

Dayuan Plant Circular Economy Promotion Measures

Innovative Recycling and Reuse Strategies for Food Processing Sludge

- Recycle sludge and convert it into biogas power generation energy.
- Screen and provide process residues to cement plants for use as filler materials.
- Transfer materials to fertilizer plants for production of organic fertilizers.



A total of 249.43 metric tons of sludge was processed in 2025.

Promotion of Environmentally Friendly Packaging Design

- Reduce packaging layers and prioritize the use of single materials and clear recycling labels.
- Fully prohibit the use of PVC product packaging materials at Dayuan Factory.
- Introduce multifunctional gift box designs to enhance reuse value.



Since 2018, Hsin Tung Yang's premium pineapple cake packaging has eliminated PET inner liners, reducing the use of 3.628 million PET inner liners annually and a total reduction of 4.72 metric tons of PET consumption.

On-Site Reuse of Waste Plastics

- Recycle waste plastic packaging materials and remanufacture them into plastic bags and plastic pallets.
- 100% of recycled and remanufactured products are supplied for internal circular use.



Waste Cardboard Box Recycling and Reuse

- Fully adopt recycled cardboard boxes made from waste paper within the factory.
- Promote packaging recycling and reuse while ensuring product quality.



From 2023 to 2025, a cumulative total of more than 2.48 million recycled cardboard boxes were used.

Surplus Food Ingredient Reuse

- Continuous participation in the New Taipei City Food Rescue Donation Program since 2007.
- Utilize food-related expertise to connect with the material needs of disadvantaged groups.

Surplus food ingredients generated during meat production at the factory are collected periodically and donated to the Department of Social Welfare, which then distributes them to community meal service sites. The cumulative donations have reached 7,154 kg, with a total value of approximately NT\$2.57 million.

Circular Economy Promotion Measures at Freeway Service Areas and Airport Shopping Malls

National Freeway Service Area

Sustainable Construction and Circular Space Practices

- Microclimate regulation: Install louvered green walls to optimize airflow and temperature control within the space.
- Building material resource recovery: Introduce recycled glass energy-saving bricks and plan the activation of old building materials through the "3R Environmental Protection Concept Park."
- Integration with environmental education: Combine low-carbon material applications with environmental green energy education to improve building energy efficiency.



Airport Shopping Malls

Used Frying Oil Recycling

- Food safety self-monitoring: Conduct total polar compound testing twice daily and maintain detailed records to implement source control.
- Compliant circular collection and transportation: 100% of waste oil is transferred to licensed contractors and reported through waste flow declarations to prevent the risk of re-entering the food supply chain.



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The Source of Assurance

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Performance Highlights

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

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China Grain Products Research & Development Institute

Clean Label Certification Products Awarded

100% Additive-Free 6 products

Double Clean Label Certification 6 products

Horizon Original Pork Jerky, Green Peppercorn Pork Jerky, Original Beef Jerky, and other products

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Ministry of Agriculture Eatender

Products Selected 11 products

Braised Taiwanese black pork, seaweed-infused pure pork floss, Horizon Double-Clean Original Pork Floss, among other products



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Food Industry Research and Development Institute

Taiwan Fun Food Award

Products Selected 7 products

Hsin Tung Yang Horizon Double-Clean Green Sichuan Pepper Pork Jerky, Horizon Double-Clean Pure Pork Floss, among other products



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Food Industry Research and Development Institute

Special Award—Clean Label Value

Products Selected 1 products

Horizon Double Clean Label Green Peppercorn Beef Jerky, Taiwan Farm Industry Seaweed Pork Floss

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TCFA Taiwan Chain Franchise Association

Service Gold Award Certification

Stores Recognized for 2 years



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Freeway Bureau

"Highway Convenience: Food,Fun & Travel" Online Poll

Guanxi and Nantou Freeway Service Areas Selected

Best Food/Best Attractions/Best Shopping No. 1



Management of Material Topics GRI 3-3

Policy Commitment	Hsin Tung Yang upholds the principle of "integrity and transparency" and, with "food science" as its core, is committed to developing products that align with health trends and are environmentally friendly. The Company has established a fully digitalized traceability system to ensure effective traceability across all stages, from source procurement to finished product delivery. Through this approach, Hsin Tung Yang implements food safety transparency and responsible marketing communications, providing innovative solutions that combine safety, nutritional value, and sensory quality.
Organizational Vision	Hsin Tung Yang regards "regulatory compliance" as the baseline and "seamless information connectivity" as its core objective, establishing transparent information and supply chain management mechanisms that exceed regulatory requirements. Through cross-disciplinary technology integration, the Company promotes clean-label products while achieving real-time linkage and verification of raw materials, production processes, and logistics. Hsin Tung Yang is committed to providing authentic, easy-to-understand, and science-based product labeling, ensuring that all products have clear and accurate traceability records, and that marketing claims are fully aligned with actual product content. By making integrity an indispensable component of its products, the Company aims to lead the industry toward sustainable and healthy development for all ages.
Material Topic	International Framework and Metrics
Product Traceability and Management GRI 416 Customer Health and Safety	SASB <Processed Foods> Food Safety: FB-PF-250a.1, FB-PF-250a.2 SASB <Food Retailers and Distributors> Food Safety: FB-FR-250a.1, FB-FR-250a.2
Product Services and Innovation	N/A
Product Labeling and Marketing GRI 417 Marketing and Labeling	SASB <Processed Foods> Product Labeling and Marketing: FB-PF-270a.1, FB-PF-270a.2, FB-PF-270a.3, FB-PF-270a.4 SASB <Food Retailers and Distributors> Product Labeling and Marketing: FB-FR-270a.1, FB-FR-270a.2, FB-FR-270a.3

