

ch6

Affinity for Mutual Prosperity

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Performance Highlights



"Passing on Love" Charity Gift Box Donation Program

Cumulative Total **93,000** Cans/Boxes
Total Value **NT\$24 million**

Sustainable Local Tours: Community Care Program

5 Sessions Conducted to Date
More than **500** older adults served

Cooking and Food Education Program for Rural Children

More than **300** persons
More than **200** children supported

Supporting Small-Scale Farmers Through Over a Decade of Local Pomelo Procurement

"Doing Good with Pomeos" Mid-Autumn Charity Sale
More than **1,800** kg purchased annually



Guided Children and Families on a **5 Sessions** Conducted to Date
Cultural Tour of Dihua Street
More than **200** participant visits

- Over 160 recipient organizations supported to date
- More than 2,000 participant visits since the launch of the festival program

Policy Commitment	Passing on the warmth of culinary traditions and human connections, the Company is committed to responding to stakeholder expectations through concrete and measurable actions, ensuring that charitable resources are aligned with local needs and demonstrating its long-term commitment to local communities.
Organizational Vision	Building on Hsin Tung Yang's brand values of "Deliciousness, Quality, and Human Warmth," the Company transforms social engagement into impactful sustainability initiatives through four strategic pillars: cultural heritage, educational support, local engagement, and sustainability in practice.

Management Actions	2025 Targets	2025 Cumulative Performance	Achievement Status	Short-term Targets (2026)	Mid-term Targets (2030)	Long-term Targets (2050)
Preserving Chinese Culinary Culture	Organized six festival and food education events.	Enhanced public awareness of Chinese culinary culture and sustainable diets through festival and food education programs. Organized a cumulative total of more than 18 festival and food education events, with over 500 participants.	Achieved	Hold 6–8 festival and food education programs annually, engaging 300 participants each year.	Hold 6–8 festival and food education programs annually, with cumulative participation reaching 500 participants during the period from 2027 to 2030.	Continue to follow Hsin Tung Yang's three sustainability principles: "Green Commitment," "Health and Peace of Mind," "Shared Prosperity through Companionship" to implement various initiatives.
Education and Support	Launched career exploration programs for adolescents	Provided underprivileged adolescents with stable school-to-work transition support and internship opportunities. Held two career exploration and workplace experience programs for adolescents and children, with cumulative participation reaching 26 participants.	Achieved	Hold youth career exploration programs annually, engaging more than 20 participants each year.	Provide more than 60 underprivileged youth with opportunities to participate in career exploration programs on a cumulative basis during the period from 2027 to 2030.	

Guided by its brand values of "Deliciousness, Quality, and Human Warmth," Hsin Tung Yang leverages the resources of its headquarters and retail network together with the philanthropic strengths of the Mai's Hsin Tung Yang Foundation to create shared value for society. The Company believes that culture is sustained through meaningful experiences, while underprivileged groups need support to envision a brighter future. Only when people develop a deeper connection to the land and greater care for society can sustainability truly take root. Centered on four strategic pillars—cultural heritage, educational support, local engagement, and sustainable practices—and driven by the core equation of "People × Compassion × Flavor," Hsin Tung Yang is committed to fostering shared prosperity by empowering individuals, strengthening family connections, and enhancing community resilience.

Hsin Tung Yang's Social Impact Roadmap

Four Core Pillars

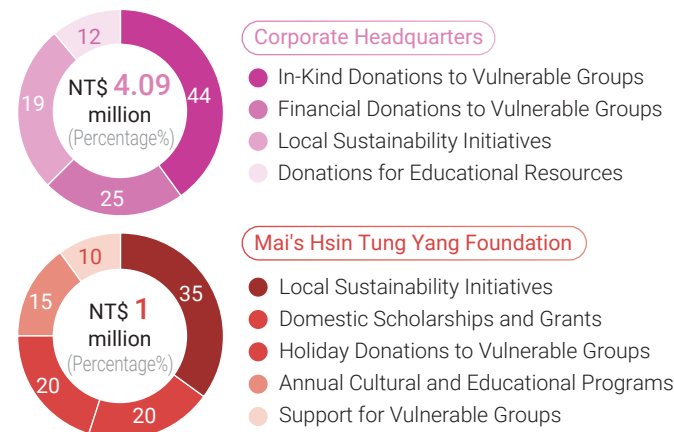


Social Impact Hierarchy Targets



Distribution of Social Investment Resources in 2025

Hsin Tung Yang and the Mai's Hsin Tung Yang Foundation leverage their respective organizational strengths to maximize social impact through complementary resources. Hsin Tung Yang focuses on community outreach initiatives and supporting local smallholder farmers, while the Mai's Hsin Tung Yang Foundation is dedicated to cultural and educational programs, scholarships, assistance for underprivileged groups, and in-kind donations. Together, their complementary efforts enable goodwill to take root through long-term engagement and support. Hsin Tung Yang's key initiatives include the "Doing Good with Pomelos" charity campaign, the establishment of charitable retail counters, and collaborations with local farmers' associations and young farmers. (For detailed results, please refer to Section 6.5.)



Doing Good with Pomelos



Highway Farmers



Young Farmers' Market



Charity Counter

Mai's Hsin Tung Yang Foundation

Since its establishment in 1984, the Mai's Hsin Tung Yang Foundation has remained committed to its founding principle of "Giving Back to Society." The Foundation primarily supports underprivileged children and youth under the age of 18. This long-standing commitment to nurturing the next generation has been demonstrated through its enduring partnership with Hsing Fu Children's Home, an organization with deep historical ties to Hsin Tung Yang. At the same time, the Foundation extends Hsin Tung Yang's expertise in the food industry to benefit society by carrying out initiatives centered on four core themes—culture, education, sustainability, and care—transforming its core values into long-term, consistent support for communities.

