

5.8 Social Engagement and Local Sustainable Care

#GRI 203: Indirect Economic Impacts (2016), #GRI 413: Local Community Engagement, #SDG 4: Quality Education, #SDG 10: Reduced Inequalities, #SDG 11: Sustainable Cities and Communities, #SDG 17: Partnerships for the Goals, #Human Rights Principle 2: Freedom from Discrimination, #Human Rights Principle 22: Right to Social Security

Driven by the belief that consistent acts of goodwill create lasting impact, we remain committed to social engagement without complacency. By integrating diverse knowledge and collaborating with local community organizations and resource networks, we foster mutual learning and collective action. These efforts aim to gradually amplify the positive outcomes of regional sustainability and shared prosperity.



Figure 5-10 Community Harmony

5.8.1 Local Sustainable Care

Education, Culture, Social Engagement (including Public Welfare Activities), and Promotion of Indigenous Culture

Puppetry (Budaixi) is a shared cultural heritage of Taiwan and a collective memory of its people. It is not only a treasure of local culture but also one of the most distinctive cultural expressions in Taiwan. As such, the responsibility to pass on its values and educational significance is undeniable. “Puppetry connects generations of Taiwanese through a shared emotional bond with the land—it is also the spirit of Pili.”

Pili is committed to preserving and promoting Taiwan’s cultural and artistic heritage. Through entertaining and educational approaches, we aim to help the public understand the origins and evolution of puppetry, thereby fostering appreciation and revitalization of this traditional art form.

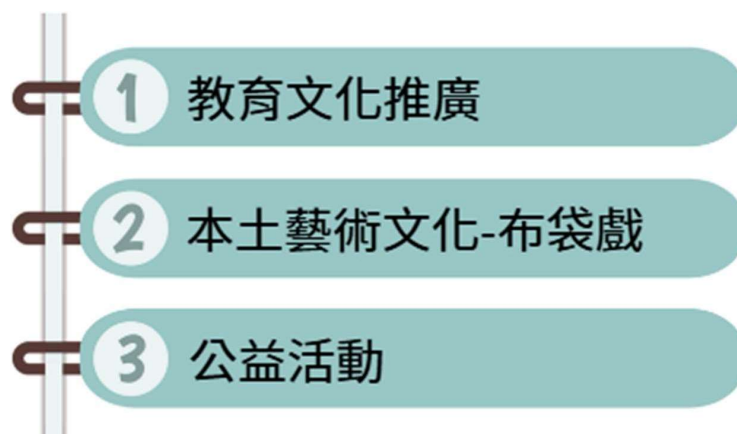


Figure 5-11 Sustainable Care



Figure 5-12 Promotion of Educational and Cultural Initiatives

Supporting the Inheritance of Indigenous Arts and Culture

(1) Establishment of Pilifan

To better serve fans of puppetry, enhance interaction, and provide more channels for engagement, Pili established the Pilifan Club and various supporter groups. These initiatives not only promote traditional puppetry culture and support indigenous arts, but also integrate puppetry into marketing activities to help preserve and pass on Taiwan's unique cultural heritage.

(2) Digital Transformation: Pili Monthly E-Magazine

Pilifan is dedicated to managing Pili's fan community. Through member recruitment and the formation of supporter groups, it helps bridge the gap between the company and its audience. The Pili Monthly Magazine is published digitally on the official website, allowing members to access new issues instantly upon release.

The supporter groups aim to create more opportunities for interaction among fans and members. These groups regularly organize events of various scales to strengthen community bonds, enabling fans with shared interests to connect, exchange ideas, and deepen their appreciation for Pili's puppetry. This fosters unity and engagement within the fanbase.

(3) Marketing Integration with Cultural Heritage Activities

PILI Grand Celebration – Expanding the Multiverse in 2024.

As a leading brand in the cultural and creative industry, Pili actively promotes the development of Taiwan's cultural sector while fulfilling its corporate social responsibility. In October 2024, Pili hosted the PILI Grand Celebration Concert, investing approximately NT\$16 million in performance infrastructure, film, television, and other cultural creative sectors.