Definition and Impact Description		
Product Traceability and Management	【Definition】 Establish complete and transparent traceability information throughout the entire process, from farming, slaughtering, and production to sales, to implement food information transparency and traceability.	【Definition】 Committed to improving production processes, developing low-carbon sustainable products and multichannel services, while continuously strengthening communication, audit improvements, and incentive mechanisms.
	【Significance to the Organization】 The product traceability mechanism enables Hsin Tung Yang to monitor information and the flow of goods across all stages, from raw materials to final sales, thereby enhancing the efficiency of food safety management and strengthening consumer trust in the brand.	【Significance to the Organization】 Through technological and formulation innovations, respond to market demands, optimize product quality, and expand into new markets to enhance operational resilience and long-term development capabilities.
	【Impact on External Parties】 Promote quality management and information disclosure throughout the supply chain, strengthen responsible management, and enhance the overall transparency and reliability of the food supply chain.	【Impact on External Parties】 Provide consumers with diverse low-carbon choices that meet market demands, enhance the consumer experience, drive the development of the food industry and supply chain, and promote market competitiveness.
Product Services and Innovation		【Definition】 All food containers and external packaging feature clear, comprehensive labeling that proactively discloses information regarding product contents, nutritional components, allergens, and genetically modified organisms.
		【Significance to the Organization】 Through product labeling that exceeds regulatory requirements and diversified marketing channels, the Company fully discloses product and marketing information, reduces the risk of information asymmetry, and maintains stable operations and market competitiveness.
		【Impact on External Parties】 Help consumers gain a comprehensive understanding of product ingredients and sources, enabling them to make informed consumption choices, thereby strengthening market trust and transparency of information within the food industry.

The management actions in this table were identified based on the material topics, with the development of healthy senior-friendly foods identified as an "opportunity," and strict traceability and labeling controls through ERP and compliance inspections identified as a "risk."

Management Actions	2025 Targets	2025 Action Performance	Achievement Status	Short-term Targets (2026)	Mid-term Targets (2030)	Long-term Targets (2050)
Establish an ERP Digital Traceability Chain for All Self-Manufactured Products	Implement the ERP tracking system for 100% of self-manufactured products	Completed 100% implementation of the ERP tracking system for the Company's self-manufactured products, achieving the goal of "one-click traceability" through integrated information management.	Achieved	- Continue implementing 100% digital tracking and management of self-manufactured products. - Conduct traceability simulation audits with external organizations and contract manufacturers, with the goal of completing two-way assurance testing within 2 hours.	- Supply chain digital integration: Require at least 50% of key raw material suppliers to be incorporated into the digital traceability system. - Early warning system integration:Combine ERP data with food safety risk databases to establish an "intelligent food safety early warning system."	
Source Audits and Risk Classification Management for Critical Suppliers	Establish an "annual on-site audit system"	Established an "annual on-site audit system" for core raw materials and conducted on-site assurance of the authenticity of traceability records.	Achieved	- On-site audit coverage: Conduct 100% on-site audits for the top 20% of critical suppliers. - Digital certification management:Ensure that all suppliers' third-party inspection reports (COA) are 100% linked with ERP batch numbers.	- Introduce a real-time supplier performance scoring system: Implement dynamic supplier classification management and prioritize the procurement of raw materials from high-performing suppliers. - Promote "origin verification" for key raw materials:Use third-party assurance or digital tools to ensure that 100% of raw materials can be traced to specific origins or farms.	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.
Promote Healthy Reduction Formulations and Clean Labeling	Complete inspection of 100% of self-manufactured products	Completed inspection of 100% of self-manufactured products and eliminated the use of unnecessary artificial additives.	Achieved	Products with health-related claims account for 30% of annual new product launches.	Prioritize the implementation of clean formulation designs for major self-manufactured products and achieve 100% compliance with internally managed clean label standards.	
	Develop products that meet clean label standards and successfully obtain the necessary certification labels	Developed a cumulative total of 5 products that comply with clean formulation requirements and obtained certification label assurance.		Continue to launch clean formulation products and plan for subsequent certification label assurance	Accumulate 14 products obtaining third-party clean label certification.	