Hsing Fu Children's Home: Hsin Tung Yang's Enduring Commitment to Children

Established in 1991, the Hsing Fu Children's Home was named in memory of Hsin Tung Yang founder Mr. Mai Hsin-fu, fulfilling his wish to care for children without stable family support. The then-President Mr. and Mrs. Mai personally oversaw the construction of the home, hoping to provide children affected by family hardship with a nurturing environment where they could grow up in safety, care, and happiness.

This long-standing connection has made the Hsing Fu Children's Home the primary beneficiary of the Mai's Hsin Tung Yang Foundation's child and youth care initiatives. For decades, in addition to providing consistent financial and resource support, the Foundation has organized two signature annual programs that bring employees and volunteers together to engage directly with the children, ensuring that this spirit of care continues to flourish.

August | Community Care and Sustainable Local Tour :

Employees are invited to form volunteer teams that accompany children on ecological walks and nature-based learning experiences. Through shared exploration, the program fosters environmental awareness while strengthening children's connection with the local community and the natural environment.



December | Year-End Thanksgiving Concert :

Participated annually in the Year-End Thanksgiving Concert organized by the Hsing Fu Children's Home, providing children with a welcoming stage to showcase their talents and build self-confidence. Through music, performances, and meaningful interactions, the event shares warmth and encouragement while celebrating the spirit of gratitude and giving.



ESG Website QR code

Four Core Action Plans

Preserving Chinese Culinary Culture

Strategy	With festivals and food culture at its core, Hsin Tung Yang creates cultural learning spaces that combine education and interactive experiences through hands-on activities.
Action	Co-organize Lantern Festival events with the Taipei Xia-Hai City God Temple, while continuing to promote the Pork Floss Classroom.
Historical Results	Through its physical locations, including retail stores, highway service areas, and airports, Hsin Tung Yang has engaged more than 2,000 participant visits, transforming traditional culinary craftsmanship into an experience shared across generations.

Education and Support

Strategy	Through scholarships, food education programs, and workplace experiential learning, Hsin Tung Yang provides comprehensive support for disadvantaged students, enabling them to pursue their education with confidence while exploring career development.
Action	Since 1984, Hsin Tung Yang has continuously awarded scholarships and integrated internship opportunities at Taoyuan International Airport retail facilities, food waste reduction initiatives, and gamified interactive activities to further develop students' professional skills and life competencies.
Historical Results	The food education program has benefited more than 500 teachers, students, and older adults in rural communities. More than 90% of participating interns reported improvements in workplace communication skills and confidence in their career development.

Local Engagement

Strategy	Through cultural walking tours, participation in local festivals, and exchanges with young farmers, Hsin Tung Yang transforms local communities into learning spaces that cultivate children's sense of connection to the land and social responsibility.
Action	Beginning with the offering of hand-stirred pork floss at the Birthday Celebration Festival of the Taipei Xia-Hai City God Temple, Hsin Tung Yang continues to promote cultural tours in Dadaocheng and deepen local engagement by promoting student food and agricultural education programs across various regions.
Historical Results	A total of six food and agricultural education activities have been organized, establishing a model that integrates "cultural walking tours x local agricultural products" and fostering stronger connections between the public, local culture, and agriculture across different fields.

Support for Vulnerable Groups

Strategy	By integrating nutritional support, emergency relief supplies, and educational assistance, Hsin Tung Yang has established a comprehensive care platform that responds to the practical needs of vulnerable groups.
Action	Launched the "Passing on Love" Charity Gift Box Program, partnered with social welfare organizations to distribute festive supplies and sponsor Lunar New Year reunion meals; Long provided scholarships to support financially disadvantaged students.
Historical Results	The "Passing on Love" Charity Gift Box Program has accumulated donations totaling more than NT\$24 million; over five consecutive years, Hsin Tung Yang has supported Lunar New Year reunion meals for 48 organizations; and cumulative scholarships for disadvantaged students have exceeded NT\$3 million.

6.1 Cultural Heritage

Hsin Tung Yang regards the preservation and transmission of Chinese culinary culture as its core corporate social responsibility. The Company is committed to transforming traditional festivals, folk craftsmanship, and the profound heritage of Chinese culinary traditions into immersive experiences for modern lifestyles. Through three key initiatives—Festival Programs, Festival Care, and Culinary Culture Education—it advances sustainability by integrating cultural preservation, public welfare, and social engagement.

6.1.1 Festival Programs

Festivals serve as emotional bonds within Chinese communities and represent a valuable cultural foundation. Guided by its spirit of craftsmanship, Hsin Tung Yang integrates the preservation of traditional craftsmanship with hands-on cultural experiences during major festive occasions, including the Lantern Festival, Cold Food Festival, Dragon Boat Festival, and Mid-Autumn Festival. Through these initiatives, the Company enables participants to gain a deeper understanding of the history and customs behind these traditional celebrations. Since the program was launched in 2020, it has attracted a cumulative total of more than 2,000 participants, successfully creating an intergenerational learning platform where cultural heritage can take root and continue to flourish in modern society.

The Lantern Festival

Master Lantern Festival Artisan | Passing on Traditional Culture Through Family Tangyuan-Making Experiences

- Two to three sessions are held annually, with **more than 100** families served in 2025.

