

9 Public Welfare



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Far Eastern International Bank has implemented corporate performance management into charity, and developed financial instruments with the concept of social corporation. By designing traditional festival gifts, the Bank creates a continuous, systematic charity engagement mechanism, and works with customers to extend the power of “truth, kindness and beauty” in society.

Humanity Chapter Enrich life with humanity

We published calendar “Enjoy Music Performance in Taiwan”

Despite being in a digital era, we still publish a large wall calendar every year to serve shops, corporations and seniors. Meanwhile, calendar is a platform for us to exchange daily life aesthetics with customers. We organize the calendar attentively, considering that it accompanies customers throughout the year. With the calendar, we can greet customers for the New Year and fulfill the corporate responsibility of spreading humanity aesthetics and environmental sustainability. Themes of the calendar include historical maps of Taiwan, drawings by Taiwan’s aboriginal children, cabins in high mountains in Taiwan, highways, independent bookstore, former residence of writers and artists, art museum. Therefore, our calendar is popular and various well-known media have released a special report on our calendar. Our 2023 calendar “Enjoy Music Performance in Taiwan” shows 12 performance venues to promote the government’s cultural construction and help promote our performing arts. The section “Unboxing Performance Hall” introduces 12 pieces of information about stage every month to promote enjoying aesthetics in daily life.



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Unboxing performance hall, the content of the 2023 calendar



Month	Theme	Content
January	Performing arts	Performing art is roughly divided into three types, music, dance and drama. Each type can be divided into symphony, wind music, folk music, ballet, modern dance and opera. There are crossover performances that are popular currently, and experimental performances using electronic audio and video technology. These performances are presented to the audience under a concrete framework of stage.
February	Stage machinery	There are lots of machineries behind the stage. The lifting table and the trolley for parallel movement may push, pull, lift, descend, spin and tilt the stage. A considerable number of hanger rods, proscenium curtain machineries, suspension points, rails and numerous lights are installed on the top. Light injection and scenery display are more flexible, bringing infinite wonders to the audience.
March	Backstage	Backstage is an area available for performers, and technicians and administration staff of performance team. People can put scenery and prop here. It is primarily used as the powder room and lounge for performers to prepare themselves before coming on stage and during intermission. In addition, dress patch room, prop storage room, rehearsal room and audio and light control room are considered as backstage in general.
April	Sound transduction	An acoustics system is sophisticatedly built in a professional performance hall. With arc design of building, or sound reflection, diffusion or absorption of the wall, ceiling, floor and backrest, the audience can enjoy clear, rich, undistorted music texture wherever the audience sits, even at the cheapest ticket zone.
May	Front stage	The public area for the audience is one of the critical areas in performance hall. Besides the ticket booth and service desk, a light food bar, cafe, stylish select shop and small themed bookstore are often installed around the performance hall. The audience enjoy more entertainment when they come to the show. These stores enhance the cultural and creative ambience of the performance hall, and generate revenue for sustainable operation of performance hall.
June	Auditorium	The stall and balcony are often installed in the performance hall with fixed seats. The seat is often designed in the way that there are front and back rows. Seats in the left and right zones are marked with odd and even number, respectively. Seats are on slopes or stairs to avoid view blocking. If the seats are unfixed, they can be shifted around creatively and arranged in various ways to meet the requirement of the performance.
July	Driver of creation	From revealing talents to creating mature works, a performer's metamorphosis doesn't occur involuntarily. Besides the performer's effort, performance hall can also be a critical driving force. A performance hall can discover performers or offer training programs to performers, and provide a stage for performers to temper themselves at experimental, entry-level arts festivals. Eventually, performers and their works can finally soar when they have the chance to enter an iconic stage provided by the performance hall, perform to their extremes and hear the call for encore.
August	Program management	Besides programs performed by performers, a performance hall also organizes programs, music festivals and drama festivals, and even invites production teams to produce original programs to promote to national and international audience. Or, a performance hall sets the goal for the percentage of new program out of the programs every year to express its professional value in performing arts, and its production capability and resources invested in performing arts.
September	Orchestra lift	In a professional theater performance hall, there's a stall between the stage and auditorium for the backup band. The stall can be lifted and descended; hence, the band will not block the view. If the stall is not needed for a performance, it can be shifted to the upper floor slab to expand the area in front of the stage by the trolley for parallel movement, or it can be used for the auditorium.
October	Arts popularization event	Public performance halls mostly bear the responsibility for spreading arts and education. In addition to organizing seminar, family activity and campus event, some performance halls compose videos, publish journals, create performing arts databases, build open book rooms, and make digital contents to convey beauty of performing arts to public via the online platform.
November	Stage form	The stage is designed for the audience to pay attention to actors. The auditorium is on one side of the stage. The rest of the sides of the stage are covered by screen for actors to prepare themselves and for technicians to execute operation. Furthermore, there are some other common types of stages, extended stage with main stage extended to the auditorium, and circular stage surrounded by the auditorium.
December	User	Users of the performance hall can be divided into audience, producer and management unit. Besides performers and team staff, organizers such as management company are also users of performance hall. The management unit is responsible for operation and management of the performance hall, commonly known as performance hall administrator. In Taiwan, the performance hall administrator is mostly the administrative institution of public sector or public sector alike.