In alignment with government policies, Pili aims to help elevate Taiwan’s cultural and creative industry to the global stage. This event pioneered a dual-format experience by combining a ticketed concert with a cultural-tech marketplace, creating a unique platform for Pili’s iconic characters and passionate fanbase.

The PILI Grand Celebration showcased the essence of Taiwan’s puppetry through a spectacular fusion of film, music, sports, and cuisine—offering an immersive experience that highlighted the dramatic artistry of Pili puppetry and delivered an unprecedented, grand-scale heroic gathering.

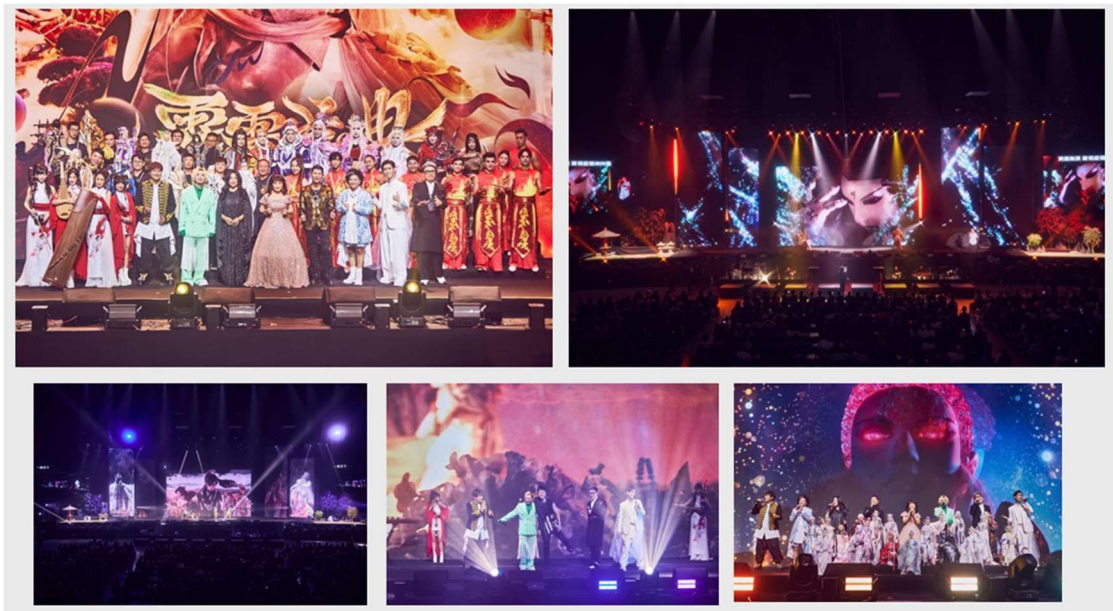


Figure 5-13 PILI Grand Celebration: The 2024 Expansion of the PILI Multiverse

PILI puppetry, a vibrant part of Taiwan’s pop culture, seamlessly blends music, culture, and history. By integrating puppetry techniques with drama, dance, visual effects, and original songs, the performance reimagines classic martial arts storylines featuring the eternal battle between good and evil. This innovative artistic format attracted a diverse audience, including electronic music enthusiasts, PILI fans, and lovers of emerging cultural experiences.



Figure 5-14 2024 Illusory PILI: An Unprecedented Cross-Genre Party of Pop Music, Puppetry Culture, and Electronic Sound

Self-Produced Music Program “MUSIC MAKER” Recognized with Multiple Award Nominations

Pili’s original music program, “**MUSIC MAKER 音樂主理人**”, received nominations in four categories:

- **Variety Program Award**
- **Directing Award (Program Category)**
- **Lighting Design Award (Program Category)**
- **Sound Design Award (Program Category)**

Among these, the program was honored with the **Lighting Design Award**, showcasing Pili’s excellence in audiovisual production and creative innovation.