Traditional craftsmanship is transformed into an educational resource through on-site instruction in traditional Yuanxiao (rice-flour dumplings) rolling techniques led by Hsin Tung Yang's master artisans. This initiative operated on both public welfare and cultural outreach, successfully attracting families, domestic travelers, and international tourists.



Taipei Xia-Hai City God Temple

The Dragon Boat Festival

- Two to three sessions are held annually, with **more than 100** participants each year.

Each year, Hsin Tung Yang invites children from nonprofit organizations to participate in Dragon Boat Festival activities that integrate festival stories, culinary culture, and hands-on zongzi-making workshops, enabling children to gain a deeper understanding of the cultural significance of the Dragon Boat Festival through experiential learning. The program has also been extended to the Youth Social Housing Community in Wanhua District, Taipei City, where Dragon Boat Festival-themed tabletop games are introduced to engage older adults from the local community, fostering intergenerational interaction and shared enjoyment.



GOOD FRIEND MISSION

Cold Food Festival

Spring Flavors:
Discovering Local Heritage

- Through a cultural heritage tour of Dihua Street and a hands-on spring roll-making experience, children are introduced to the historical origins of the Cold Food Festival.



Dandelion Hope Foundation
Let Love Turn Caring Association

Mid-Autumn Festival

Reunion Under the Full Moon

- Since its launch in 2021, the program has been held annually for five consecutive years, inviting children from nonprofit organizations to make handmade mooncakes.
- In 2025, participating children were invited to take part in both the visual design of the mooncake gift box and the production of handmade mooncakes. The completed limited-edition mooncake gift boxes were presented to long-standing supporters of the GOOD FRIEND MISSION.

6.1.2 Festival Care

Wherever There Are Chinese Communities, There Is Human Warmth

For more than 20 years, Hsin Tung Yang has carried out its Festival Care Program, providing food products and daily necessities during major festive occasions—including Chinese New Year, the Dragon Boat Festival, the Mid-Autumn Festival, and Christmas—to disadvantaged families, social welfare organizations, special education institutions, and long-term care facilities across Taiwan.

- Donation Scale** : From 2023 to 2025, the Company's operations across Taiwan donated goods with a total value exceeding NT\$6 million.
- Tailored Support** : In addition to the Company's signature products, locally inspired foods and nutritional supplies are provided based on the specific needs of recipient organizations.



Extending Care Across the Sea: Supporting Offshore Communities and Disaster-Affected Areas



Disaster Relief Support

In 2025, Hsin Tung Yang expanded relief efforts for communities affected by the Hualien earthquake. The number of recipient organizations increased from one to nine, enabling the Company to provide enhanced material assistance and ongoing care to more disaster-affected families as they rebuilt their lives, while delivering sustained support and compassion.



Christmas Giving Initiative

Since 2019, donated supplies have been packaged as Christmas gifts to bring festive warmth to recipients. In 2024, the initiative was expanded for the first time to Jibei Island, Penghu, providing children in the offshore community with specially prepared Christmas gift boxes and roasted turkey.



Future Plans

Continue to provide timely nutritional support to rural and remote communities, disaster-affected areas, and other regions with special needs, in coordination with on-site visits conducted by volunteers and non-profit organizations.

To Mai's Hsin Tung Yang Foundation



We sincerely thank the Mai's Hsin Tung Yang Foundation for its unwavering support through 15 consecutive years of in-kind donations. Every year, the Foundation accompanies the women and children served by the Garden of Hope Foundation by preparing special gifts for the Dragon Boat Festival, Mid-Autumn Festival, Christmas, and the Lunar New Year. Each thoughtfully prepared gift from Hsin Tung Yang carries the spirit and blessings of the festive season, and social workers deliver this heartfelt care to the families they serve. Every year's donation is carefully selected and thoughtfully curated, with a variety of items that reflect genuine care and consideration. Rather than simply providing supplies, these gifts feel like meaningful presents prepared for cherished friends, allowing recipients to experience a sense of dignity and respect. As one mother served by the Foundation sincerely shared: "It truly makes me happy to feel seen."

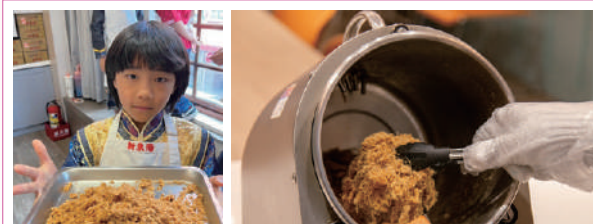
6.1.3 The Chinese Culinary Culture

Hsin Tung Yang promotes processed food education through its signature product, pork floss, helping consumers better understand processed foods by emphasizing ingredient traceability, transparent production processes, and cultural interpretation. Through these efforts, the Company seeks to dispel common misconceptions about processed foods while fostering sustainable dietary practices.

Pork Floss Academy

Cultural Experience Program

Since 2024, Hsin Tung Yang has launched its Hand-Stirred Pork Floss Experience at its Dihua 100 store in Dadaocheng, inviting families and nonprofit organizations to experience the traditional pork floss roasting process firsthand while learning how to select high-quality pork.



Harmony Home Association,
GOOD FRIEND MISSION,
Guardian National Association

School-Based Food and Agricultural Education

Hsin Tung Yang incorporates its Pork Floss Production Machine into intergenerational food and agricultural education programs, bringing together e-commerce students, older adults, young farmers, and chefs to demonstrate the complete journey from farm to processing to the dining table.



