

## Social Welfare Information

### 8.2.1 Charity donations

Public interest projects	Monetary/supply donation in 2020
<b>The Taiwan Fund for Children and Families (TFCF) is a non-profit organization dedicated to helping disadvantaged children and their families. The efforts of the TFCF provide children with family-based support, protection of physical and mental well-being, a healthy environment to grow up in, opportunity for proper education, and a life of happy learning. The Company supports this philosophy for helping disadvantaged children.</b>	NT\$102,000
<b>World Vision Taiwan strives to provide assistance to children and families in Taiwan and overseas affected by famine, war and natural disasters, and helps them become self-sufficient. The Company supports this philosophy.</b>	NT\$162,000
<b>Donation in response to the moral education of National Taipei University of Technology.</b>	NT\$6,000
<b>Donation to Association of Chinese Buddhist Prayers for organizing a “Dharma Service” for the passengers who died in the recent Puyuma Express accident.</b>	NT\$100,000
<b>Donation to Life Academy - Life Education Center.</b>	NT\$114,500
<b>Purchased merchandises during the Children's Home auction organized by Dajia Jenn Lann Temple</b>	Purchased 50 merchandises
<b>Donated to the “Virtual Run” organized by Genesis Social Welfare Foundation.</b>	Three 12-inch puppets, 100 Q-figures, and 400 sets of related supplies.
<b>Donated supplies and sponsored fundraising activities of the “Dream Fulfillment Program” organized by Eden Social Welfare Foundation.</b>	Sponsored merchandises: 150.
<b>Donation of supplies to "Hualien City Office" for The Pacific Ocean &amp; East Rift Valley Hualien Marathon 2020.</b>	One 18-inch puppet, six 12-inch puppets, 300 Q-figures, and 160 cushions and thermal tumblers

### 8.2.2 Participation in charity and community activities

Pili International promotes and encourages employees to volunteer for charitable activities and care for the society, and contribute to the harmony of the communities around them while at the same time appreciate the joy of doing public service. In 2020, the Company not only supported the underprivileged and community activities through action, but also took part in the policies of the central government and local governments to assist in the growth of industries such as technology, culture, creativity, and agriculture as part of its corporate social responsibilities.

### 1. Co-sponsoring Dream Fulfillment Program with Eden Social Welfare Foundation

Participated in Eden Social Welfare Foundation's "Dream Fulfillment Program" in 2020, where it extended care to persons with disability and helped Chiao Yin, a person with disability from Eden Social Welfare Foundation, fulfill dreams by inviting her to "PILI SHOW: Keep on Rolling" - a concert and premier of the latest Pili show. Furthermore, the Company sponsored 150 pieces of merchandise to the "Dream Fulfillment Program - Charity Donations." The Company assigned 6 employees and lent 2 puppets to sponsor Eden Social Welfare Foundation's "Dream Fulfillment Program - Short Play."



### 2. “The Pacific Ocean & East Rift Valley Hualien Marathon”

The Company sponsored "Hualien The Pacific Ocean and East Rift Valley Marathon" organized by Huelien City for the third year in 2020, and offered merchandises including 460 large-size puppets and figures of Su Huan-chen among other Pili characters for charity and as rewards.



### 3. Teen Support Program of World Vision Taiwan

The Company has long been a participant in World Vision Taiwan's Teen Support Program. In 2020, a total of 14 teenagers from Yunlin under the assistance of World Vision Taiwan were invited to a visit



to Pili International Multimedia's Huawei Studio during summer break this year.

#### 4. Collaborative project - 4D VIEWS with Taiwan Creative Content Agency



“IP Lab,” created by Taiwan Creative Content Agency in 2020, is a creative space for the cultural and creative contents industry that aims to capitalize on Taiwan’s distinctive culture and technological strengths. Using Taiwan’s latest “IP Lab” and 4D Views, a state-of-the-art motion capturing and real-time computing technology from France, the Company shot a 4D puppet MV titled

“Away From Home.” Combining the latest technology with top talents including Best Lyricist of the Golden Melody Awards and respected contender from talent show, the MV is a bold attempt at creating new sparks and inspiring more original IPs from Taiwan outside of imagination.

