

Part 4

Corporate Social Responsibility for the Betterment of Society



Key Performance

Charitable Donations

- ◆ In 2024, the total amount of charitable donations in the Taiwan Region by the Company reached **NT\$8,813,452**.
- ◆ In 2024, the amount of charitable donations from subsidiaries reached **NT\$2,520,630**.

Industry-Academia Cooperation

- ◆ Mainland China:
From 2021 to 2024, the Company held 119 "MAXXIS College Tour Recruitment Activities". In 2024, we participated in 19 industry-academia job fairs and launched the "University Internship Program", with a total of 70 students interning at the Company in 2024.

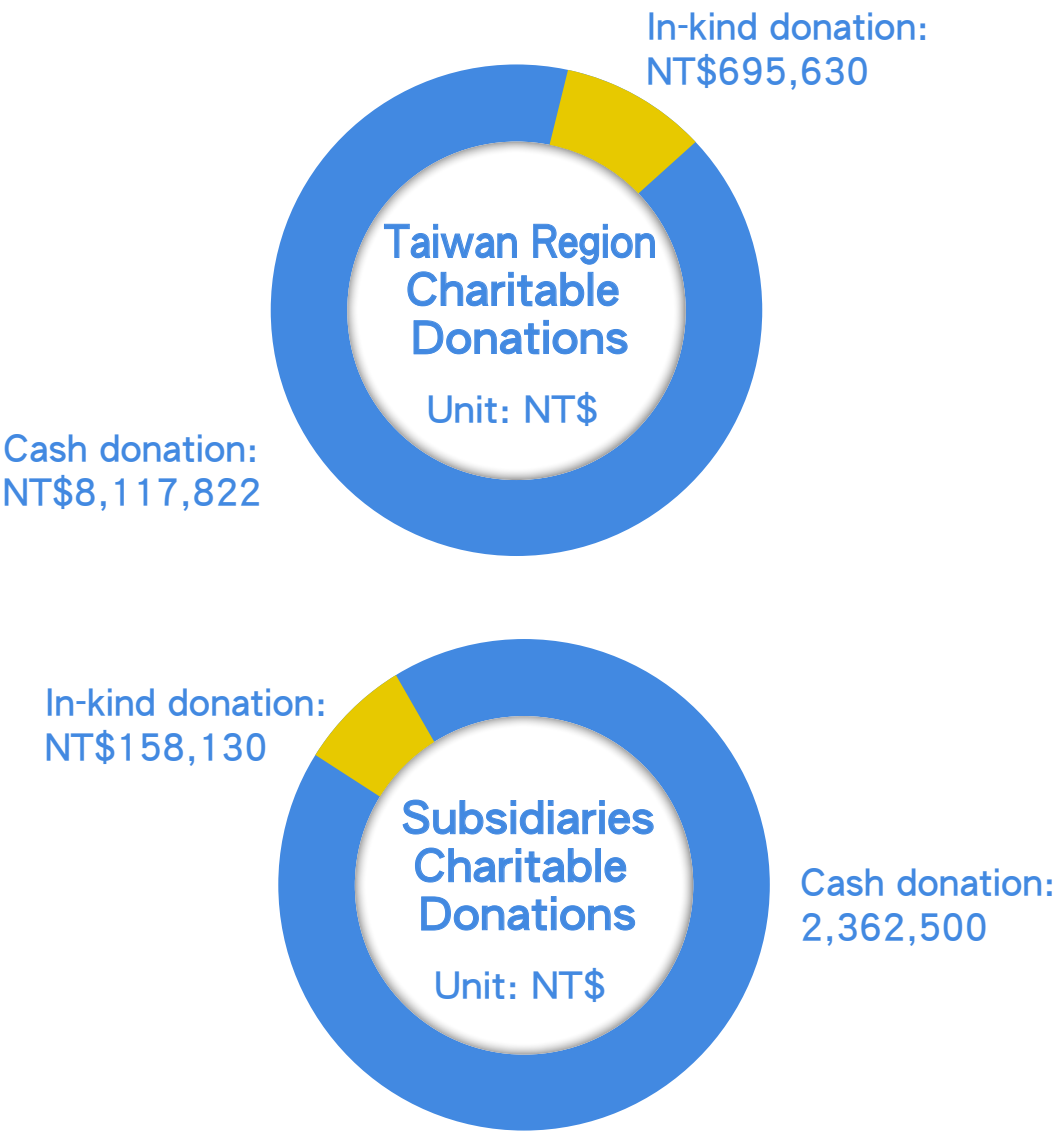
4.1 Social Harmony and Prosperity

With the Maxxis brand at its core, Cheng Shin is actively promoting and implementing a corporate culture of "100% quality, 100% service, and 100% trust," ensuring it is deeply rooted in the daily work and values of every partner. At the same time, through a diverse network of channels in over 180 countries worldwide, we extend the brand spirit globally. By integrating charitable initiatives, we put the concept of sustainable social contribution into practice, comprehensively establishing Brand, Culture, Channel, and Charity (B3C) as the core of our sustainable operations. This positions Cheng Shin not merely as a tire manufacturer, but as a corporate role model with a rich cultural foundation actively promoting sustainable charity.



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



4.3 Social Engagement and Giving Back to the Community

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 community engagement initiatives.

4.3.1 Industry-academy cooperation

Taiwan Region:

In 2024, Cheng Shin advanced into campuses to recruit new talent, holding a total of five campus recruitment events to actively seek outstanding individuals. In addition to talent acquisition, Cheng Shin also sponsored the NTHU Racing Team, supporting the research and competition of student Formula SAE race cars, demonstrating the company's strong commitment to education and innovative technology.

Sponsorship of Formula Student Taiwan (FST)

Cheng Shin sponsored Formula Student Taiwan (FST), a student engineering competition founded in 2019, where participants design and build their own formula-style race cars. The 2024 - 2025 season featured three key events: Track Day, Technical Showcase, and Final Race. By providing professional racing venues, Cheng Shin supports young engineering talent in pursuing their automotive aspirations and contributes to the advancement of high-level technical education in Taiwan.