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We sponsor Taiwan Connection to cultivate musicians in remote areas

We have been sponsoring Taiwan Connection (TC) for five years, founded by Yen Chang Shou, the Chairman of The Alliance Cultural Foundation, and the violinist Hu Nai Yuan. TC supports the program for cultivating musicians in remote areas. In 2022, besides continuing to work with elementary schools in remote areas, we compose music with 1,233 students and enlighten them with music aesthetics. In addition, we invited the string quartet formed by violinists from TC, and a clarinetist, to perform a Mozart suite at the lobby of our branch. It feels like attending a recital at National Music Hall. Hu Nai Yuan interpreted each song for the audience. The recital brings relief to people at pandemic time. At our YouTube Channel "Little Yuan Wins," we uploaded the TC recital collection to express the beauty of classical music.


Schools in remote area we sponsored for promoting music		
Northern Taiwan	Central Taiwan	Southern Taiwan
<ul style="list-style-type: none"> ● New Taipei City Daping Elementary School in Wanli District ● Taoyuan Neihai Elementary School in Dayuan District 	<ul style="list-style-type: none"> ● Miaoli County Wenfeng Elementary School in Tongluo Township ● Taichung Shigang Junior High School in Shigang District 	<ul style="list-style-type: none"> ● Chiayi County Zhongpu Elementary School in Zhongpu Township ● Chiayi County Songshan Elementary School in Minxiong Township ● Kaohsiung Shanwei Elementary School in Linyuan District ● Kaohsiung Zhongyun Elementary School in Linyuan District ● Pingtung County Xishi Elementary School in Zhutian Township ● Pingtung County Xibei Elementary School in Nanzhou Township

Promote concept and new information of sustainability

 In order to spread new information to stakeholders and share our policy of sustainability development promotion, an ESG story wall has been set up in our new Chengde Branch in Taipei. The story wall shows the process for manufacturing eco-friendly uniforms and gifts. A chronicle wall shows that, in social co-prosperity, sustainable finance, environmental sustainability and climate change, how we walk with customers on the sustainability journey. These walls convey the ESG trend to customers when they stop by.

 To enhance sustainability vision of employee, paleontologist Professor Li Chia Wei, was invited to hold a seminar "ESG Sustainability and Rare Species Conservation." President of O'right, Ms. Tsai I Ying was invited to hold a seminar "O'right Zero Carbon Business Management." The seminars are held in Happy+ on 13th floor of Far Eastern Plaza.

Quarter	Topic	Speaker	Number of participants	YouTube views
Q3	ESG Sustainability and Rare Species Conservation	World-renowned paleontologist Professor Li Chia Wei	31 people	384 participants
Q4	O'right Zero Carbon Business Management	President of O'right Ms. Tsai I Ying	31 people	161 participants

 We promote the sustainability reading event to employees. One picture book on sustainability is donated to elementary schools on offshore islands of Taiwan each time employees took 300 courses in total on the online learning platform. The picture book on sustainability is based on the first book list of sustainability in traditional Chinese in the world offered by Commonwealth Magazine Education Foundation. The booklist is sorted by cross-domain experts considering reading ability and comprehension of elementary school students based on 17 Sustainable Development Goals (SDGs). Employees actively join the sustainability reading activity since the activity was launched at the beginning of the year. Over 300 thousand courses have been taken by employees by July. We've reached the goal of donating 300 sustainability books, and shipped them to three elementary schools in offshore islands of Taiwan before the end of July, Neian Elementary School and Waian Elementary School in Penghu, and Green Island Elementary School in Green Island. We hope that these students can enjoy a happy reading summer vacation.