#### 5. Support for Sustainable Crop Program of the Council of Agriculture - Su Huan-chen as the endorser for local crops

The “Sustainable Crop Program” of the Council of Agriculture, Executive Yuan, used Su Huan-chen, an iconic character of the Pili series, as the program endorser. In this program, the Company contributed its efforts to increasing self-sufficiency of local food production and promoting consumers’ awareness towards certification of locally grown crops. By participating in the convention of “Press Conference and Workshop for Integrated Marketing of Locally Grown Crops,” the Company took part in calling local crop suppliers, food suppliers, food processors, tourism factories, and food distributors into dialog and exchange for collaborative opportunities.



#### 6. Filming and broadcast of disease control advertisements

Following the outbreak of COVID-19 in 2020, the Company produced a series of short videos featuring Pili characters that sought to promote the public’s awareness on disease control. These videos were broadcasted over “E-Pili Networks” free of charge in support of the government’s disease control efforts and to keep the audience informed of relevant health information.



## 7. Broadcast of disease control video - “Vigilant Awareness for Healthy 2021”

As the COVID-19 pandemic persisted, the Company made repeated broadcasts of disease control videos over “E-Pili Networks” free of charge at the end of 2020 in support of the government’s disease control efforts and to keep the audience informed of relevant health information.



# 防疫不鬆懈 健康迎接 2021

衛生福利部疾病管制署  
Taiwan Centers for Disease Control

## 8. In regards to corporate governance, the Company continues to engage itself in helping public companies maintain investor relations, and sets examples of good corporate social responsibility practice for TWSE as well as TPEX listed companies.

The Company's Corporate Governance Officer participated in the TIRI 2020 Annual Conference, where capital market representatives from Taiwan, USA, Hong Kong, and Singapore jointly announced their commitments to create a cross-border platform for investor relations (IR), to share IR knowledge across borders, and to facilitate international exchange between Investor Relations Officers (IRO). The Corporate Govern-

ment hand to create a cross-border platform for investor relations (IRO) international exchange platform. TIRI members will come to the Asia Pacific region to conduct capital market activities. HKIRA and IRPAS can provide consultation or assistance to improve IR professionalism. TIRI will participate in the NTRI strategic cooperation. TIRI will become NTRI's INVESTOR RELATIONS CHARTER professional leader (IRIC) and online IR training program cooperation partner. In the future, TIRI's IR professional course can also be used as IRIC's continuing education.

### 強化投資人組合 協助企業穩定經營權

TIRI 副理事長郭宗霖表示，企業的投資人關係做得好，不但可以強化投資人組合，協助企業穩定經營權，更可以長期維持公司合理市值，達到股東價值最大化。TIRI 理事黃聯-KY (3665) 投資人關係資深經理黃英記，也是 iric 第一屆學員，最近代表公司贏得英國 IR Magazine 頒發大中華區最佳投資人關係 (科技業) 與台灣區最佳投資人關係公司兩項 IR 大獎；隨著公司營運成長，黃聯-KY 在投資人關係實踐上創新，主動建立良好的投資人關係機制，不僅維持高外資持股，更努力維護公司合理市值，堪稱投資人關係實務典範。

本年年大會所舉行之大師論壇「2020 年投資人關係實踐」，論壇中 TIRI 榮譽理事長孫文博士、沈復慶理事長、HKIRA 陳錦華主席

及 IRPAS Harold Woo 主席共同討論並分享不同資本市場的投資人關係實踐。其中最受關注的議題包括企業永續發展之環境、社會及公司治理 (Environment, Social and Governance, 簡稱 ESG) 管理策略及 MiFID II (Markets in Financial Instruments Directive) 生效後對資本市場及公司市值管理之影響。隨著資本市場國際化，未來企業市值要提升、優化投資人組合並追求股東價值最大化，必需要重視投資人關係，專人、專職且專業地面對來自資本市場的挑戰。■

▼ TIRI 年大會中提到的，務必須在公司與投資者之建立互信的長期關係，與公司投資價值。



ance Officer of Pili International (Vice Chairman of TIRI) said that good investor relations help attract committed investors and secure a company's management, and maintain market valuation over the long term. By having the Corporate Governance Officer promote corporate governance, the Company fulfills its responsibilities to the society.

### 9. Sharing the tradition and innovation of Pili puppetry shows with non-profit organizations

Pili International shared with representatives from Taipei Tech Elite Union, Asia Pacific Association for Business Administration, and domestic businesses on how the Company has carried on and contributed creativity to the traditional art of puppetry, how puppet shows may evolve to rival western animations, and how new aesthetics will ultimately benefit the cultural industry as a whole.