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Figure 5-15 The 59th Golden Bell Awards – October 18, 2024

PILI International’s Cultural Outreach at Huwei Elementary School – June 27, 2024

On June 27, 2024, PILI International conducted a special charity performance at **Huwei Elementary School**, engaging with nearly **200 students**. The event featured interactive sessions where children learned about **puppetry manipulation techniques** and gained a deeper understanding of **puppet characters and traditional puppetry culture**. This initiative reflects PILI’s commitment to cultural education and the preservation of Taiwan’s indigenous performing arts.



Figure 5-16 Fulfilling Cultural Heritage Responsibilities: Inspiring Students Through the Art of Puppetry

Upholding the Principle of “Giving Back to Society”

PILI International embraces the philosophy of “giving back to society” and regards **corporate social responsibility (CSR)** as one of its core values. The company actively promotes various public welfare initiatives, including sponsorship of social welfare organizations and support for disadvantaged groups.

PILI also encourages and motivates employees to participate in volunteer activities, fostering a spirit of compassion and service. Through these efforts, the company not only spreads joy through public service but also strengthens harmonious relationships with local communities.

Cultural and Social Engagement Initiatives

1. Promoting a Low-Carbon Lifestyle and Environmental Sustainability

In May 2024, Pili’s iconic character **Su Huan-Jen** participated in multiple events of the **Taipei Low-Carbon Lifestyle Festival** as the city’s **Net-Zero Carbon Emissions Ambassador**. The festival opened with a puppetry performance, followed by a ceremonial launch led by Taipei Mayor Chiang Wan-An and city officials, alongside representatives from various sectors. The event marked the beginning of the “**Taipei Net-Zero 101**” three-year initiative, demonstrating the city’s commitment to environmental sustainability and carbon reduction.

2. Enhancing Cultural Heritage through Campus Engagement

On October 14, Pili’s Brand Director **Mr. Huang Cheng-Chia** visited **National Chung Cheng University** to share insights on brand management and cultural preservation, inspiring students with the values and strategies behind Pili’s long-standing success.

3. University Puppetry Promotion and Studio Visit

Members of the **Taiwan Puppetry Research Club** from **National Taiwan University** visited Pili’s headquarters in Huwei. The visit included film screenings, studio tours, puppetry workshops, and photo sessions, offering a comprehensive introduction to the art of puppetry and its cultural significance.

4. Academic Exchange with YunTech Faculty

Around 20 professors from **National Yunlin University of Science and Technology** visited Pili's production studio to explore the digital animation process and related professional practices. The visit fostered academic exchange and strengthened efforts in preserving artistic and cultural heritage.

5. Cultural Education for High School Students

Students from **Taichung Second Senior High School** toured Pili's studio to learn about the role of **Taiwanese Hokkien language** in puppetry performances. The visit deepened their understanding of traditional arts and the cultural importance of language in storytelling.

6. Animal Welfare Advocacy through Puppetry

Su Huan-Jen also served as an **Animal Welfare Ambassador** at the **New Taipei City "Pet Christmas Party"**. Through a live puppetry performance, the event promoted animal protection and the importance of pet microchipping. This initiative supported the city's broader **Christmasland** campaign and highlighted Pili's commitment to social causes.

Participation in Public Welfare and Community Engagement Activities



Figure 5-17 Public Welfare Highlights: Pet Christmas Party, Taipei Net-Zero Ambassador, and Company-Initiated Donation Campaigns

Strategic Reassessment and Future CSR Integration

Due to organizational restructuring, Pili conducted a comprehensive review and planning process during this reporting year, returning to its original mission and values. Looking ahead to the coming year, the company plans to **integrate corporate social responsibility (CSR)** with its **core business development strategy**, aligning with the **United Nations Sustainable Development Goals (SDGs)** and the principles of **corporate sustainability**. Future initiatives will continue to promote community and public welfare activities, guided by the potential needs of stakeholders and the company's social responsibility commitments. These efforts will be closely linked to areas such as **environmental sustainability**, and will involve collaboration with **social welfare organizations** to implement various forms of **community-based public service projects**.

At the same time, Pili will strengthen its engagement with **local neighborhoods and vulnerable groups**, fulfilling its corporate policy commitments and advancing long-term sustainable operations.