Taiwan Region:

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) MAXXIS College Tour Recruitment Activities

From 2021 to 2024, Cheng Shin Kunshan went into university campuses and launched the "MAXXIS College Tour Recruitment Activities", participating in a total of 119 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) New Seed Class

In 2024, a total of 70 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) Internship Collaboration Program with Xiamen University Tan Kah Kee College

In 2024, 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.



(4) Cheng Shin Museum Tour

In April 2024, the Cheng Shin Tyre Museum welcomed students from Jimei University, Xiamen University of Technology, and Taiwanese interns from Xiamen Bank, among many others. They visited the Cheng Shin Tyre Museum to learn about the development of the tire industry, understand the important role of smart manufacturing in tire production, and gain reference points for their future career planning based on their own interests.



4.3.2 Promotion of Arts and Culture

Sponsorship of the Yun Tech Performance Hall of National Yunlin University of Science and Technology

The Yun Tech Performance Hall is a professional performance space dedicated to offering high-quality arts and cultural events located on the campus of National Yunlin University of Science and Technology. This reflects Cheng Shin's long-term commitment to education and cultural endeavors, supporting the development of local arts and culture, fostering community prosperity, and fulfilling its corporate social responsibility. The sponsorship of the Yun Tech Performance Hall of National Yunlin University of Science and Technology embodies this dedication.



Sponsorship of the Yuanlin Senior High School Wind Ensemble's 74th Achievement Presentation

On July 14, 2024, the Yuanlin High School Wind Music Club held a wind music club performance at Changhua's Yuanlin Performing Arts Hall. The concert, "Flowing Melody", aimed to convey the feeling of music flowing naturally and seamlessly, like a flowing stream. This performance led the audience to experience the diverse styles and rich emotions of wind music, from classical to modern. Every note demonstrated their tireless efforts and love for music. We actively support Yuanlin Senior High School Concert Band, fulfilling our corporate social responsibility and contributing to the development of local musical ensembles.



