obtain more resources for learning and growth, and experience love and care from society. All tournament participants worked with EMI to provide hope for these children, and continue to send love to all corners of Taiwan.



5-3-2 Assisting the Disadvantaged

Support for Rehabilitated Inmates

An important and courageous first step for rehabilitated inmates is making a commitment to change their lives and leaving their previous mistakes behind. As a rehabilitated inmate and entrepreneur, EMI founder Gary Wang understands that ex-offenders require time to reintegrate with society, and need commitment and determination to face their challenges. Through active love and care, we encourage rehabilitated inmates to return to the workforce. EMI launched the "Stable Employment Project" which has matched many rehabilitated inmates with jobs within the Group. Dung Sen Charity Foundation actively donates resources to the Taipei Branch of the Taiwan After-Care Association on festive occasions, using practical actions to bring stability to the lives of rehabilitated inmates, building virtuous cycles within society. In 2022, we donated NT\$ 150,000 to the Taiwan After-Care Association. The Taipei Branch of the Taiwan After-Care Association presented us with an award of appreciation for the past five years on Rehabilitation Day in 2022. EMI President Gary Wang has worked hard to reintegrate with society since rehabilitation and received a commendation award from the Taiwan After-Care Association in 2022.

The ETtoday website launched the "After-Care News Cloud" to uphold the spirit of "rehabilitation without hindrance and love for victims," focusing on news reports related to rehabilitated inmates and victims of crime to increase reader understanding of the difficulties they face, making readers more willing to lend a helping hand and build a peaceful society.



Care for the Elderly

EMI has been providing care for the elderly since 2018. We hosted talent shows for the elderly in New Taipei City and parties for elderly people at Northern Region Senior Citizens' Home and Xizhi Evergreen Village Senior Center, promoting health for the elderly through fun activities while also providing health consultation services and health supplements. In 2022, ETMall donated 300 Chinese New Year meals (100 to Banqiao Veterans Home and 200 to Sanxia Veterans Home), amounting to NT\$ 894,000. President Gary Wang personally visited these two veterans homes to donate the Chinese New Year meals and enjoyed some time with the senior veterans as they celebrated with an early Chinese New Year's dinner. Dung Sen Charity Foundation worked with Taiwan Catholic Foundation of Alzheimer's Disease and Related Dementia and Taipei Wanhua Elderly Care Center, using donations of NT\$ 150,000 from EMI to organize Chinese New Year dinners for seniors living alone.

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5-3-3 Assisting Society

● Community Care

Sending Love and Meals in Winter



As part of our contributions to society, we delivered meals to disadvantaged families in New Taipei City before Chinese New Year in 2022. Following the severe impacts of the pandemic, society needs more love and warmth, and EMI has worked with the New Taipei City Government on multiple social welfare activities. We donated 1000 Chinese New Year meals worth NT\$ 1,180,000 to the New Taipei City Department of Social Welfare for delivery to those in need so that disadvantaged families could enjoy warm meals during the winter.

Medical Care for Rural Area



EMI has long been attentive of the lack of resources in remote areas. In 2022, we sponsored the Hualien Mennonite Christian Hospital "Scholarship Program for Nursing Personnel in Eastern Region," providing NT\$ 12,000,000 over five years to encourage local doctors and nurses to work in their hometowns and to draw attention to the shortage of nursing personnel in rural areas.

Donating Love at EMI



In late 2022, there was a shortage in blood supplies due to impacts from the pandemic. EMI hosted two "EMI Donate Love and Blood" one-day blood drives. Our media anchors took the lead and called upon all colleagues to donate blood, attracting enthusiastic responses from many people. In 2022, our blood drive collected 122 bags of blood amounting to 30,500 cc of blood. More than half of the participants donated 500 cc, providing blood and love to those in society who needed it the most.

Supporting Young Students Achieve Their Dreams

We have long supported education for young students. Apart from our original scholarships provided to Soochow University and National Penghu University of Science and Technology, our media business also entered school campuses in 2022, working with a number of colleges and high schools such as National Taiwan University, National Chengchi University, Chinese Culture University, and National Tainan Chia-Chi Senior High School on a number of diverse "media collaboration," "media co-organized," or "sponsored" activities providing cash rewards, prizes, and material media resources that helped students achieve their dreams.



Care for Pets



ET Pet stores works with pet shelters and animal protection organizations all over Taiwan. We have set up adoption sites at all stores and host an average of two adoption events at our Chien Nan store each month, drawing attention to strays and raising adoption rates. In 2022, we expanded our efforts to donate food for strays and organized mobile clinics for veterinarians from National Taiwan University to give back to society and build a pet-friendly environment, ensuring that all animals can receive the care they require.