Management Actions	2025 Targets	2025 Action Performance	Achievement Status	Short-term Targets (2026)	Mid-term Targets (2030)	Long-term Targets (2050)
Promote the Development and Validation of Eatender	Complete development of designated products	Completed development of designated products.	Achieved	Participate in annual product selection activities.	Implement senior-friendly dietary solutions.	
	Obtain product certification label assurance	Participated in the Ministry of Agriculture's "Eatender" selection program and successfully obtained product certification label assurance.		Complete the development of at least 2 new senior-friendly products.	Accumulate more than 15 products obtaining the Ministry of Agriculture's "Eatender" certification label.	
Responsible Product Labeling	Achieve a "0 violation, 0 penalty" inspection record for self-manufactured products	Implemented product labeling and compliance management across all product categories, achieving a "0 violation, 0 penalty" inspection record for self-manufactured products.	Achieved	- Ensure 100% of self-manufactured products comply with regulatory labeling requirements. - Commission third-party professional organizations to conduct product labeling compliance spot checks on at least 3 products annually.	- Commission third-party inspection organizations to conduct labeling inspections on at least 5 products annually. - Introduce electronic labels or traceability QR codes.	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.
Responsible Marketing Content	Achieve a "0 violation, 0 penalty" record for marketing content	One product violated the Act Governing Food Safety and Sanitation due to exaggerated advertising claims	Achieved	- Ensure 100% of marketing content complies with regulations and scientific evidence. - For high-risk or key claim products, commission third-party assurance to conduct compliance reviews of at least 2 marketing content items annually.	- Ensure all external communication channels comply with responsible marketing principles. - Increase annual marketing content review capacity to at least 3 items. - Establish a marketing "scientific evidence support database" to ensure that marketing claims are supported by traceable experimental data or technical documentation.	

3.1.1 Product Traceability Management Workflow

Product Traceability Management Strategy

To ensure consumers can purchase and consume products with confidence, Hsin Tung Yang integrates production and sales traceability records based on the "From Farm to Table" concept to enhance food information transparency and traceability. The Company has also introduced a full-process traceability system covering food production and sales, becoming the first company to obtain both TAP Agricultural Product Traceability and Processed Food Distribution Traceability certifications. Consumers can simply enter the production and sales traceability code shown on the product packaging or scan the QR code to access information on the livestock farm, processing, production, and distribution of the meat products. Hsin Tung Yang implements quality control and traceability at every stage, making food safety visible, providing consumers with confidence in their purchases, and enhancing brand trust.

Core Achievements of Hsin Tung Yang's Production and Sales Traceability Record (TAP) and Private Cloud Traceability Systems

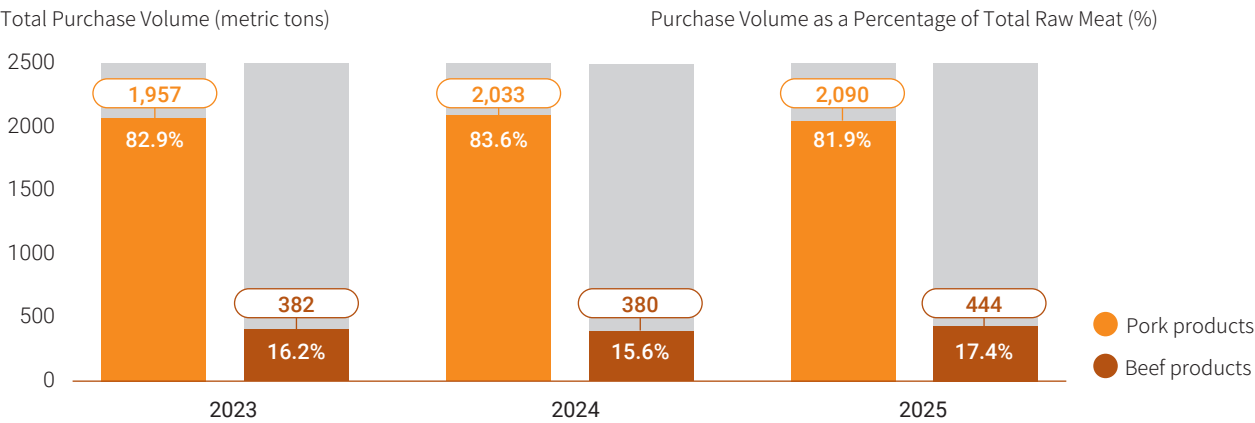


Product Traceability Management: ERP Information System

Hsin Tung Yang has established traceability management measures at every stage of food production. To digitalize and systematize product traceability information, the Company has integrated its systems with the government's public cloud platform, the Taiwan Food and Drug Administration (TFDA) "Food Traceability Online Registration System", the Ministry of Agriculture's TAP Agricultural Product Traceability certification system, and implemented an Enterprise Resource Planning (ERP) system. Through annual mock recall exercises, Hsin Tung Yang ensures that its traceability system can achieve 100% traceability of raw material sources and product distribution. The Company continues to enhance its traceability management practices and, as of the end of 2025, is able to complete the traceability and tracking of all relevant information for a specified product within 2 hours, ensuring both the effectiveness and timeliness of the system.

