

# Part 4

## Corporate Social Responsibility for the Betterment of Society



### Key Performance

#### Charitable Donations

- ◆ The amount of the 2023 public welfare donation in Taiwan reached **NT\$6,759,753**.
- ◆ The amount of the 2023 public welfare donation in the Mainland China reached RMB1,360,075.

#### Industry-Academia Cooperation

- ◆ Mainland China:  
From 2020 to 2023, the Company held 88 "MAXXIS College Tour Recruitment Activities". In 2023, we participated in 19 school-enterprise job fairs and launched the "University Internship Program", with a total of 90 students interning at the Company.

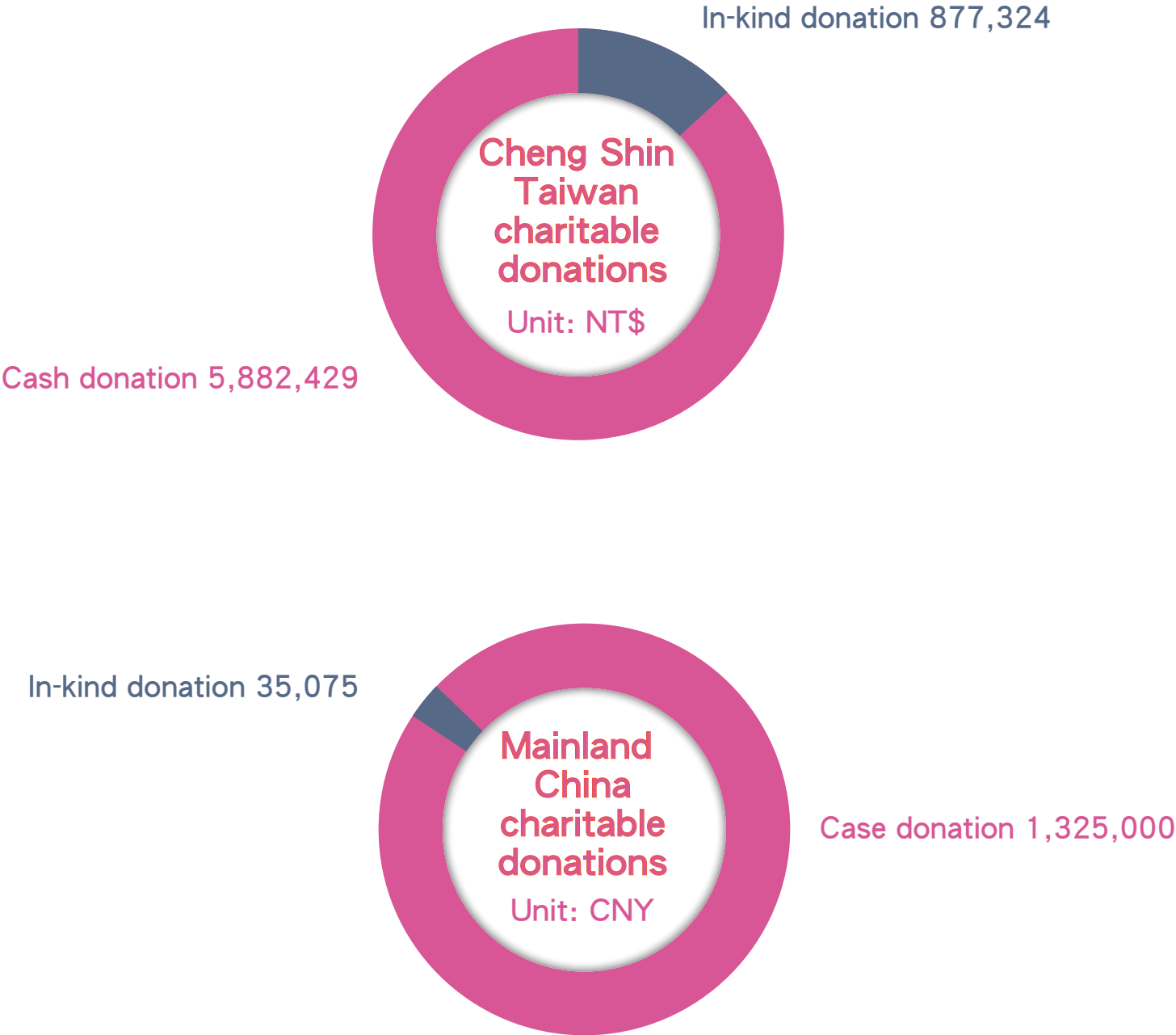
## 4.1 Social Harmony and Prosperity

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 2023, Cheng Shin donated NT\$6,759,753 in Taiwan and CNY 1,360,075 in China, including in-kind donations and cash donations.