Chien Hsin University of
Science and Technology

Imperial Kitchen Hand-Stirred Pork Floss Tribute Experience

Integrating Local Faith and Traditional Craftsmanship

In conjunction with the birthday celebration of the City God (Chenghuang) and the annual "City God's Birthday" religious procession, Hsin Tung Yang organizes a Hand-Stirred Pork Floss Experience.

Putting the Virtuous Cycle into Practice

The pork floss prepared by participants is presented as a birthday tribute to the City God and is subsequently donated in its entirety as part of the Summer Relief Program to support disadvantaged local families, effectively integrating cultural tradition with meaningful charitable action.



Taipei Xia-Hai City God Temple

6.2 Educational Support

At Hsin Tung Yang, education means providing comprehensive support. For children and young people navigating their school years, life transitions, or challenging circumstances, we offer educational support that combines financial assistance, daily care, and capability development, empowering them to build resilience and thrive as the next generation.

6.2.1 Student Financial Assistance Program

Removing Barriers Through Education, Empowering Every Student's Future | Advancing Educational Equity to Transform Lives

Sustained Educational Support (Recurring Scholarship Program)

Long-Term Support in Taiwan

Since 1984, Mai's Hsin Tung Yang Foundation has worked with organizations including the Taiwan Fund for Children and Families and World Vision Taiwan to support economically disadvantaged students and families and help children learn and grow in a positive environment. To ensure that children from disadvantaged backgrounds can pursue their education without financial concerns, the Foundation has allocated more than NT\$200,000 each year since 2011 to a dedicated scholarship program for students from low-income families in Taiwan, providing them with reliable, long-term educational support.

Educational Support for Rural Communities Overseas

Since 2021, Hsin Tung Yang's subsidiary in Mainland China has provided financial assistance to Xi'an Tie Yi High School to support students from economically disadvantaged families in rural and remote areas. By fully covering tuition and school-related fees throughout their three years of senior high school, the program helps ensure that financial hardship does not interrupt students' education. From 2021 to 2025, the Company contributed a cumulative total of approximately RMB 1 million to support this initiative.



Xi'an Tie Yi High School

Taiwan Fund for Children and Families
World Vision

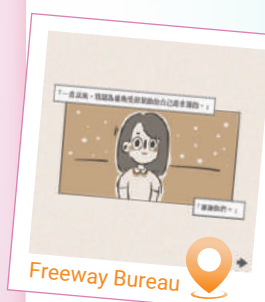
Targeted Assistance for High-Risk Families (Occupational Accident and Rural Community Initiatives)

"A Legacy of Love"

More Than a Decade of Continuous Support Through its "A Legacy of Love" initiative, Hsin Tung Yang has provided more than 10 years of financial assistance and long-term companionship to families affected by the 2015 National Freeway occupational accident.

Creating a Virtuous Cycle of Giving

One of the beneficiaries—a girl who was in elementary school when she first received support—has since grown into adulthood and now actively participates in charitable initiatives herself. Her journey demonstrates how corporate care can inspire beneficiaries to give back to society.



Freeway Bureau



"A Legacy of Love"
Story Link

6.2.2 Career Exploration Experience

Empowering Young People to Embrace New Challenges at Life's Crossroads

The junior and senior high school years are a critical period for students to lay the foundation for their future careers. Hsin Tung Yang provides internship opportunities before students enter the workforce, guiding them to understand how store employees serve and communicate with customers. These experiences help students develop a sense of workplace identity and become a stabilizing force in society.

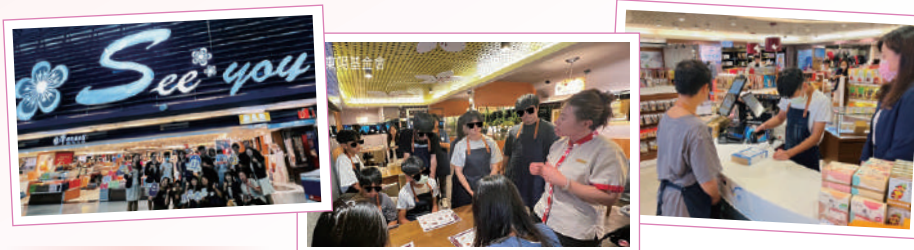
Airport Retail Career Exploration Experience

Envisioning the Future: Taoyuan International Airport Retail Career Exploration Program

Inspiring Young People to Shape Their Future Careers

- Leveraging its retail operations at Taoyuan International Airport, Shin Tung Yang launched its first Airport Retail Career Exploration Program in 2025

Under the one-on-one mentorship of experienced Hsin Tung Yang employees, 11 junior and senior high school students gained hands-on experience in both retail and food service operations. Following the program, nearly 90% of participants reported greater confidence in their future career development.



勵友中心的回饋

GOOD FRIEND MISSION

To Mai's Hsin Tung Yang Foundation

It Takes the Support of the Whole Community to Help Children Grow Up Well

We sincerely thank the Mai's Hsin Tung Yang Foundation for recognizing the needs of young people and joining us in creating meaningful and enriching experiences for the children and youth served by the GOOD FRIEND MISSION. By sharing its expertise, Hsin Tung Yang has introduced food and agricultural education through hands-on activities such as making mooncakes, wrapping rice dumplings, and experiencing the traditional process of producing fragrant pork floss. Through these interactive experiences, children not only learn about culinary traditions but also gain a deeper understanding of the cultural significance of traditional festivals. With the guided tours of the Hsin Tung Yang Airport Shopping Malls, Hsin Tung Yang provided young people with the opportunity to explore Taiwan's international gateway firsthand. Through one-day career exploration experiences, students broaden their understanding of diverse career paths and plant the seeds of future aspirations. This dual commitment to life education and career development has given these young people greater confidence and a clearer sense of direction as they move forward. We sincerely thank Hsin Tung Yang for standing with us as a steadfast partner in supporting children and youth on their journey to grow and thrive.