Hsin Tung Yang Co., Ltd. manages product traceability through its ERP food traceability system. In 2025, a total of 671 in-house products were covered by the system, accounting for 95.45% of all in-house product items at the Dayuan Plant; The total shipment weight of products covered by the traceability system was 3,521 metric tons, accounting for 95.2% of total production by weight."

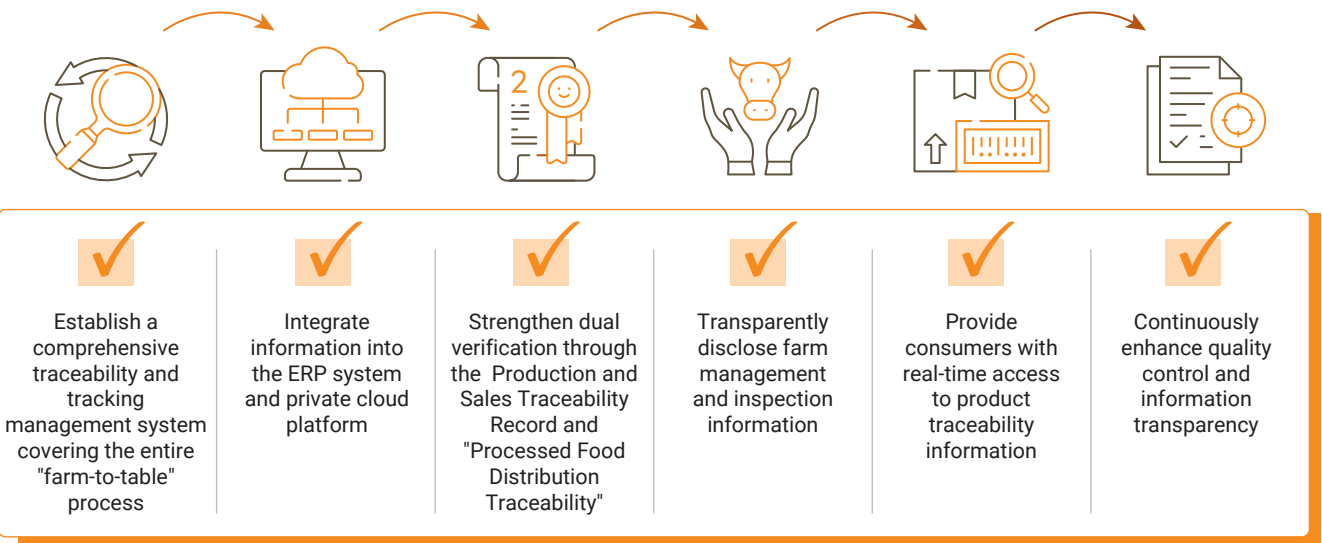
Upstream Raw Material Traceability Categories and Ratios, 2023–2025



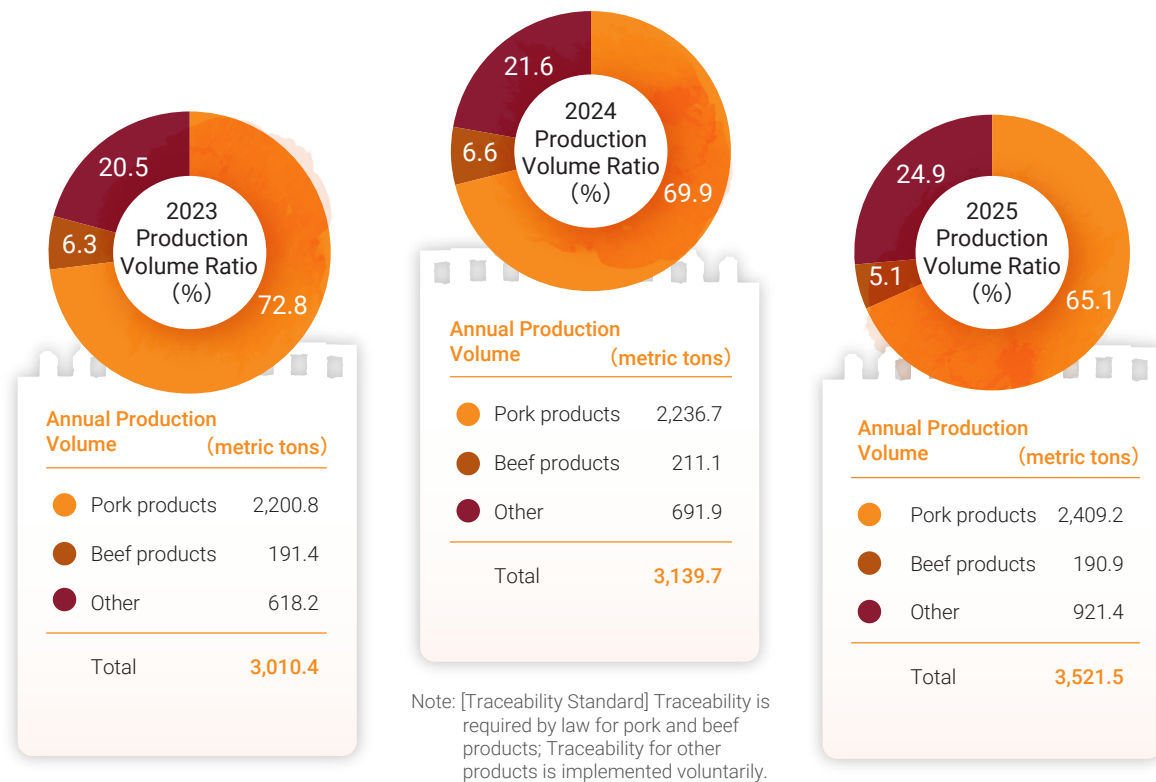
Note: [Traceability Standard] All raw meat is subject to traceability management in accordance with applicable regulations.