## 4.3 Social Engagement and Giving Back to the Community

As the COVID-19 pandemic gradually eases, the government gradually loosens its anti-pandemic policies and sponsors a number of sports events to resume in 2023. Upholding the spirit of "taking what is taken from society and giving back to society", 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 com-

### 4.3.1 Industry-academy cooperation

#### Mainland 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 2021 to 2023, Cheng Shin Kunshan went into university campuses and launched the "MAXXIS College Tour Recruitment Activities", participating in a total of 88 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.
2. In 2023, a total of 90 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.
3. In 2023, Cheng Shin Xiamen participated in a total of 19 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.



Team building activity for interns in Kunshan in 2023

4. In December 2023, the "2023 'China Root-Seeking Trip' Winter Camp - Huaqiao University Camp" hosted by the All-China Federation of Returned Overseas Chinese (ACFROC) and organized by the FUJIAN YOUTH FEDERATION OF OVERSEAS CHINESE (FYFOOC), and Huaqiao University was introduced to the Cheng Shin (Xiamen) Automobile International Culture Center. More than 100 young people of Chinese descent from South Africa, Botswana, the U.S., the United Arab Emirates, and Canada visited the Center. As the Industrial Tourism Demonstration Base in Fujian Province and the Research and Practice Education Base in Xiamen, Cheng Shin (Xiamen) Automobile International Culture Center exhibits the analog tire production process, the display of tire safety education knowledge, and the tire cultural and creative product display, giving the Overseas Chinese students an unique experience of industrial tourism.



## 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 73rd Achievement Presentation

On July 11, 2023, the Yuanlin High School Wind Music Club held a wind music club performance presentation at Changhua's Yuanlin Performing Arts Hall. The theme of this presentation- "sea of sound", is mainly to express how the Wind Instrument Club is like the sea imagery. A piece of music requires the cooperation and resonance of various musical instruments. The different voice types of musical instruments, like rushing rivers, eventually converge into a sea of sound at the mouth of the sea. In support of the Yuanlin Senior High School Wind Ensemble, Cheng Shin Da Chun factory sponsored the venue fee of NT\$20,000 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\$1,637,500, with an estimated number of beneficiaries of more than 800 teachers and students.

### Sponsoring Scholarships for Elementary Schools

Since 2012, Cheng Shin has sponsored scholarships for many years in elementary and junior high schools, as well as more than 10 elementary schools and junior high schools in the plant area, including the Cheng Shin Zhongzhuang Plant and the Huanan Elementary School, Cheng Shin Dacun Plant. 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. Cheng Shin Changhua Xizhou Plant 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. It 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. In 2023, Cheng Shin continued to sponsor the team's road car tires and tubes, and provided Maxxis slats, track ropes and stickers for use in the events.



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) Hosting Student Study Groups

The Cheng Shin International Automobile Culture Center Tire Museum hosted 15,858 student study groups.



(3) Cheng Shin Public Welfare Activities in Alexander Special Education School

Together with the "Jinan Female Riding Program", the charity action of "Flowers in May" of Cheng Shin Tire, we came to Alexander Special Education School to carry out public welfare activities for caring for children with special needs, sending gifts of love and best wishes to the children.



(4) In September 2023, during the Twentieth National Science Popularization Safety Day, the Cheng Shin Tire Museum Science Popularization (Education) Base and Cheng Shin Tire Museum's personnel visited the local elementary schools and communities in Xiamen City to start tire science popularization classes, popular science "Tire Advanced Technology" and related knowledge.



## 4.3.4 Giving Back to the Community

### Cheng Shin Taiwan

#### Streetlight Pledging Activity

Since 2013, Cheng Shin Douliu and Changhua Xizhou Plant has been actively participating in community improvement by adopting and maintaining 28 streetlights in Douliou City and 50 streetlights in Xizhou Township annually for amount NT\$ 46,800. This is 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 2,700 trolleys, valued at NT\$27,000,000.