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 equipment and materials.

In doing this, we hope to contribute to the overall music industry in Taiwan.



4.3.3 Educational Support

Taiwan Region

The total amount of educational support in Taiwan includes in-kind donations and cash, totaling approximately NT\$982,860, with the estimated number of beneficiaries being more than 800 teachers and students.

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 2024, 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.



Sponsorship of Xizhou Elementary School New Student Gifts

It is a challenge for new students to adapt to new school environments and the new people in their lives. Cheng Shin Douliu Plant hopes to encourage new students in embracing the new stage of learning with confidence and courage by giving them a gift, and hopes that the children will develop positively and learn happily.



Sponsoring Scholarships for Elementary Schools

Since 2012, Cheng Shin has sponsored scholarships for many years in elementary and junior high schools located in the areas near our operating locations, including the Cheng Shin Zhongzhuang Plant and the nearby Huanan Elementary School, and the Cheng Shin Dacun Plant and the nearby Dacun elementary school, as well as 10 other elementary and junior high schools around the country. Through these tangible efforts, Cheng Shin aims to cultivate the growth of young students, assisting them in focusing on their studies while also rewarding outstanding scholars. The company hopes to contribute to the bright and promising future of both the children and the nation.



Sponsorship in NTHU Racing Team

We have sponsored the NTHU Racing Team to support the research and development of student formula racing cars and their participation in international competitions, demonstrating our commitment to education and innovative technologies. This sponsorship not only improved the technical skills of the students, but also promoted Taiwan’s reputation in the international racing community, demonstrating Cheng Shin’s commitment to fulfilling its corporate social responsibility.



Subsidiary
Supporting Educational Development

(1) Volunteer Classroom
Cheng Shin’s China plant participated in after-school programs at local elementary schools in the community. As part of this initiative, Cheng Shin provided students with snacks such as bread and milk. Additionally, the Company hired professional trainers to offer extracurricular art classes for the children, providing them with creative opportunities beyond regular curriculum.



(2) Little Bird Summer Camp
During the summer vacation, the children of our employees came to Kunshan to spend a short time with their parents. We took this opportunity to launch the Little Bird Summer Camp to enhance parent-child communication and interaction, and to care for the growth of our employees’ children.



(3) Hosting Student Study Groups
In 2024, the Cheng Shin International Automobile Culture Center Tire Museum welcomed 22,056 student visitors. Students from kindergartens, primary schools, junior high schools, and high schools visited the Museum to explore and learn about tire knowledge. The waste tire recycling course was particularly popular among students, with a total of 3,883 used tires recycled and transformed.



(4) In September 2024, the Cheng Shin Tire Museum Science Popularization (Education) Base and Cheng Shin Tire Museum's personnel visited local elementary schools and communities of Xiamen City to teach tire science classes and popularize "Advanced Tire Technology"



(5) Fun Research

Cheng Shin China held a "Fun Tire Manufacturing Camp" for students from Kunshan Dongfang Hefeng Kindergarten to visit its R&D Center, learning about the tire production process, and different car logos. The camp was both educational and enjoyable, broadening the children's horizons and sparking curiosity into interest. The camp also signified Cheng Shin China's commitment to fulfilling its corporate social responsibility alongside its focus on company development. Looking ahead, Cheng Shin China will continue to organize a series of events to promote positive corporate values.