3.1 Product Traceability and Management

Product Traceability Management Strategy



Downstream Product Traceability Categories and Ratios, 2023–2025



Integration with the "Food Tracebook" Government Food Cloud Platform

Hsin Tung Yang has completed the registration and data establishment required by regulations on the "Food Tracebook" food business operator registration platform. The Company has uploaded relevant information for self-manufactured products from the Dayuan Plant to the "Food Tracebook 3.0" system and regularly reports procurement, production, shipment, and distribution flow data, implementing digital food information management and traceability mechanisms. In 2025, the total production volume of products uploaded to the "Food Tracebook 3.0" system reached 3,240.69 metric tons, accounting for 87.61% of all self-manufactured product output at the Dayuan Plant.

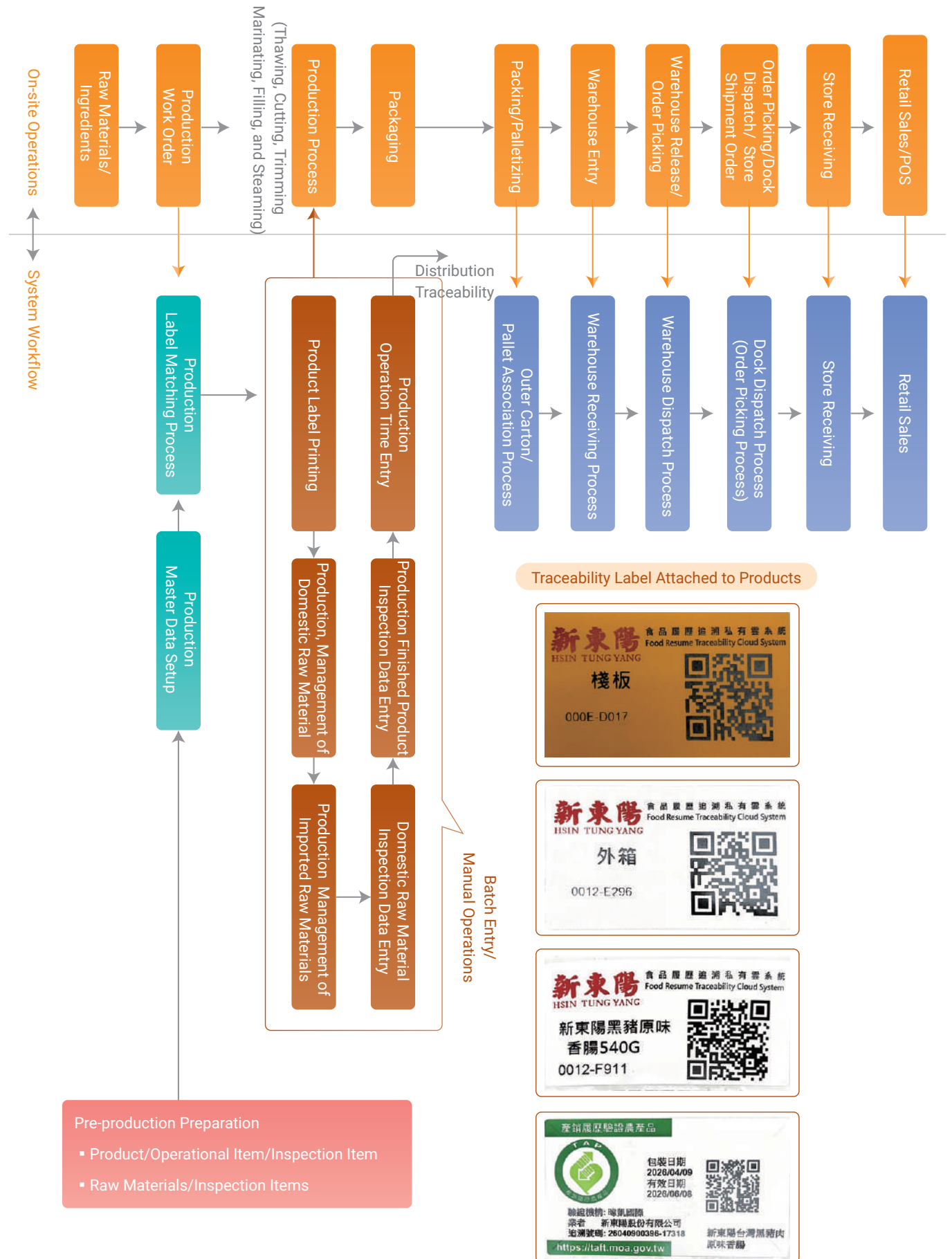
Establishment of the "Food Traceability Private Cloud" System