#### Employee Blood Donation Drives

Cheng Shin organized two blood donation drives in 2023, with a total of 116 employees participating and donating their blood. These efforts resulted in the collection of 183 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

Cheng Shin Maxxis Store (Jianqiang Tire) held annual blood donation drive events in Yuanlin City, inviting Maxxis to participate together. In 2023, 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 Cheng Shin Maxxis invited the public to roll up their sleeves and donate blood. They collaborated with local communities to unite more local forces and promote community well-being, and successfully collected a total of 143 bags of blood for 2023, contributing to the blood banks in the central and southern regions, which were facing low blood inventory.



### Charity Lunch Boxes

Cheng Shin Dachun and Changhua Xizhou Plant provide more than 200 free lunch boxes every day and more than 60,000 lunch boxes every year, valued at NT\$2,770,000. 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.



## Sponsoring Senior Canteens

Cheng Shin Douliu Plant sponsors the "Seniors Canteen" initiative promoted by Douliou City Office every month. In 2023, a total sponsorship of NT\$144,000 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.



## Care for Special Groups

(1) Participation in public welfare programs to help the disabled  
 Donated CNY 10,000 to the Kunshan Disabled Persons Welfare Foundation to care for special groups.



(2) Participate in the public welfare medical assistance program  
 Donated CNY 300,000 to the Lujia Rural Charity Branch's medical assistance program to care for the sick.



## Blood Donation Drive

Cheng Shin Xiamen Blood Donation Program  
 Cheng Shin Xiamen Blood Donation Drive was held on July 4-6, 2023, with a total of 145 people successfully donating a total of 42,750 ml of blood.



## 4.3.5. Sports Activities

In Taiwan, 23 cycling events were held in 2023, with a sponsorship amount of NT\$1,594,127 and an estimated number of over 30,000 participants.

### Changhua Classic 100K

Cheng Shin sponsored the "2023 Merida Mega Bank Changhua Classic 100K" long-distance cycling self-challenge event, held on April 8th, 2023. 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 112 kilometers. Participants were required to complete the ride within 5.5 hours, making it a highly challenging endeavor.



### FTL Team Bike Riding Event

Cheng Shin sponsored FTL for appointment event. The theme was "Pray" in 2023 to wish everyone a safe and smooth cycling. There will be dedicated personnel to lead the ride and pressure the team throughout the whole process. It is expected that opportunity would be opened for riders to charged to the climbing point after Taomi Family Mart point and everyone will gather at the Sun Moon Lake Wen Wu Temple after the ride is completed. Let's experience the beautiful scenery with our feet and overcome the challenges to enjoy the fun of the competition.



Cheng Shin China

2022 and 2023 Car God World Car Championship

In January and August 2023, Cheng Shin Xiamen sponsored the 2022 and 2023 Car God World Car Championship, respectively. As a well-known children’s roller coaster competition in the industry, the Little Car World Champion has attracted nearly 1,000 competitors from all over the country.



Helping Excelle Motor Team Fulfill Its Dreams in Dakar in 2023

In January 2023, the team of the Chinese motorcycle brand Excelle equipped with Cheng Shin tires and competed in the 2022 45th DAKAR RALLY. The drivers’ outstanding racing skills, indomitable fighting spirit, and excellent performance of vehicles and tires allowed them to reach the finish line and complete the race successfully!



57th Amsterdam Golden Race

In April 2023, Cheng Shin sponsored the 57th Amstel Gold Race, a UCI cycling event. A total of 25 teams participated in the event, including 18 World Tour teams and 7 continental professional teams.



## 2023 "Merida-Cheng Shin Cup" Zhengzhou Cycling Championships

In June 2023, Cheng Shin Xiamen sponsored the "Merita-Cheng Shin Cup" Zhengzhou Cycling Championships which was successfully held in Dengfeng City, Zhengzhou, Henan Province. The event aims to build a platform for cyclists and promote the development of cycling culture through the collaboration of industry brands.



## 2023 CST MTB Gdynia Marathon

In June 2023, Cheng Shin Xiamen sponsored the 2023 CST MTB GDYNIA Marathon, a high-level UCI event. The Polish team CST Orbea MTB Team sponsored once again challenged the event. Team member Aleksandra Andrzejewska won the elite women's championship for three consecutive years!



## 2023 8th Ocean Cup China Pingtan International Open and Fujian Cycling League (Pingtan Station)

In September 2023, the Company sponsored the UCI Level 1.2 Professional Cycling Open - the successful holding of the 8th Ocean Cup China Pingtan International Cycling Open and the Fujian Cycling League (Pingtan Station) in 2023. This year's Open is the one-day event of the highest level in Asia.

