

Part 4

Corporate Social Responsibility for the Betterment of Society



Key Performance

Charitable Donations

- ◆ In 2022, the total amount of charitable donations in Taiwan by Cheng Shin Taiwan reached **NT\$8,846,106**.
- ◆ In 2022, the total amount of charitable donations in China by the Cheng Shin China reached **CNY 736,000**.

Industry-Academia Cooperation

◆ Cheng Shin Taiwan:

Industry-Academia Cooperation in Taiwan As of December 31, 2022, a total of 12 students from Taiwan have participated in overseas internship programs.

◆ Cheng Shin China:

From 2020 to 2022, the Company held 87 "MAXXIS College Tour Recruitment Activities". In 2022, Cheng Shin participated in 12 university job fairs, launched the "University Internship Program" with a total of 79 students interning at the company, and signed an internship cooperation agreement with the School of Management at Xiamen University Tan Kah Kee College.

4.1 Social Harmony and Prosperity

Adhering to the concept of "what is taken from the society is used for the benefit of society", Cheng Shin actively engages in various charitable activities, assisting disadvantaged groups and participating in social welfare initiatives. The Company works to mobilize resources both within and outside the organization, fulfilling its corporate social responsibility. Cheng Shin participates in social welfare through a diversified approach, including "industry-academia collaboration," "educational support," "community outreach," "sports activities," "art and cultural promotion," and more. These efforts reflect the Company's core values of giving back to society, fostering positive forces within Taiwanese society, and addressing important social issues. The Company aims to make a positive impact by caring for local communities, supporting social causes, and assisting disadvantaged and marginalized groups. This approach not only raises awareness about community concerns and the challenges faced by vulnerable populations but also fosters a culture of care for community well-being and inclusivity, contributing to a better and more positive society.

4.2 Annual Investments in Social Engagement and Care

In 2022, Cheng Shin donated NT\$8,846,106 in Taiwan and CNY 736,000 in China, including in-kind donations and cash donations.
(Note: In 2022, due to the COVID-19 pandemic, the Company was unable to sponsor various sports events, which significantly reduced the donation amount)



4.3 Social Engagement and Giving Back to the Community

Amidst the global battle against the COVID-19 pandemic, various events and activities sponsored by Cheng Shin were unfortunately canceled in 2022 to align with government priorities of preventing gatherings and curbing the spread of the virus. Due to these circumstances, several sponsored events had to be postponed and are now expected to resume in 2023. Despite the challenges posed by the pandemic, Cheng Shin remains actively engaged in various social welfare and activities, continuing to make long-term contributions through educational support and community engagement initiatives.

4.3.1 Industry-Academia Cooperation

Cheng Shin Taiwan:

◆ Industry-Academia Collaboration Projects

As the company grows, Cheng Shin spares no effort in giving back to society and nurturing talent. It actively engages in collaborative efforts with higher education institutions through industry-academic partnerships. By integrating academic expertise with the demands of the industry, Cheng Shin has completed numerous industry-academic collaboration research projects, spanning disciplines such as industrial management, computer science, mechanical engineering, and business administration. These initiatives enable students to gain early insights into the job market, strengthening their practical skills needed to align with industry demands and fostering a diverse learning experience. This approach enhances students' future employability and empowers them to make informed career choices.

◆ Internship Collaborations

Cheng Shin offers internship opportunities from multiple universities, providing ambitious young students the chance to learn and grow through practical experiences within the company. During their internships, students collaborate with employees, exchange ideas, and contribute fresh perspectives. Beyond that, interns are encouraged to participate in departmental activities, learn about team dynamics and task assignments, and even present their achievements. These experiences not only cultivate diverse skill sets but also bridge the gap between theory and practice, ultimately enhancing students' competencies and preparing them for the competitive job market. Moreover, Cheng Shin also offers internship opportunities at overseas factories. Since the launch of the program in 2014, a total of 12 students have participated in internships at overseas factory locations in Thailand, Vietnam, and Mainland China by the end of 2022. These overseas internships provide students with the chance to develop workplace skills such as language proficiency, professionalism, work ethics, while also gaining a global perspective.

Cheng Shin also encourages interns to join the Company upon completing their internships or graduating. The Company not only recognizes the internship experience but also offers retention bonuses. As of 2022, a total of 14 interns have transitioned to full-time positions within the Company. This approach not only reduces the job search costs and risks for students but also helps the Company attract suitable and capable talents as valuable team members.