"ETtoday Pet Cloud" empathizes with owners of lost pets and posts "Lost Pet" articles to help find pets, increasing their chances of being found and returning home as quickly as possible.



Adoption site at Chien Nan store



"ETtoday Pet Cloud" "Lost Pet" article

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5.4 Cultural Inheritance and Continuity (Extension of Love)

5-4-1 Cultural Promotion

● EMI Archery Tournament

EMI has long invested in athletic development of schoolchildren from remote regions. EMI invested NT\$ 350,000 to host the first East Rift Valley Dung Sen Archery Tournament in Hualien, with 10 EMI managers and employees serving as volunteers. The event was planned over 400 hours, and competitors from the three counties/cities of Yilan, Hualien, and Taitung were invited to attend. The tournament, which was held in January 2022 due to the pandemic, included 100 archers. Unlike schools in the west of Taiwan, which have ample material and financial resources, schools in the east lack external resources and have few opportunities to host large-scale competitions. EMI and Dung Sen Charity Foundation selected Zhuoxi Township in Hualien County, which had the third lowest population density in Taiwan, to host this archery tournament so that children in this rural area could have a chance to showcase their talents and gain valuable experience from this large-scale competition.



● Production of Docuseries for Indigenous Culture

EMI collaborated with National Chengchi University on an indigenous cultural heritage project and produced the docuseries A Taste of Tribal Life to promote tribal culture through our media channels, driving local tourism, creating economic value, and invigorating tribal businesses. In 2022, EMI invested a total of NT\$ 5,000,000 and our volunteers put in more than 1,700 hours to present the real lives and cultural customs of indigenous people through film. A Taste of Tribal Life was produced over one year by Golden Bell-winning director Hui-Wu Chen. The first season contained eight episodes and visited eight villages in Taiwan: Liqiu, Baoshan, Jiamu, Yingshi, Kabuasua, Dashe, and Taromak, with tribal elders dictating the most fundamental indigenous tribal stories. The program was broadcast on ETtoday, Taiwan Indigenous Television, and CTS Education Channel in 2022.

This program was nominated in the 57th Golden Bell Award Best Lifestyle Show Category, affirming and recognizing tribal industries and cultural preservation, and drawing attention to indigenous culture and traditions. Dongsen Culture Foundation and Dung Sen Charity Foundation have long invested in social welfare for indigenous people, and hope that this docuseries will increase interest in tribal foods and tourism, invigorating tribal industries.



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5-4-2 Support for Sports

● Education Scholarships

EMI founded the "Dung Sen Education Scholarships" to provide long-term support for young athletes who win glory for Taiwan through international competitions. We provided more than NT\$ 1 million in scholarships to outstanding tennis players such as the Chan sisters and Rendy Lu. After receiving two awards from the Sports Administration Sports Activist Awards in 2021, we continued to provide sponsorships of NT\$ 1 million to Yung-Jan Chan and Hao-Ching Chan so that they could continue to shine on tennis courts. Dung Sen Charity Foundation's scholarships allow youth in Taiwan with dreams and skills to play in international tournaments around the world, bravely pursuing their dreams without worry and drawing attention to Taiwan.



5-4-3 Ecological Preservation

● International Beach Cleanup Day Activities

EMI protects the ocean and environmental sustainability through practical actions. For International Beach Cleanup Day on September 17, 2022, we joined a New Taipei City Government initiative and worked with teachers and students from many schools to clean up beaches along the northern coast. The northern coastline is around 122 kilometers long, but nearly 70% of the marine waste is composed of domestic garbage. Nearly 800 people participated in this beach cleanup activity and cleared a total of 1395.8 kilograms in waste. Public and private associations worked together to clean the beaches as part of this activity, and we gifted flowers to those who participated in this environmental protection activity to attract attention and interest in marine ecosystems and environments.



● Participating in Reforestation Programs to Set an Example for Future Generations

EMI implements environmental protection actions and hopes to promote "tree planting and carbon reduction" concepts all over Taiwan. We plan to plant trees in 8 forest farms around Taiwan, covering 9.3 hectares of land. Our initial plan was to plant more than 15,000 saplings within the first three years, working with the New Taipei City Government, the New Taipei City Farmers' Association, the Taiwan Angel Alliance for Environmental Conservation, and Tse-Xin Organic Agriculture Foundation to provide saplings and tree maintenance funds through the "Forestation Project in New Taipei City." We began by planting 200 arbor saplings in Wen Sun Farm. In future, we plan to provide saplings and tree maintenance funds, and will invite stakeholders to adopt trees and contribute to carbon reduction.