Children's Career Exploration Experience at Retail Stores

2025 Entrepreneurship Summer Camp: Young CEO Program

Observation × Communication × Teamwork

- Cultivating Foundational Entrepreneurial Competencies

The Linsen retail store was transformed into a "Young CEO" Entrepreneurship Summer Camp, reflecting the commitment to giving back to society and fostering sustainable brand development. The program engaged 15 children and 12 parents in a series of activities, including brand experience sessions and gift box design workshops, to build fundamental business knowledge and strengthen teamwork skills.



6.3 Local Engagement

6.3.1 Community Engagement and Environmental Education Journey

Learning Through Connection: A Shared Learning Experience Rooted in People and Compassion

Since 2020, every August during the summer break, the Company has mobilized employees and community partners to form volunteer teams, providing long-term, consistent intergenerational companionship for children at Hsing Fu Children's Home. Through hands-on activities such as beach cleanups, ecological guided walks, and farm exploration, the program enables children to cultivate environmental stewardship through experiential learning in natural settings while strengthening their connection to Taiwan's land and environment.

Our Journey

2025 | Nurturing Hearts Through Food and Travel: A Shared Learning Journey from Cultural Understanding to Food Appreciation | Zhongzhen New Village, Taoyuan, Peifang Farm

Cultural Immersion × Food and Agricultural Education × Ecological Observation

- Peaceful Coexistence and Inclusion

Local students served as young tour guides, sharing the history of the Kuomintang (KMT) Lost Army communities of the Golden Triangle, enabling participants not only to learn about this unique cultural heritage but also to become active contributors to its preservation and transmission.

- From Farm to Table

Participants entered the fields to harvest and prepare ingredients firsthand, transforming the abstract concept of food appreciation into a tangible experience through hands-on agricultural activities.



Hsing Fu Children's Home



Historical Activities



2024 Lowland Forest Adventure

Discovering Nature's Resilience Through Ecological Restoration

Alibang Ecological Farm, Shiding



2023 Coral our Earth Beach Cleanup and Coral Reef Restoration with Over 100 Participants

National Museum of Marine Science and Technology, Keelung



2020 Beach Cleanup Initiative

Protecting Loggerhead Sea Turtle Habitats and Exploring Wetland Ecosystems

Lize Sand Dunes, Yilan



2022 A Promise to Seabirds Stream Exploration and Water Resources Education

Baimi River and Alishi Stream in Su'ao Township

Note: Due to the COVID-19 pandemic, the annual community engagement and local sustainability program was suspended in 2021.



Stakeholder Feedback

To Hsin Tung Yang

We are deeply grateful for Hsin Tung Yang's unwavering support over the past four decades, which began in 1987 when the Company helped acquire the land for the establishment of our children's home. The home was named after Mr. Mai Hsin-Fu, the founder of Hsin Tung Yang, symbolizing the hope that every child will grow up with happiness and a brighter future. Today, this spirit of care has been carried forward by current President Mr. and Mrs. Mai Sheng Yang and the Hsin Tung Yang team. Through their long-term companionship and heartfelt engagement, they continue to support the children of Hsing Fu Children's Home as they grow with confidence in a caring environment. In addition, donation receipt boxes placed at Hsin Tung Yang's operating locations and retail stores across Taiwan have quietly brought together the goodwill of countless customers, providing enduring support for our daily operations over the years.



To Mai's Hsin Tung Yang Foundation

We sincerely thank the Mai's Hsin Tung Yang Foundation for its long-standing commitment to planning enriching and educational experiential activities. From beach cleanups, river cleanups, and marine ecological conservation in the early years to recent guided tours of multicultural communities and hands-on farm harvesting experiences, the Foundation has led children beyond the classroom to deepen their understanding of ecology, the land, and diverse historical and cultural backgrounds. These thoughtfully designed activities, together with the Foundation's warm companionship, have become invaluable nourishment for the children's growth. They have not only fostered values of compassion and friendship but also empowered the children to explore the world with confidence and embrace a brighter future. We extend our heartfelt appreciation once again to the Mai's Hsin Tung Yang Foundation for its enduring support and dedication, which has provided the children with more opportunities to discover the world, better understand themselves, and experience the warmth of love and kindness.

6.3.2 Cultural Tour of Dihua Street

Reconnecting with the Land Through Dadaocheng as a Living Classroom

Since 2021, the historic Hsin Tung Yang Dihua 100 Store, a Baroque-style heritage building, has served as the hub for transforming the Dadaocheng district into a cultural experience venue through locally guided walking tours and sensory-based experiential activities, thereby fostering a renewed sense of place and cultural identity.

Dadaocheng Cultural Heritage Guided Tours and Family Experience Program

Hosted the "Dihua 100 Summer of Gratitude – Family Appreciation Lunch" community dining event in 2025.

- Between 2021 and 2025, a total of 15 guided tour and experiential activities were organized, engaging more than 400 children and family participants.
- Integrated Dadaocheng cultural heritage tour guides and professional instructors, while collaborating with multiple social welfare partners, including the Taipei Adventist Foundation, 1919 Food Bank, GOOD FRIEND MISSION, and Harmony Home Association.