◆ Maxxis Academics Program

To cultivate the talents needed by Cheng Shin, since 2013, the Company has collaborated with the National Yunlin University of Science and Technology to establish the "Maxxis Academics Program." This program aims to realize the vision of giving back to society and to cultivate and attract outstanding students through a cooperative model that benefits Maxxis, the university, and the students, creating a win-win for all. The program's curriculum includes a combination of interdisciplinary courses such as corporate culture, introduction to innovation, and industry practices. It also provides opportunities for workplace internships and corporate visits. Through the training process of internships and hands-on experiences, stu-

dents achieve a "learning by doing" effect, become familiar with the workplace environment, understand corporate practices, and establish a foundation for their future career development. Additionally, the program injects innovative thinking and momentum into Cheng Shin. Outstanding students are even selected to continue their career journey with Cheng Shin after their internship through evaluation and interviews, becoming valuable new additions to the Company. Through a series of talent development processes including lectures, industry-related projects, internships, job placement assistance, we engage in conductive teaching and hone students' practical industry knowledge. We have created a platform for dialogue and exchange between professional instructors and industry experts, fostering long-term collaboration between academia and industry, as well as relationships for off-campus internships. This approach aims to achieve a "Practical and One-stop" Talent Development Program that is both practical and applicable to their career development. A total of 42 students participated from 2013 to 2022.



Cheng Shin China:

With the progress of society and the development of the Company, the performance and quality requirements for tires are becoming more and more stringent. In order to improve the level of research, production and management, the demand for talents by Cheng Shin has increased. In order to meet the demand for higher-level talents, promote project innovation and development, and realize the sharing of resources between universities and enterprises, Cheng Shin has launched interactive activities with universities in recent years, including

1. From 2015 to 2022, Cheng Shin Kunshan organized two rounds of "MAXXIS University Roadshow" events, successfully inviting 30 higher education institutions that are closely aligned with Cheng Shin's development to engage in profound interactions and exchanges.
2. From 2020 to 2022, Cheng Shin Kunshan went into university campuses and launched the "MAXXIS College Tour Recruitment Activities", participating in a total of 87 recruiting activities in three years, injecting new vitality into the demand for Cheng Shin's talents and establishing a good foundation for industry-academia cooperation.
3. In 2022, as part of the ongoing efforts, Cheng Shin Kunshan expanded its "University Internship Program" by adding two new universities, Changzhou Vocational Institute of Textile and Garment and Xuzhou College of Industrial Technology. A total of 79 interns participated in the program, and a special training program called "New Seed Class" was organized to provide focused development opportunities for interns, enhancing their professional skills through practical work experiences. Regular intern interviews and team-building activities were also conducted to provide guidance and support, showing care for the interns' work and living needs. This initiative aimed to establish a new collaboration model between Cheng Shin Kunshan and partner universities.
4. In 2022, Cheng Shin Xiamen participated in a total of 12 university career fairs and signed an internship cooperation agreement with the School of Management at Xiamen University Tan Kah Kee College. The collaboration agreement spans a period of 3 years, during which Cheng Shin Xiamen will periodically offer relevant job opportunities to the university.

4. In 2022, Cheng Shin Xiamen participated in a total of 12 university career fairs and signed an internship cooperation agreement with the School of Management at Xiamen University Tan Kah Kee College. The collaboration agreement spans a period of 3 years, during which Cheng Shin Xiamen will periodically offer relevant job opportunities to the university.



2022 Internship Teambuilding Activities

4.3.2 Promotion of Arts and Culture

Sponsoring Hu Sheng Music Center

Hu Sheng, who is recognized by the music industry as the world's leading ethnic Chinese saxophonist, regularly performs his saxophone and other wind instruments on Fridays and Saturdays at the Miramar Entertainment Park in Taipei City, Taiwan. Cheng Shin is supporting domestic musicians by sponsoring in-kind materials (approximately NT\$20,000 in merchandise) in the hope that he can contribute to Taiwan's music industry as a whole.



Sponsorship of the Yuanlin Senior High School Wind Ensemble's 72nd Achievement Presentation

On July 17, 2022, the Yuanlin Senior High School Wind Ensemble held their 72nd presentation at the Yuanlin Performing Arts Center in Changhua. The theme of this presentation was "Yue Lao," symbolizing the strong connections among the members due to their shared passion for wind ensemble music, which tightly binds them together in solidarity. In support of the Yuanlin Senior High School Wind Ensemble, Cheng Shin sponsored the venue fee of NT\$8,000 for their achievement performance, in the hope that the development of orchestral music in the region will reach another new milestone.



4.3.3 Educational Support

Cheng Shin Taiwan

The total amount of educational support in Taiwan includes in-kind donations and cash, totaling approximately NT\$1,508,849, with an estimated number of beneficiaries of more than 800 teachers and students.