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Charity Chapter Love stays forever

Sustainability charity partner of Eden Social Welfare Foundation

Eden Social Welfare Foundation lights up hope for people with physical and/or mental disabilities in their dark, hopeless life. It offers holistic care throughout their life, such as support to dysfunctional family, employment of people with physical disabilities, and early intervention service for developmentally delayed children. It is one of the national social welfare organizations in stable operation and with performance that speaks for itself. We've been sponsoring Eden Social Welfare Foundation since 1997. We've been planning for sustainable collaboration with the Foundation for the start. We issued the Eden Social Welfare Foundation Love Card, which is our core platform. We develop a diverse, convenient donation mechanism. Donations from the reward point of the Love Card and from the public form a long-lasting charity fund to offer stable financial support to Eden Social Welfare Foundation and help the Foundation to develop a systematic early intervention service. When our collaboration began, there were only 14 branches of Eden Social Welfare Foundation, but now there are over 150 branches, serving 65 thousand dysfunctional families per year.



Issue the Eden Social Welfare Foundation Love Card





- We issued the Eden Social Welfare Foundation Love Card in 1997. 0.3% of the credit card amount is donated to Eden Social Welfare Foundation, NT\$52,307,531 in total at the end of 2022.
- At our YouTube Channel "Little Yuan Wins," we uploaded the video "Grow up with developmentally delayed children" in 2022 to advocate support for early intervention of developmentally delayed children, and extend promotion of fund raising by this credit card.

Donation from the reward point of Eden Social Welfare Foundation Love Card in the past three years

Year	Donation amount
2020	NT\$1,564,348
2021	NT\$1,434,505
2022	NT\$1,367,754

Sustainable donation platform

In addition to continuous donations made by the reward system of Eden Social Welfare Foundation Love Card, we create a diverse customer donation platform to use public donations for the demand from Eden Social Welfare Foundation effectively. Since the platform was launched in 2003, we have raised NT\$ 35,921,927 by the end of 2022.

Donation platform	Donations in the past three years			Donation in total
	2020	2021	2022	
 Hope Passbook: Conversion of account interest to donation automatically	NT\$226,936	NT\$210,343	NT\$321,812	NT\$9,620,435
 Conversion of credit card dividend to donation	NT\$156,200	NT\$65,800	NT\$56,800	NT\$3,101,100
 Credit card customer fund raising	NT\$314,000	NT\$274,200	NT\$488,800	NT\$20,650,392
 Donation from the holder of Eden Social Welfare Foundation Honor Card	NT\$84,000	NT\$81,000	NT\$75,000	NT\$2,550,000

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Creative donation method

In November 2022, we held the press conference “Raise Your Hand For Love” at Sogo Zhongxiao Branch in Taipei. We displayed a credit card interactive donation device, the first one in the financial sector. Users can insert a contactless credit card into the device to make a small donation, NT\$100 minimum, which makes donation convenient. The fund will be donated to early intervention service for developmentally delayed children, which is provided by Eden Social Welfare Foundation. The charity ambassador Sunnie Huang, and the KOL Dr. Chen Mu Jung were invited to the press conference to share knowledge of childcare and advocate importance of early intervention.

- ♥ The device collected 600 donations by the end of 2022, about NT\$200 thousand in total.
- ♥ The device will be installed in Sogo Zhongxiao Branch, Big City, Top City, Mega City and our Business Department Branch in order before September 2023 for people in different areas to pass on love.



Work with World Vision Taiwan



Far Eastern International Bank and Franklin Templeton held the event “Charity journey of heart, infinite dream” in November jointly. Beneficiaries of World Vision Taiwan and our family guests, 400 audiences in total, were invited to watch the stage show “Grasshopper the Party Animal” tailored for these audiences and performed by Ifkids Theatre Studio. The story combines fun insect lifestyle with money management attitude required for daily life. The drama is educational and entertaining, making children happy and helping children start to learn the correct concept of money management. Besides donating NT\$300 thousand to World Vision Taiwan, we also launch an event for credit card donation that lasts a month. Each time a cardholder uses Far East Happy Credit Card, we donate NT\$30 to World Vision Taiwan. Cardholders also have a chance to watch the stage show.



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Support guide dog training



It's hard to train guide dogs. It takes two to three years for a puppy to grow up and serve as a guide dog. The chance for training a puppy to become a guide dog is low, hence only a few people with visual impairments can be accompanied by a guide dog. We hope the public learn more about and tolerate people with visual impairments and guide dogs, and the public can help them more. We made the promotion video "Follow the guide dog to work" and posted it on our YouTube channel to guide people to learn training and job of guide dog. People also learn the concept "Three No's and One Ask," no feeding, no interruption, no rejection and ask voluntarily. We rolled out the Far Eastern Happy Home + Card Reward Point Event. For each credit card payment during specific period, we appropriate 0.3% of payment to Taiwan Guide Dog Association for training, and building living and training areas. Guide dogs can learn safely and become the most stable support for people with visual impairments. Furthermore, the "2022 Far East Happy Home + Pet

Carnival" on the grass field at Huashan in 2022 Q4. Over 4,000 people attended this event. We donated NT\$300 thousand to Taiwan Guide Dog Association during the event. In the event, we held the pet supply bazaar, pet runway and interactive games such as scavenger hunt. The adoption family of guide dog and 30 guide dogs in training attended the event, too.



