



## 9 The Long River of Public Welfare



- 105 Enriching Joyful Living with Humanities
- 108 Let Love Live On
- 110 Light up the Prosperity within the Community



# 9 The Long River of Public Welfare

## Humanities

### Enriching Joyful Living with Humanities

FEIB incorporates corporate performance management into public welfare, develops financial products with the social enterprise concept, and creates a sustainable and systematic mechanism for public welfare participation through the design of traditional New Year gifts. We also work together with customers to expand the power of truth, goodness, and beauty for society!

#### Publish the "A tour of Museum of Fine Arts in Taiwan" Calendar

Even during the age of digitalization, the Bank still continues to print large calendars every year to serve the needs of stores, businesses, and senior citizens. At the same time, we regard the calendar as a platform for communicating with our customers about the aesthetics of life, and consider the calendar to be an item that accompanies our customers throughout the year, so we plan it with great care to convey our New Year wishes to our customers and to fulfill our corporate responsibility of spreading humanistic aesthetics and environmental sustainability. Among them, Taiwan's ancient maps, indigenous children's paintings, local mountain houses, highways, small independent bookstores, and the homes of literary scholars and artists have all been included as the theme of the calendar, and have been well received by customers and featured in articles by major media.

The 2022 calendar "Taiwan Museum of Fine Arts Tour" lists 12 museums from the works of photographer Wu, Chung-En, including the National Museum of Fine Arts, which stood during the economic take-off years forty years ago, are representative of the culture of the twelve major constructions of that year and have the significance of leading the current upward elevation. There are also old buildings such as the former government office and the old bank that have been transformed into the Chiayi Art Museum, where people gather in the city to bring art into the lives of ordinary people. Many of the world's leading universities have their own art museums, and Taiwan is one of them. From the Museum of National Taipei University of Education and Asia Modern, both in terms of architecture and curatorial strength have a high degree of aesthetics and pioneering spirit of experience. As for the Yu-Hsiu Museum of Art which focuses on calligraphy, is a new landmark for local private art museums. This time, the calendar also includes a monthly section called "The Making of an Art Curator," which uses the museum's 12 contemporary public functions and 12 personal attitudes toward art to advocate the concept of aesthetic education in life. The calendar release party was specially arranged at the Taipei Fine Arts Museum where the FEIB's President Mr. Thomas Chou, visited the Taiwan Cultural Association's Centennial Exhibition together with media reporters to see the statue "Gan Lu" created by local art master, Mr. Huang Shui a hundred years ago, which was unboxed for the first time after half a century.



# 9 The Long River of Public Welfare

## FEIB compiled "The Making of an Art Curator"

Month	Art Museum	Art Museum #keywords	Content
January	Taipei Fine Arts Museum	# Background	With the history of art as the coordinates and the background story of creation as the driving force, we sail to the vast world of art.
February	The Tainan Art Museum	# Associations	Thinking horizontally, jump thinking, and reverse thinking, the artwork resonates with the brain waves in all directions.
March	Chiayi Art Museum	# Feelings	Feel the overall momentum of the artwork and enjoy its poetic and unpredictable mood.
April	Museum of National Taipei University of Education	# Visualization	Put aside theories or explanations and look directly at modern art, trusting your own intuition. Just look, don't ask and don't think.
May	Yuhsiu Museum	# Understanding	Interpreting the theme and meaning of the artwork, trying to understand the concept that the artist wants to convey.
June	Kaohsiung Museum of Fine Arts	# Imagination	The world of artwork is a place where you can let your imagination run wild.
July	Yilan Museum of Art	# Deconstruct	The composition, color, light and shadow, brushstrokes, and techniques of painting are all inseparable and interesting.
August	Asia University Museum of Modern Art	# Sharing	Sharing thoughts and feelings about artworks with friends and listen to others' insights.
September	Hsinchu City Art Gallery	# Gazing	Concentrate on and dive into the whimsical world recreated by the artist through his keen mental state.
October	National Taiwan Museum of Fine Arts	# Proximity	The key to art appreciation is to be close to it, and see it more often.
November	Changhua County Art Museum	# Metaphor	Discover the hidden voice of the artist between the surface and the inside, and peel back the different layers of the artwork
December	Taitung Art Museum		Receive the concepts and ideas reflected in the artworks, and collide and stimulate the values of the self.



February The Tainan Art Museum



December Taitung Art Museum

## 9 The Long River of Public Welfare

### Sponsoring Taiwan Connection to nurture music talents in remote areas

FEIB has sponsored the Rural Music Talent Training Program for the third consecutive year. Although Taiwan Connection (TC) cancelled the "TC Music Festival" in 2021 due to the COVID pandemic, we continued to sponsor the music talent cultivation program in rural schools digitally. The program was held in 14 rural schools with 1,667 teachers and students, planting seeds of hope and opening the window to the aesthetics of music and art for rural students.