Sponsoring Scholarships for Elementary Schools

Since 2012, we have been sponsoring elementary school scholarships and grants for more than 10 elementary and junior high schools, including Huanan Elementary School and Dacun Elementary School, benefiting over 10 elementary and middle schools. Through these tangible efforts, Cheng Shin aims to accompany the growth of young students, assisting them in focusing on their studies while also rewarding outstanding scholars. The company hopes to contribute to the brighter and promising future of both the children and the nation.



Sponsorship of Xizhou Elementary School New Student Gifts

It is a challenge for the new students to meet the new school environment and the new people in their lives. We hope to encourage the new students to embrace the new stage of learning with confidence and courage by giving them a gift, and hope that the children will develop positively and learn happily.



Sponsoring the Dacun Junior High School Cycling Team

With the support of the Changhua County Government, the Dacun Junior High School Cycling Team was officially established in 2022. Currently, the team consists of 7 cyclists and is also the first school in Changhua County to establish a cycling program. Cheng Shin is providing the team with a set of training and competition tires and equipment, demonstrating its commitment to actively supporting the school's cycling endeavors.



Cheng Shin China

Supporting Educational Development

(1) Volunteer Classroom

Cheng Shin actively participates in after-school extended services at local elementary schools in the community. As part of this initiative, Cheng Shin provides students with snacks such as bread and milk. Additionally, the Company hires professional trainers to offer extracurricular art classes for the children, providing them with creative opportunities beyond regular curriculum.



(2) Scholarships for Colleges and Universities
Cheng Shin supports the development of educational institutions by donating scholarships to different colleges. The company contributed CNY 50,000 to the School of Engineering at Honghe University and 30,000 RMB to the School of Mechanical and Electrical Engineering at North Minzu University. These donations aim to assist students in pursuing their education and academic goals.



(3) Hosting Student Study Groups

The Cheng Shin International Automobile Culture Center Tire Museum hosted 1,647 student study groups.

4.3.4 Giving Back to the Community

Cheng Shin Taiwan

Streetlight Pledging Activity

Since 2013, Cheng Shin has been actively participating in community improvement by adopting and maintaining 28 streetlights in Douliou City and 50 streetlights in Xizhou Township annually. This initiative not only brightens up the nights in these areas but also enhances nighttime road safety, contributing to improved public safety and traffic conditions.



Adoption of airport luggage trolleys from 2019 onwards

Cheng Shin has undertaken the adoption and maintenance of luggage trolleys at various major airports and seaports across the country. This initiative includes airports such as Taipei Songshan International Airport (1,000 carts), Kaohsiung International Airport (1,000 carts), Kinmen Airport, Lienchiang County Port Bureau (200 carts), Nangan Airport (100 carts), and Penghu Magong Port (200 carts). In addition to donating new trolleys, Maxxis also regularly replaces old carts to ensure the quality and quantity of the carts. This effort aims to provide the best companionship for both domestic and international travelers on their business and leisure journeys. Since 2019, we have continuously adopted airport luggage trolleys, totaling more than 2,500 trolleys, valued at NT\$25,000,000.



Employee Blood Donation Drives

Cheng Shin organized two blood donation drives in 2022, with a total of 86 employees participating and donating their blood. These efforts resulted in the collection of 143 bags of blood. Cheng Shin is committed to continuing these blood donation activities in the future, aiming to inspire more individuals to contribute their compassion through practical actions.



Maxxis Store - Jianqiang Tire Blood Donation Drive

Maxxis Store (Jianqiang Tire) held annual blood donation drive events in Yuanlin City, inviting Maxxis to participate together. In 2022, four blood donation events were organized, with an estimated 150 blood bags collected at each event. Through these practical actions, we turn compassion into life-saving contributions of blood.



Maxxis X Sansheng Temple Joint Blood Donation Drive

The joint blood donation event organized by Yuanlin Sansheng Temple and Maxxis invited the public to roll up their sleeves and donate blood. To expand the impact of the event, they collaborated with local communities to unite more local forces and promote community well-being. They successfully collected a total of 122 bags of blood, contributing to the blood banks in the central and southern regions, which were facing low blood inventory.



Mitsubishi Motors Taiwan & Maxxis Jointly Launch the "Safety for Children: Tire Health Check" service.

In 2022, Mitsubishi Motors Taiwan and Maxxis collaborated on a charitable initiative. Mitsubishi Motors Taiwan launched the "Safety for Children: Tire Health Check" service, and Maxxis joined the campaign in kind. They welcomed public welfare vehicles from children's social organizations across Taiwan to their facilities for maintenance. These vehicles were eligible for free health check and maintenance services. Maxxis tires, known for their safety, energy efficiency, and excellent quality, protected every mile of the journey for vulnerable children and the social workers who transport them.