The Guardian - National Association for Children and Family



6.3.3 Food and Agricultural Education

Engaging with the Land to Rediscover the Origins of Food

Hsin Tung Yang has long been committed to promoting food and agricultural education. Through partnerships with farms and schools, participants are guided to reconnect with the land through hands-on experiences, fostering respect for the land, a sense of responsibility, and a deeper understanding of the relationship between food and its origins.



Food and Agricultural Education Program – A Learning Journey from Farm to Table

Advancing Sustainability and Strengthening Connections with the Land

- Promoted the principles of "Food Waste Reduction, Slow Food, and Whole-Food Utilization" to cultivate awareness of environmental protection, organic agriculture, and low-carbon diets. In collaboration with local farmers' associations, Taoyuan Municipal Longtan Senior High School, and Peifang Organic Farm, multiple food and agricultural experiential activities were organized for diverse participant groups ranging from elementary school students to university students.



Peifang Organic Farm, Longtan Senior High School, Taipei Adventist Hospital, Beishi Elementary School, and Hua Xun Elementary School



6.4 Support for Vulnerable Groups

6.4.1 Passing on Love

Legacy of Love Philanthropic Program: A Long-Term Commitment to Caring and Giving

Since 2015, Hsin Tung Yang has launched the Legacy of Love charitable gift box campaign annually during the Lunar New Year and Mid-Autumn Festival, inviting the public to participate in charitable giving. Leveraging its core competencies in the food industry, the Company fulfills its "Buy One, Donate One" commitment: for every Legacy of Love gift box sold, Hsin Tung Yang donates one package of high-quality, nutritious food products, delivering the generosity of consumers to those in need. As of 2025, through the collective support of consumers, a total of 93,282 cans/gift boxes had been donated, with the cumulative donation value reaching NT\$24,741,046.

Seasonal Care Initiatives: Addressing the Needs of Vulnerable Communities

Lunar New Year: Supporting the healthy growth and development of disadvantaged children

In collaboration with charitable organizations, we donate high-quality protein-rich food products, including saffish floss and canned tuna in water, to help meet the nutritional needs of children.

World Peace Association, Andrew Food Bank



Mid-Autumn Festival: Bringing companionship and festive warmth to older adults facing the "three losses" (loss of family support, health, and financial security)

ocusing on older adults experiencing the "three losses"—loss of family support, physical disability, and dementia—the Company provides easily digestible, nutrient-rich meat floss and ready-to-eat meal pouches to enhance their nutritional intake and improve their quality of life through better nutrition.

Eden Social Welfare Foundation, Huashan Social Welfare Foundation



1919 Food Bank Relief Food Packages: Overcoming Storage and Geographic Barriers

Hsin Tung Yang has maintained a long-term partnership with the 1919 Food Bank to ensure that donated food supplies are efficiently delivered to families and individuals in need across Taiwan.

- **Standardized Relief Food Packages** : Through dedicated sections on the Hsin Tung Yang Action Shopping App and the Company's official website, individual donations are transformed into standardized food packages containing nutritious, shelf-stable food products.
- **Addressing Storage Challenges** : For beneficiary households without access to refrigeration, canned foods and ready-to-eat meal pouches are provided to ensure food supplies can be safely stored and used over an extended period.
- **Targeted Distribution of Relief Supplies** : Leveraging the professional distribution network of the 1919 Food Bank, public donations are delivered directly to families in need throughout Taiwan.



Website Link

6.4.2 Public Welfare Initiatives

Hsin Tung Yang and the Mai's Hsin Tung Yang Foundation have long been committed to advancing public welfare through a wide range of initiatives, including in-kind donations, sponsorships, scholarships and educational grants, volunteer services, and the organization of charitable activities. Building on its core strengths in the food industry, Hsin Tung Yang actively promotes food and agricultural education while supporting disadvantaged communities, rural and underserved areas, children, and older adults. In recent years, the Company's public welfare efforts have further expanded to include the fields of arts, culture, education, and sports events. Going forward, Hsin Tung Yang will continue to broaden the reach of its public welfare initiatives, extending care and support to those who need it most.

Area of Public Welfare

Collaborative Partners

Initiatives over the Years

Nutrition and Food Care

- Public welfare organizations across Taiwan
- New Taipei City Department of Social Welfare

- Lunar New Year Reunion Meal Program: For five consecutive years (2021–2025), we implemented the Lunar New Year Reunion Meal Donation Program, contributing more than NT\$320,000 in total to support 48 social welfare organizations and families.
- Long-term support for the New Taipei City Food Sharing Program through donations of high-quality meat products.
- Promoted festive cultural initiatives to preserve traditional cultural heritage.
- Organized food culture education and experiential activities.



Support for Rural Development

- Taipei Adventist Foundation
- Kaohsiung Joy Baby Community Association
- Xincheng Township, Hualien County

- Donated supplies to support free medical outreach services and handicraft programs in rural communities.
- Donated supplies to support after-school companionship programs for children in rural communities.
- Donated the Happy Rural-Urban Shuttle Bus to remote areas in Hualien in 2022.



Education for Schoolchildren

- World Vision
- Taiwan Fund for Children and Families
- Taipei Adventist Foundation

- Since 2011, we have provided long-term sponsorship for student scholarships, with cumulative contributions exceeding NT\$3 million.
- Supporting the sustainable local community initiative through companionship activities at Hsing Fu Children's Home.
- Donated supplies to support the Taiwan Adventist Foundation's Children's Summer Camp.



Arts and Cultural Education

- C.F.E.E. Association
- Hsing Fu Children's Home
- Second Life Film and Omnimedia Co., Ltd.