4.3.4 Giving Back to the Community

Taiwan Region

Streetlight Donation

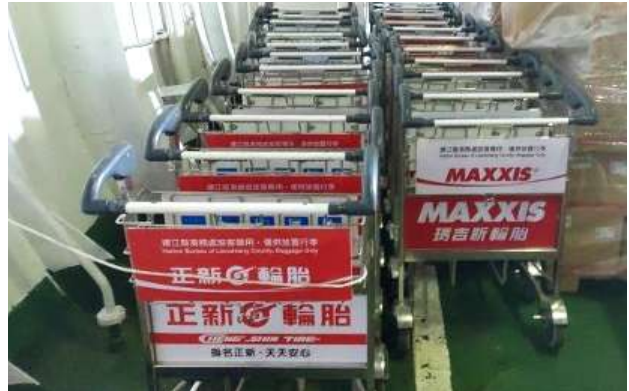
Since 2013, the Cheng Shin Douliu and Changhua Xizhou Plant have been actively participating in community improvement by adopting and maintaining 28 streetlights in Douliu City and 50 streetlights in Xizhou Township annually, at a cost of NT\$46,800. This not only brightens up the nights in these areas⁴ but also enhances nighttime road safety, contributing to improved public safety and traffic conditions.



⁴ Community refers to the local community near each plant.

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), 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.



Employee Blood Donation Drives

Cheng Shin organized two blood donation drives in 2024, with a total of 78 employees participating and donating their blood. These efforts resulted in the collection of 131 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.



Cooperation With Maxxis Distributors to Hold a Blood Drive

Cheng Shin Maxxis Store (Jianqiang Tire) held annual blood drives in Yuanlin City, inviting Maxxis to participate together. In 2024, four blood drives were organized, with 533 blood bags collected at each drive. 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 drive organized by Yunlin Sansheng Temple and Cheng Shin Maxxis invited the public to roll up their sleeves and donate blood. By working together with local communities, we aimed to unite more local forces and promote community wellbeing. They successfully collected a total of 117 bags of blood in 2024, contributing to the blood banks in the central and southern regions, which were facing low blood inventory.

Charity Lunch Boxes

Cheng Shin Dachun and the Changhua Xizhou Plant provide more than 200 free lunch boxes every day to the communities near the plants and more than 60,000 lunch boxes every year, valued at NT\$2,770,000. The local village leaders and neighborhood leaders 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 Canteens" in Chang' an Village in the nearby community promoted by Douliou City Office every month. In 2024, a total of NT\$144,000 was donated, 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 wellbeing.

舉辦健行淨山活動

In 2024, Cheng Shin organized a mountain-cleaning event near the "Tengshan Trail," joining hands with colleagues from the main factory to protect the forest environment. More than 70 participants took part in the activity, picking up litter along the winding trail and putting the spirit of environmental protection into action.



Subsidiary

Care for Special Groups

Donation of charity funds to help the poor, assist the disabled, and support the vulnerable, with a total of RMB 100,000 donated to the charitable foundations.



Blood Donation Drive

Cheng Shin Xiamen Blood Donation Program
Cheng Shin Xiamen Blood Donation Drive was held on July 9-14, 2024, with a total of 121 people successfully donating a total of 33,700 ml of blood.



Activity in Cheng Shin International Automobile Culture Center

Q&A With Prizes at Cheng Shin International Automobile Culture Center

In 2024, the Cheng Shin International Automobile Culture Center organized over ten themed Q&A activities with prizes during the holidays. To educate visitors about tires, we hosted fun Q&A activities with prizes, giving away over 500 prizes.



Donation of Necessities to the Gu-Xiang Humanitarian Center

Cheng Shin Rubber (Vietnam) regularly invites distributors to support disadvantaged groups in Vietnam through practical actions, fulfilling its corporate social responsibility. We donated necessities to the "Gu-Xiang Humanitarian Center" in Yian City, Pingyang Province, spreading love. The Center has adopted and provides care for over 400 orphans and disabled individuals, offering not only daily care but also education and tuition for school-aged children. The Center has a particular focus on supporting students from impoverished backgrounds to further their studies, hoping they will become self-sufficient upon entering society.