Charity Lunch Boxes

Cheng Shin provides more than 140 free lunch boxes every day and more than 36,400 every year, valued at NT\$2,184,000. The local village leaders and borough chiefs personally deliver these meals to residents in need, including the elderly living alone, those with limited mobility, and individuals with moderate means or low incomes. This heartwarming effort brings sustenance and warmth to every corner of the community, aiming to make society a warmer and more compassionate place with our modest contributions.



The Training Institute - Tire Safety Inspection Activity

Maxxis, in collaboration with the Energy-Saving Tire Alliance and the Banqiao Motor Vehicle Station, has joined hands to organize a tire safety inspection event. The event took place at the Training Institute, Directorate General of Highways, MOTC. Free tire inspection services were provided, including checks on tire appearance, tread depth, and tire pressure. Additionally, there were demonstrations of riding on energy-saving tires and activities promoting traffic safety. The event aimed to enhance traffic safety from a citizen-oriented perspective, showcase the professionalism of the Training Institute, and contribute to ensuring traffic safety.



Sponsoring Senior Canteens

Maxxis sponsors the "Seniors Canteen" initiative promoted by Douliou City Office every month. In 2022, a total sponsorship of NT\$126,000 was accumulated, providing meals for 53 seniors, including those with mobility difficulties. This sponsorship aims to enhance the proper care of the elderly, allowing them to enjoy nutritious and healthy meals together in the community. It encourages seniors to step out of their homes and participate in community activities, fostering interaction among the elderly and promoting their overall well-being.



Cheng Shin China

Care for Families in Distress

During the Lunar New Year, we visited families in need in the neighboring community to carry out care activities.



Appreciation Activity for Healthcare Workers

(1) In appreciation of the hard work of healthcare workers during the COVID-19 pandemic, Cheng Shin donated 380 fitness cards to all healthcare workers of Kunshan No. 4 People's Hospital.



(2) Donation of Maxxis Bluetooth speakers to healthcare workers from other regions assisting Kunshan.

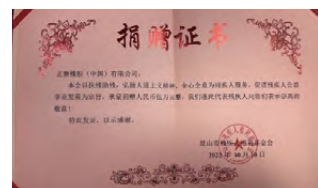


(3) Donated CNY 100,000 to Zhangzhou Gangwei Health Center.



Care for Special Groups

(1) Participation in public welfare programs to help the disabled
Donated CNY 50,000 to the Kunshan Disabled Persons Welfare Foundation to care for special groups.



(2) Participate in the public welfare medical assistance program
Donated CNY 50,000 to the Lujia Charity Branch's medical assistance program to care for the sick.



Blood Donation Drive

Cheng Shin Xiamen Blood Donation Program

Xiamen Cheng Hsin Blood Donation Drive was held on July 26-28, 2022, with a total of 91 people successfully donating a total of 27,600 ml of blood.



Farming Assistance Activities

Providing assistance to farmers

In November 2022, the government of Jimei District, Xiamen City launched the 2022 Jimei District Chinese Farmers' Harvest Festival. This event was simultaneously announced on the official WeChat public account of Cheng Shin and through internal emails within Cheng Shin Xiamen, assisting the local government in promoting their agricultural products for sale within the Cheng Shin Group and its distribution network.

叮！您有一份来自2022集美区农民丰收节直播间的邀请函，请查收~

CST正新輪胎全球 2022-11-09 08:34
发表于福建



足不出户 美味到家

迎瑞冬，庆丰收。作为1989年进入大陆市场、并首先在厦门市集美区扎根的正新轮胎，了解到人杰地灵的当地有非常多的美味的农产品。

恰逢厦门市集美区政府开展2022年集美区中国农民丰收节系列活动，同步有在线上开设助农直播专场活动。正新希望能将当地的美味农产品分享给大家，让大

4.3.5 Sports Activities

In Taiwan, 25 cycling events were held in 2022, with a sponsorship amount of NT\$3,429,669 and an estimated number of over 30,000 participants.

Changhua Classic 100K

Cheng Shin sponsored the "2022 Merida Changhua Classic 100K" long-distance cycling self-challenge event, held on April 9th, 2022. The event took place at the THSR Changhua Station in Tianzhong, Changhua. The cycling route spanned over several towns across Changhua and Nantou counties, covering a total distance of approximately 107 kilometers. Participants were required to complete the ride within 5.5 hours, making it a highly challenging endeavor.



FTL Team Bike Riding Event

Sponsored by Maxxis, the FTL event with the theme of "武" (Wu) symbolizes an indomitable spirit, representing a resilient attitude in the face of challenges. The event encompasses the final climbing segment of the designated cycling route - County Road 150, where participants are invited to engage in a friendly competition for the title of "King of the Mountain." The event concluded at the historic Beitian Temple, providing participants the opportunity to experience the scenic beauty and the joy of overcoming challenges through a day of cycling.