In 2013, Hsin Tung Yang collaborated with the Ministry of Economic Affairs Science and Technology Research and Development Program to implement the "Demonstration Project for the Establishment of a Private Cloud for Food Traceability and Product History Tracking within the Hsin Tung Yang System," continuously strengthening the digitalization of food traceability management. Through the system's automatic integration with external traceability platform information, Hsin Tung Yang has enhanced the efficiency of internal traceability controls. The Company has also connected with 10 industry partners to promote innovative development and collaborated with agricultural producers to gradually establish a comprehensive traceability system.

"Private Cloud Traceability System" Products



Product Traceability Management Workflow



3.1.2 Production and Sales Traceability Record

Third-Party Assurance of Food Safety Management Systems

Hsin Tung Yang strictly complies with regulatory requirements and continues to adhere to internationally recognized food safety certifications, including ISO 22000, HACCP, and FSSC 22000. The Dayuan Plant has currently obtained multiple third-party international food safety management system certifications.

Dayuan Plant Food Safety Certification Summary									
International Food Safety Management System Certifications Obtained ■ ISO22000 ■ HACCP ■ FSSC22000	Assurance Validity Period Valid Continuously	Product Categories Produced	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 (%)	
			Processed Meat Products	1,564.5	52.1%	1,490.6	46.9%	1,502.9	40.6%
			Canned Products	890.9	29.7%	1,121.1	35.3%	1,250.2	33.8%
			Aquatic Products	58.3	1.9%	60.2	1.9%	62.3	1.7%
			Pastry Products	330.4	11.0%	326.8	10.3%	302.0	8.2%
Snack Food Products	17.0	0.6%	21.3	0.7%	22.4	0.6%			
Statistics			2,861.2	95.3%	3,020.0	95.0%	3,139.8	84.9%	

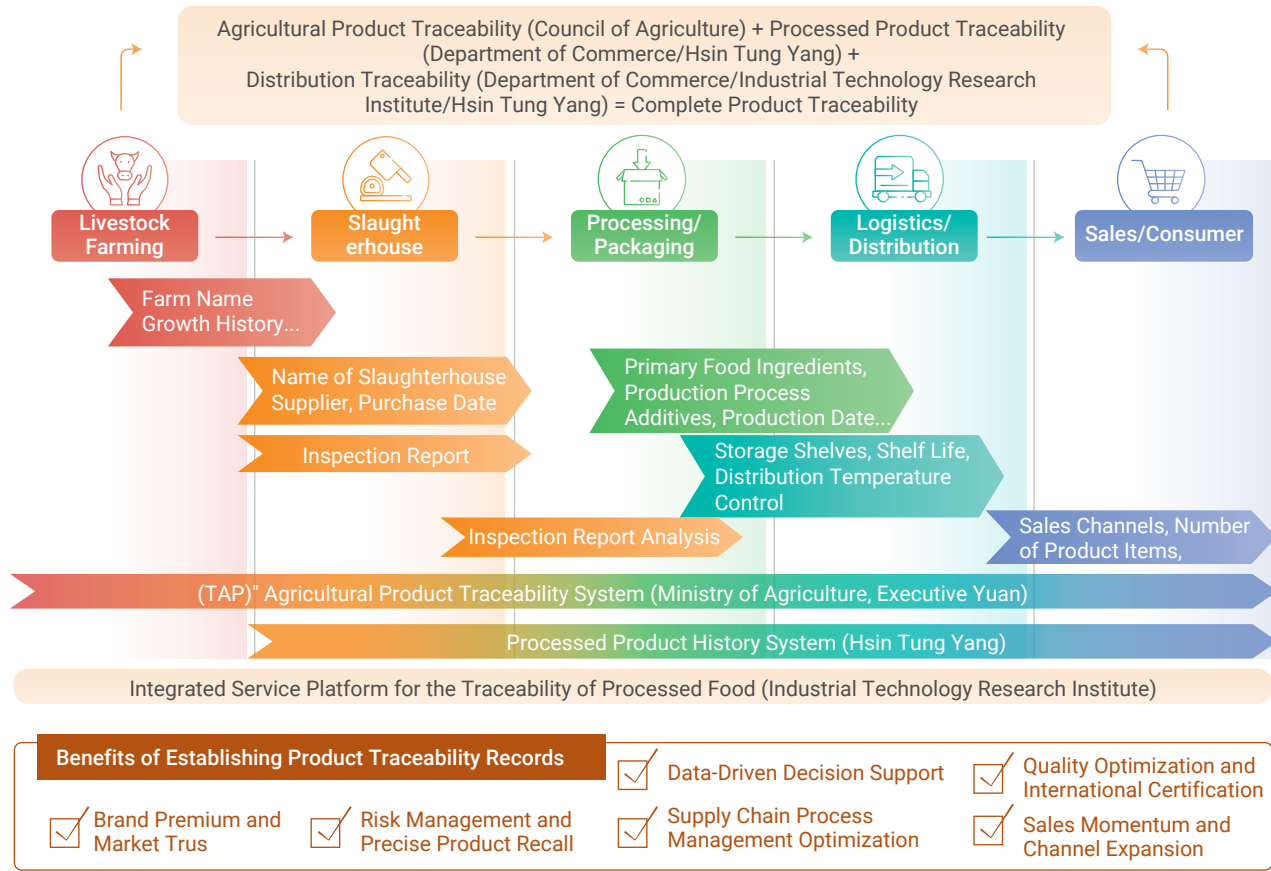
Note: Production statistics are based on finished products shipped from the Dayuan Plant.