Sponsorship of music promotion activities in rural schools in 2021		
Northeastern Region	Central Region	Southern Region
<ul style="list-style-type: none"> <li>● Bei-Pu Elementary School, Hsinchu County</li> <li>● Nan Hua Junior High School, North Dist., Hsinchu City</li> <li>● Baoshan Elementary School Shan Hu Branch, Hsinchu</li> <li>● Daxi Elementary School, Yilan County</li> <li>● Jin-Yue Elementary School, Nan'ao Township, Yilan County</li> </ul>	<ul style="list-style-type: none"> <li>● Taichung Municipal Da-An Junior High School</li> <li>● Sie-He Elementary School, Taichung</li> <li>● Hai Pu Elementary School, Lukang Changhua</li> </ul>	<ul style="list-style-type: none"> <li>● Tainan Municipal Madou District Wunjheng Elementary School</li> <li>● Kaohsiung City Dashu District Siaoping Elementary School</li> <li>● Kaohsiung City Fongshan District Jhonglun Elementary School</li> <li>● Kaohsiung City Shanlin District Shanlin Elementary School</li> <li>● Kaohsiung City Neimen District Jinchu Elementary School</li> <li>● Pintung County DaGuang Elementary School, Hengchun</li> </ul>

### Inviting Children from the World Vision Taiwan for a movie

On Christmas eve, FEIB and its long-standing fund merchandising partner, Franklin Templeton Investments, co-hosted the "Joyful Journey to the Heart, Dream Big" weekend movie viewing event. Taking advantage of the moment of relaxation as the pandemic subsides, we invited children from World Vision Taiwan to a movie theater in the Xinyi District, Taipei City, to enjoy a fun afternoon with popcorn in hand and a fun time with Disney movies. Charity donations are also planned for the Joyful Journey to the Heart events. During the event period of about one and a half months(8/14-9/26), as long as the Roca+ card is used for payment, the Bank will withdraw 0.3% of the card payment amount and donate to the World Vision Taiwan, turning the consumption from card holders into a force to promote the goodness and kindness to the society, with a total donation of NT\$200,000.



# 9 The Long River of Public Welfare

Public Welfare  
Let Love Live On

Let Love Live On

## Eden's Sustainable Charity Partner

For those with physical and mental disabilities, Eden Social Welfare Foundation is a light in a valley of darkness, providing services such as family support for the disabled, employment programs, and early childhood care for children with delays. FEIB's sponsorship of Eden began in 1997. From the very beginning, the Bank established the Eden Love Card as the core platform and developed a diversified and convenient donation mechanism. With the Bank's donations and the love from the public, we have been able to build a long-lasting philanthropic partnership with Eden, helping Eden to develop in a well-planned manner with stable financial support. When the partnership began, Eden had only 14 service locations, but today it has expanded to more than 80, serving 40,000 families with disabilities each year.

### Releasing the Love Card from the Eden Social Welfare Foundation

The Eden Love Card, issued in 1997, donated 0.3% of the cardholder's purchasing amount to the Eden Public Welfare Foundation. The donation amount accumulated to NT\$50,939,777 by the end of 2021.



### Rebate amount from the Far East Eden Love Card for the past three years

Year	Donation Amount
2019	NT\$1,684,319
2020	NT\$1,564,348

### Sustainable Donation Platform

The Bank continues to donate to Eden through the card reward mechanism of the Eden Love Card, and at the same time innovates a multi-faceted customer donation platform to facilitate the effective connection between the love and care from the public and Eden's needs. Since its launch in 2003 until the end of 2021, the total amount of public donations has reached NT\$34,979,515.

Donation Platform	Donation amount in the past three years			Accumulated Donation Amount
	2019	2020	2021	
♥ Passbook of Hope: Automatic transfer of account interest to donations	NT\$246,884	NT\$226,936	NT\$210,243	NT\$9,298,623
♥ Donations from the Credit Card Bonus Point Transfer	NT\$136,800	NT\$156,200	NT\$65,800	NT\$3,044,300
♥ Credit Card Customer Donation Campaign	NT\$440,451	—	NT\$274,200	NT\$20,161,592
♥ Donation from the Eden Honor Cardholders	NT\$87,000	NT\$84,000	NT\$81,000	NT\$2,475,000

## 9 The Long River of Public Welfare

### Holding Hands with Mentally Challenged Children

In addition to cooperating with the Eden Social Welfare Foundation, FEIB employs three visually impaired masseurs to provide massage and stress relief services to our employees, and we are also the first financial industry to employ mentally-challenged children. In 2021, we continued to employ two mentally-challenged children to provide tea service at the lobbies of 10 branches in the North District. FEIB and the Children are Us Foundation have collaborated on an innovative public service employment model to help mentally-challenged children to integrate into society and become self-sufficient. Under the professional guidance of the Foundation's counselors, they learned to travel by bus and MRT to the branches they serve. Their sincere hospitality to customers adds a warm and welcoming atmosphere to the branch services.