Produce short ESG promotion video

At our YouTube Channel "Little Yuan Wins," we uploaded charity videos, totaling 10 in 2022. These videos, explaining profound concepts in a simple way, advocate different ESG topics, including music education in remote area, and care for developmentally delayed children.



Issue date	ESG topic
April	Be environmentally friendly, love Earth, clean up the beach together to protect the ocean
May	Grow up with developmentally delayed children
	Learn about guide dog, follow the guide dog to work
August	Spread classical music to every corner in Taiwan
September	Guard children's future with Eden Social Welfare Foundation, learn about the Foundation's program for developmentally delayed children
October	Charity journey of heart, infinite dream
November	Xiaoyuanbao and Baobao invite you to protect developmentally delayed children together
	Strong Generation dress code – Class reunion
	Pass on love with Xiaoyuan
December	Strong Generation dress code – Grandparents and grand children

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Community Chapter Light Up the Community for Co-prosperity

Corporations and society form a positive for growing and prospering together. We build a benevolent relationship with neighborhood and our service is down-to-earth. Our branch staff occasionally support events organized by districts and villages, and maintain a good local interactive relationship. The Head Office has been collaborating with affiliates of Far Eastern Group for years to adopt greenification of green belt on Dunhua South Road, and taking part in Christmas light-up party held by Taipei and New Taipei City. In 2022, COVID-19 pandemic is about to end and the future of global inflation is ambiguous, yet we continue to spread love and hope to communities for co-prosperity.



Christmasland in New Taipei City

We have been sponsoring the "Christmasland in New Taipei City" since the very beginning. By 2022, it is the 11th times that we've been invited by New Taipei City Government to engage in the event. The event has become an annual happy celebration anticipated by people in Northern Taiwan. This happy carnival begins on November 11 at New Taipei City Plaza and lasts 35 days. New Taipei City Government decorates the venue with characters from six brands of Disney+, Disney, Pixar, Marvel, Star Wars, National Geographic and STAR. "Family Garden Party," White Party "Christmas Eve Concert" and "German Christmas Market" were held at this venue during the event, attracting 7.7 million visitors to experience the happy festival ambience.



The Mall Christmas Light Up

We have lit up the business district on Dunhua South Road in Taipei for 25 years. We hold The Mall Christmas Light Up with affiliated companies of our Group every year. Our theme of the light up event in 2022 is "Bless for Peace with A Warm Heart, Light Up a New Future." A 40-meter Christmas tree is decorated with golden-orange balls and stained glass windows with fairy tale theme. The golden light decoration is extended to the green belt on Dunhua South Road. Bands play classical western pop songs and Christmas songs at the light up ceremony. A borough chief and branch manager invite community residents to enjoy the ceremony. Douglas Hsu, Chairperson of Far Eastern Group, Ko Wen Je, Taipei Mayor, Tien Chung Kuang, the Ministry of Foreign Affairs Deputy Minister, and more than 60 Taiwan's envoys lit up Christmas trees together. Our female employees dress up in Christmas clothes. We invite Eden Social Welfare Foundation and Children Are Us Foundation to hold the charity bazaar for charity sale. Visitors can share blessings to others and help each other in this wonderful Christmas season.



The beach cleanup group holds the beach cleanup activity again

We held beach cleanup at the estuary of Fulin River in Guanyin Township, Taoyuan. In 2022, we held beach cleanup again. Lin Chien Chung, our Executive Vice President, led a hundred of employees to clean up the marine debris of Wazi Bay in Gongliao District, New Taipei City, to take action to protect the ocean and land. A hundred frontline executives who participated in beach cleanup may take compensatory leave. We encourage employees to give back to society by working as environmental volunteers. Beach cleanup is not just about cleaning up trash. We hope that employees can reflect on their living habit each time they participate in beach cleanup, build the habit for waste reduction, and endeavor to mitigate climate change and enhance environmental sustainability together. After beach cleanup, we asked Huang Wei Chieh, the President of JK-GOODS International Co., Ltd. which has been entrusted to operate Heping Island Park, to share experience in protection of the ocean environment. We expect employees to learn about environmental protection, reduce plastic, and minimize the burden on Earth in daily life.