The first food company to establish a dual traceability system

Since 2007, Hsin Tung Yang has taken the lead in collaborating with the Department of Commerce of the Ministry of Economic Affairs and the Industrial Technology Research Institute to establish a comprehensive traceability system for products applying for certification. This system tracks the entire process—including raw materials, production, processing, and distribution—by maintaining detailed records of product and sales history. This initiative has not only strengthened food safety and consumer trust but has also fulfilled corporate accountability, establishing the Company as a leader in green food production.



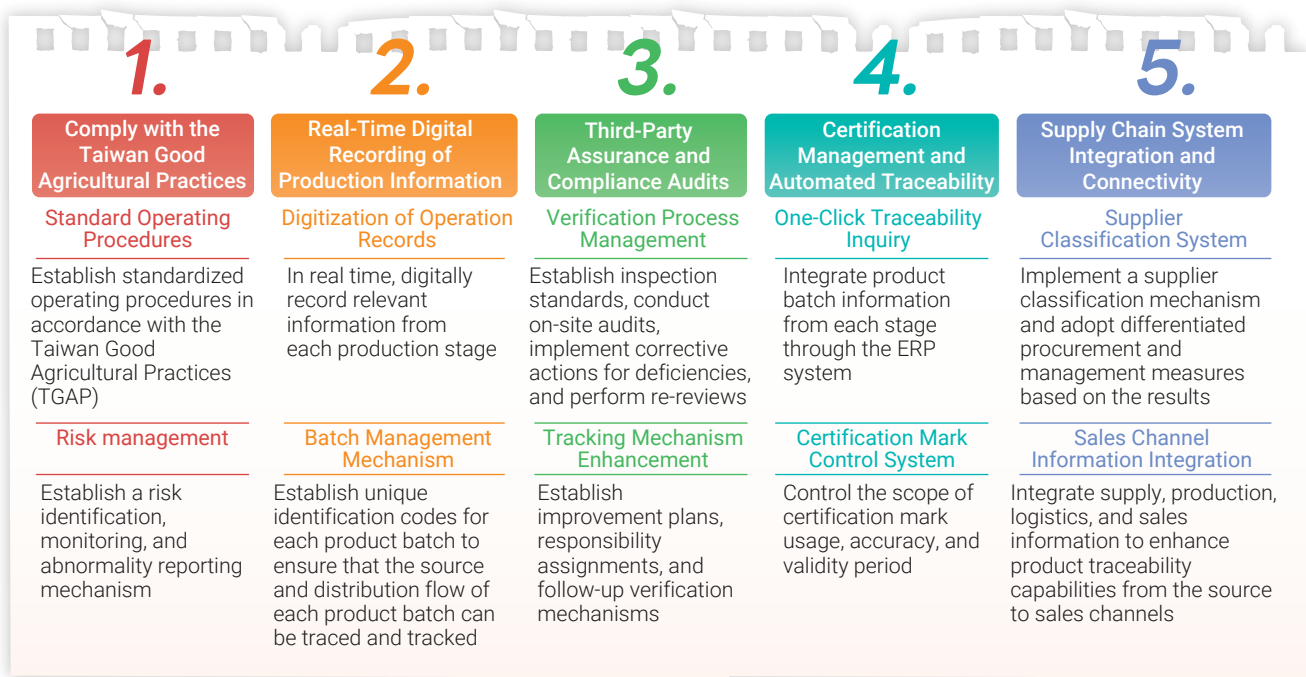
Development History of Complete Product Traceability Records