- Since 2019, we have supported the Impression Yongkang Painting Competition held at Yongkang Park in Taipei City through the donation of event supplies.
- Participated annually in the Thanksgiving Concert for Hsing Fu Children's Home.
- Sponsored the film Second Life, which tells the story of a visually impaired swimmer successfully crossing Sun Moon Lake.



Sporting Events

- Guans Elementary School
- CTBC Brothers Baseball Team
- Huashan Social Welfare Foundation

- Long-term sponsorship of the baseball team at Guans Elementary School, Hsinchu County
- Sponsorship of the CTBC Brothers Baseball Team
- Sponsorship of the Huashan Social Welfare Foundation's 2025 Celebrity Charity Baseball Game through Financial Support and Donations of Charity Bazaar Supplies



6.5 Channel Influence

Leveraging the strategic advantages of its transportation hub locations, Hsin Tung Yang transforms airports into platforms for arts and cultural exchange while developing freeway service areas into gateways that connect travelers with local culture. Through the strength of its distribution channels, Hsin Tung Yang brings together travelers, young farmers, and schoolchildren in rural communities, putting its sustainability commitments to culture, education, and local engagement into meaningful action.

6.5.1 Airport Shopping Malls

Taoyuan International Airport

Turn Left, Turn Right | Creating the "Traveler's Plaza" Art Space

In collaboration with Jimmy Liao's creative team, Hsin Tung Yang created "Traveler's Plaza," an art installation themed on Turn Left, Turn Right in Terminal 1 of Taoyuan International Airport. The installation aims to offer travelers a welcoming experience infused with the essence of Taiwan, creating a soothing atmosphere while transforming the airport's rest area into a cultural gateway.



Taoyuan International Airport

Christmas Afternoon Music Celebration

Hsin Tung Yang invited Golden Melody Awards–nominated duo Dandan Maomao to deliver a special live performance, complemented by light refreshments for travelers. The event showcased the airport's role as a vibrant space for cultural engagement while enriching the overall travel experience.



CHIAYUM

Partnered with CHIAYUM, the agricultural branding initiative of the Chiayi County Government, to establish a dedicated retail section, bringing premium agricultural specialties from Chiayi directly to travelers.



Taipei Songshan Airport

Taipei Philharmonic | Christmas Concert

Invited the Taipei Philharmonic Youth Orchestra to perform, providing a platform for young musicians to showcase their talent.



Autumn Moon | Mid-Autumn Festival Music Celebration

Invited visually impaired performers from the The Heartlight Foundation to perform, promoting the values of diversity, inclusion, and social equity.



6.5.2 National Freeway Service Area

United Support Across Four Freeway Service Areas: Guanxi, Xihu, Nantou, and Xiluo

Doing Good with Pomelos

For 10 consecutive years, the Company has organized a Mid-Autumn Festival charity sale, purchasing more than 1,800 kilograms of locally grown pomelos annually. In recent years, leopard cat-friendly pomelos have also been introduced. All proceeds are donated to local schools and social welfare organizations in need, supporting both ecological conservation and disadvantaged communities.



Freeway Mazu Pilgrimage

For four consecutive years, Hsin Tung Yang has partnered with Xiluo Guangfu Temple and the Freeway Bureau to organize the "Mazu Blessings for Safe Journeys on the Freeway" pilgrimage event, integrating Taiwan's unique freeway religious culture with the promotion of road safety.



Yunlin Goods

Long supported the marketing and distribution of Yunlin Goods by establishing dedicated retail sections and organizing seasonal promotional fairs during major holidays. These initiatives transform premium agricultural products into popular gift items while helping local smallholder farmers expand their market channels.



Farmers' Direct Sales Market / Young Farmers' Market

High-visibility sales platforms within its freeway service areas, encouraging direct interaction between farmers and travelers and enabling road users to support local farmers through their purchases.



Street Performers

Long provided free performance venues for street performers, including disadvantaged and performers with disabilities, helping them secure stable income opportunities and livelihoods.



Guanxi Service Area

Pickled Mustard Greens Festival and Dried Persimmon Festival

Regularly hosts local cultural festivals that celebrate Hsinchu's distinctive agricultural heritage and Hakka traditions. The Dried Persimmon Festival, held only during the autumn and winter seasons, showcases seasonal dried persimmons produced under the influence of Hsinchu's renowned Jiujiang Wind and traditional Hakka craftsmanship. In addition, the Pickled Mustard Greens Festival, now in its 13th consecutive year, recreates the traditional mustard greens drying process and offers complimentary pickled mustard greens soup, providing travelers with an immersive experience of Hakka culinary culture through the nation's freeway network.



Taoyuan Agriculture

In partnership with the Department of Agriculture, Taoyuan City Government, we established a dedicated exhibition and retail area featuring 15 locally produced agricultural specialty products. By leveraging its extensive retail network, the Company supports young farmers in expanding opportunities in both the domestic tourism and international markets.



Integrating Local Hakka Cultural Experiences

Creates an immersive Hakka cultural experience through Hakka music, language learning, authentic Hakka cuisine, and locally inspired lunch boxes, promoting appreciation of the region's rich cultural heritage.



Earth Day | Sharing Homegrown Tree Seedlings

In celebration of Earth Day, the Company provides self-cultivated tree seedlings, including Buddhist pine (*Podocarpus macrophyllus*) and Japanese fern tree (*Nageia nagi*), free of charge to the public. Since 2016, approximately 2,200 seedlings have been distributed.



Xihu Service Area

The Flavors of Miaoli

In partnership with the Miaoli County Government, Hsin Tung Yang established a dedicated retail section at the Xihu Freeway Service Area, introducing an initial selection of 14 carefully curated local agricultural products and processed food items. The initiative helps promote high-quality local produce to consumers across Taiwan.