Donation of Necessities to the Poor in Central Vietnam

Cheng Shin Rubber (Vietnam) has long been committed to promoting social enterprise responsibility and invited partners from the Maxxis Family to visit impoverished areas in central Vietnam to spread positive energy. Working with local religious organizations, our Vietnam Plant participated in caring for vulnerable local communities, embodying the Maxxis Family's core corporate values of "respect, care, and gratitude," and bringing warmth to every corner of society.



4.3.5 Sports Activities

In Taiwan, 14 cycling events were held in 2024, with a sponsorship amount of NT\$1,271,657 and an estimated number of over 30,000 participants.

Changhua Classic 100K

Cheng Shin sponsored the "2024 Merida Mega Bank Changhua Classic 100K" long-distance cycling self-challenge event, held on March 30, 2024. The event took place at the THSR Changhua Station in Tianzhong, Changhua. The cycling route spanned 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.



MAXXIS Carnival

We sponsored the "Changhua Cycling Carnival" around the Bagua Mountain, held on November 24, 2024, with over 2,000 participants. The ride spanned Changhua and Nantou, starting from the Cheng Shin's headquarters along the scenic County Highway 139. The race concluded at the historic Siling Elementary School on Bagua Mountain, a school with a century of history, where a carnival was held with cyclists invited to take part.



FTL Team Bike Riding Event

We jointly organized the "RideWithUs" with GIOS and FTL. With over 150 enthusiastic cyclists participating, we challenged the mountainous roads and plains of Kaohsiung together, enjoying the warm autumn sunshine and cool breeze. GIOS and FTL team members led the race together. This has allowed the cyclists to create beautiful memories together, no matter if they were a first-time rider or an experienced rider.



Sponsorship of the Chinese Professional Baseball League - CTBC Brothers

Since 2024, Cheng Shin Tire has sponsored the Chinese Professional Baseball League (CPBL)-CTBC Brothers, with an average of 6,000 spectators attending home games. In addition, we also set up "flash sales" on holidays to interact with fans at the stadium to promote the Company's corporate brand and tire products, strengthening brand recognition.



Sponsorship of the Taiwan Professional Basketball League - Formosa Dreamers

Since 2023, Cheng Shin has sponsored the Taiwan Professional Basketball League (TPBL)-Formosa Dreamers, with an average of over 3,000 spectators attending each game. In addition to regular season and playoff games, the "Prosperous Dragon Year" corporate theme day and close interaction with attending fans further strengthened the connection between Cheng Shin and basketball.



Sponsorship of the National Tennis Championships-First Financial Holding Maxxis Cup

Since 2011, Cheng Shin Tire has partnered with First Financial Holding to host the National Tennis Championships for 13 consecutive years. It is the tennis tournament with the highest prize money in Taiwan, attracting over 1,200 participants annually. In addition, the Company invited community charity groups to perform at the opening ceremony. In addition to supporting sports activities, the Company also cares for local disadvantaged groups.



Financial Holding Maxxis Cup

We have joined forces with Taiwan Cooperative Financial Holding to hold the National Table Tennis Championships for 11 consecutive years as of 2024, with over 1,200 participants annually. We also invite table tennis stars to participate in the opening ceremony, attracting fans to join the event which is also one of the highlights of the tournament.



Mainland China

Cross-Strait (Kunshan) Marathon

In 2024, the Company sponsored the Cross-Strait (Kunshan) Marathon, with over 16,000 participants. The Cross-Strait (Kunshan) Marathon is a distinctive marathon hosted by the Kunshan Municipal People's Government. The 2024 marathon is themed "Family Across the Straits" and was held on December 8, 2024, with the goal of fostering cultural exchange and integration between both sides of the strait. The marathon started from the Kunshan West Sports Center and finished at the East National Olympic Sports Center, covering a total of 42 kilometers, with each kilometer representing a personal challenge overcome.