### Additional Help to Stray Animals

As a result of the pandemic, donations from many groups that care for stray animals have dropped significantly. For this reason, the Bankee Social Bank launched the "One Heart, Two Times the Power" campaign. If one donates NT\$100 to Heart of Taiwan Animal Care using their Bankee account, Bankee will donate an additional NT\$100. A total of 291 customers responded to the campaign and raised a total of NT\$80,479. Through Bankee's small donation facilitation mechanism, we hope to help reduce stray dogs and cats through such means as ligation promoted by HOTAC and will expand the scope of charitable organizations that donate in 2022.

### Holding Hands with Mentally Challenged Children

FEIB's 2021 Mid-Autumn Festival gift was gift box of Old Plum Crisp, which was selected from the "Buying Power" social enterprise platform. The purchase amount was about NT\$1.08 million to support the social and environmental friendliness of the micro-enterprise "Terra Treasures Co., Ltd". The social enterprise has been able to improve the imbalance between the production and marketing of plums by using guaranteed covenants, interest-free loans, and counseling on the Wakayama method of pickling to improve and stabilize the income of plum farmers, allowing young people to stay and work in their hometowns without fear, and enabling family functions in mountain villages.





# 9 The Long River of Public Welfare

## Community

### Light up the Prosperity within the Community

The enterprise and the society are part of the cycle of symbiosis and co-prosperity, and the Bank's benevolence is the beauty, our service is down-to-earth. In addition to the branch employee's occasional support of local activities to maintain good local interaction, the Head Office has been working with Far Eastern Group affiliates to adopt the greening project of Dunnan Greenway and participate in the Christmas lighting party in Taipei and New Taipei. In 2021, as the COVID-19 pandemic ravaged the world, we will continued to spread love and hope to the communities that we share.

Christmasland in New Taipei City	The Taipei Far Eastern Christmas Lighting	Support elementary school students to raise funds for the Black Bear conservation	Cheer for CPBL
<p>The Bank has sponsored the "Christmasland in New Taipei City" event every year since its inception, and participated for the 10th time in 2021 at the invitation of the New Taipei City Government. The event has also become an annual event that people living in Northern Taiwan look forward to. The event opened on December 3 at the New Taipei City Plaza and began a month-long carnival. The New Taipei City Hall and LEGO collaborated to create a 3D LEGO laser light sculpture projection show and a LEGO Christmas tree in the shape of a Santa. In addition, the three lighting areas including the New Taipei City Plaza "LEGO Christmas City", Banqiao Station Plaza "LEGO Happy Gingerbread Village" and Wanping Park "LEGO Christmas Fantasy Town" were lit up to create a Christmas fantasy world with LEGO children's toys so that the people can still feel the joyful festive atmosphere during the COVID-19 pandemic.</p>	<p>FEIB has continued to light up the Dunnan business district in Taipei for 24 years. Every year, the Bank cooperates with the affiliated enterprises of the Group to hold a Christmas lighting event for Far Eastern enterprises. The Christmas tree was decorated with red and gold colored balls, and the string of golden lights extends to the Dunnan Greenway. The lighting party was interspersed with a live band the Stubborn Live Band which played classic Western songs and Christmas favorites, and the community was invited by the Chief of the Village and branch manager to join in on the fun. Mr. Douglas Hsu, the Chairman of Far Eastern Group, together with Mr. Tien, Chung-kwang, the Deputy Minister of the Ministry of Foreign Affairs long with more than 50 diplomats in Taiwan, lit the Christmas tree together. In addition to arranging our staff to dress up as Ms. Claus, we also invited the Eden Social Welfare Foundation and the Children Are Us Foundation to be stationed at the charity bazaar to add the beauty of sharing and mutual support to the festive season.</p>	<p>Four fifth graders from Chingshin Academy, who are passionate about the Taiwan Black Bears in Taiwan, participated in the school's "Five Dreams" project to raise money for the Taiwan Black Bear Conservation Association through musical performances and craft sales. With the support from FEIB's Business Department by offering the lobby, four children performed a 20-minute flash performance of four pieces, including Mozart's Three Movements in D Major on the eve of Chinese New Year Festival in 2021. A donation ceremony was held immediately after the performance to help the children realize their dream of loving nature and animals.</p>	<p>Bankee Social Bank, the Bank's digital sub-brand, joined the ranks of sponsoring professional baseball in Taiwan in 2021 by revealing the jersey of the WeiChuan Dragons with its logo and issuing a co-branded debit card to create a friendly environment for the sustainable operation of professional baseball with the teams and fans.</p> 