Pomelos at Xihu

The Xihu Freeway Service Area serves as a core sales platform for local pomelos, providing a convenient marketing channel that connects premium Xihu pomelos directly with road users while generating tangible economic benefits for local farmers.



Leopard Cat-Friendly Ecological Education

Centered on the concept of Satoyama living in harmony with nature, Hsin Tung Yang has established a leopard cat-friendly service area through landscape design, ecological education, and public donation initiatives. Together with travelers, the Company is committed to protecting the leopard cat habitat in Taiwan's low-elevation hill landscapes.



Nantou Service Area

Providing Complimentary
Charity Bazaar Venues

Provides complimentary venues for social welfare organizations to host Lunar New Year charity bazaars, helping transform public goodwill into meaningful support and tangible resources for communities in need.



Indigenous Peoples
Cultural Month

For more than ten consecutive years, Indigenous Peoples Month has been held, offering a rich experience of tribal culture through traditional song and dance performances, as well as exhibitions of craftsmanship.



Green Plum Festival

Each April, Hsin Tung Yang partners with the Xinyi Township Farmers' Association to host a seasonal Plum DIY Workshop, inviting travelers to experience the sweet-and-tangy flavors of spring while learning about local plum culture.



Xiluo Service Area

Supporting Sheltered Employment
Through Every Purchase

A dedicated Hearty Farm Charity Counter has been established at the service area, providing individuals in sheltered employment with a platform to showcase and sell agricultural products and build confidence in the workplace.



Black Soybean Festival

For three consecutive years, we have partnered with the Agriculture and Food Agency, Ministry of Agriculture, together with local agricultural organizations, to transform the Xiluo Freeway Service Area into a hub for promoting soybean culture.



Promoting Yunlin Agricultural
Products | Bananas & Cabbages

In partnership with the Yunlin County Government, Hsin Tung Yang promotes locally grown fresh produce through product showcases and creative culinary demonstrations. Consumers can also purchase featured products via the official "Jiu Ai Yunlin" online platform, supporting farm-to-consumer distribution, reducing food miles, and strengthening local agriculture.



6.5.3 Retail Counters

Stores

Hsing-Fu Children's Home
Donation Box Invoice

Donation boxes are installed at all retail stores and counters, with all proceeds donated to Hsing Fu Children's Home.



"Freeway Travel & Shopping Guide" | Seasonal Publication

Through its quarterly publication, Freeway Travel & Shopping Guide, Hsin Tung Yang showcases seasonal agricultural specialties and featured products while promoting seasonal events held at freeway service areas. The publication raises public awareness of Taiwan's local agricultural products and transforms freeway service areas into sustainable platforms for promoting local industries.



Appendix I : ESG Information

Table 1-1: Historical Operating and Financial Performance

Unit: NT\$ thousands

Historical Operating and Financial Performance			
Item	2023	2024	2025
Operating Revenue (A)	3,550,539	3,492,585	3,452,753
Operating Cost (B)	1,853,567	1,790,607	1,818,137
Net Income After Tax	73,389	129,877	13,571
Net Profit Margin (%)	2.07	3.72	0.03
Retained Earnings	602,823	658,469	709,120
Earnings per Share (NT\$)	0.83	1.48	0.15
Return on Equity (%)	2.35	3.90	0.30
Return on Assets (%)	1.43	2.38	0.01
Total Government Financial Assistance Received	35	25	13
Employee Wages and Benefits (C)	451,148	517,041	537,152
Payments to Providers of Capital (D)	88,000	44,000	44,000
Donation (E)	7,197	4,583	4,096
Payments to Government (F)	4,228	152	2,386
Economic Value Retained (G)=(A-B-C-D-E-F)	1,146,399	1,136,202	1,046,982

[Note 1] Payments to Providers of Capital: Total Amount of Dividends Distributed

[Note 2] Government financial assistance includes only childcare subsidies, maternity check-up leave subsidies, and paternity leave subsidies, and therefore represents no shareholding in the Company's ownership structure.

Table 2-1: Statistics on the Production Volume of Dayuan Plant Obtaining Independent Third-Party Assurance Related to Food Safety

International Food Safety Management System Assurance Items	Assurance Validity Period	2023		2024		2025	
		Total Production Volume (Metric Tons)	Total Production Volume Percentage (%)	Total Production Volume (Metric Tons)	Total Production Volume Percentage (%)	Total Production Volume (Metric Tons)	Total Production Volume Percentage (%)
▪ ISO 9001 ▪ ISO 22000 ▪ HACCP ▪ FSSC 22000	2026/11/16	2,861	95%	3,020	95%	3,140	85%
Product Type	Product Item						
Livestock and Poultry Meat Processing Products	Ham, Chinese-style sausage, Western-style sausage, bacon, chicken floss, pork floss, Chinese cured pork, and canned pork products						
Aquatic Products	Fish floss						
Pastry Products	Pineapple cake production line, handmade fruit pastry production line, mung bean cake, frozen mung bean cake, mooncakes, new year rice cakes						
Snack Food Products	Bamboo shoots with beans, roasted jerky, stir-fried jerky, and shredded pork						

Table 2-2: TNFD Sensitive Area Location Analysis for Hsin Tung Yang's Operating Sites

Category	Adjacent Areas	Operating Site	Distance (km)
Locally Significant Wetland	The Nangang 202 Arsenal and its surrounding significant wetlands	Hoja Popcorn Chicken (Department Store Food Counter)	1.7