TAP Agricultural Products Production and Marketing Traceability

Since 2007, Hsin Tung Yang has promoted the implementation of the "TAP Agricultural Products Production and Marketing Traceability" system to ensure the origin and quality of its agricultural products. Product quality has been gradually optimized through five major management dimensions. By 2025, Hsin Tung Yang had completed the implementation of the TAP system for a cumulative total of five items. In the future, Hsin Tung Yang will continue to establish TAP-certified products and sell them through its own retail stores.

"TAP Agricultural Products Production and Marketing Traceability" Management Process



TAP "Agricultural Products Production and Marketing Traceability" Products

Produced at Taiwan factories with adherence to HACCP and ISO 22000 international quality certifications

Hsin Tung Yang Taiwan Black Pork Sausage (Original/Garlic/Kaoliang Wine Flavors)

- Selects black pigs raised under Taiwan's contract farming program, adhering to the "golden ratio of fat-to-lean meat."

Hsin Tung Yang Traceable Pork Floss (200g/270g)

- Selects healthy hind leg pork from pigs that have passed CAS slaughter hygiene inspections, creating delicious pork floss with a fluffy texture and an enticing aroma

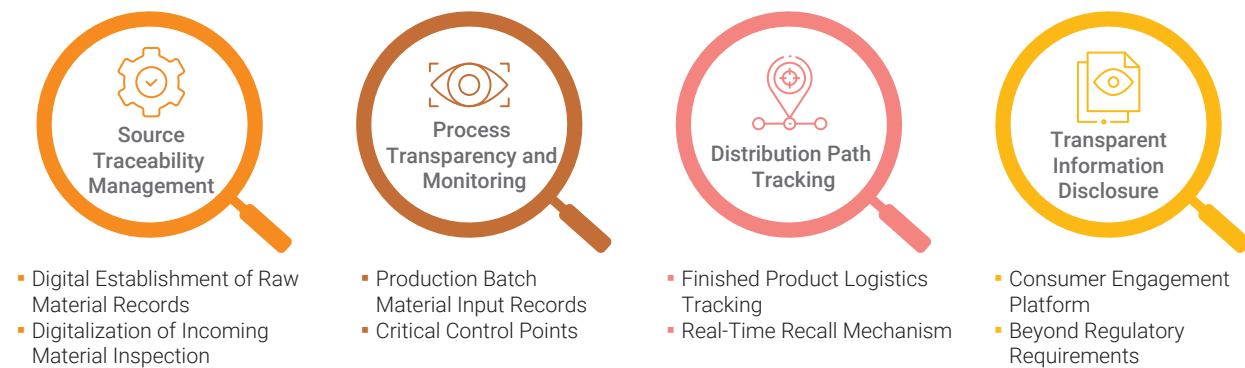


Hsin Tung Yang Traceable Pork Floss (200g/270g)

Establishment of the "Processed Food Distribution Traceability" System

Hsin Tung Yang responded to the government's U-Taiwan Program by promoting the "Processed Food Distribution Traceability Project." By connecting food manufacturers, logistics providers, and retailers, Hsin Tung Yang jointly established the "Processed Food Distribution Traceability Tracking System" to enhance transparency throughout the product process from factory shipment to sales and create a safer food consumption environment.

Establishment of the "Processed Food Distribution Traceability" System Procedures

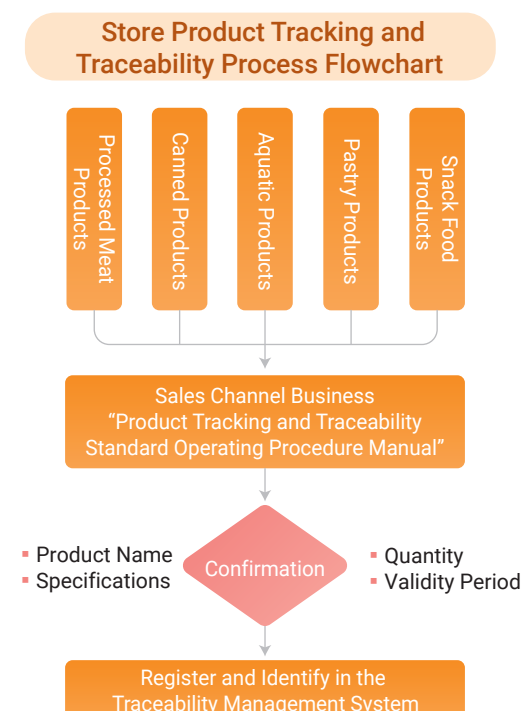


In recent years, the "Processed Food Distribution Traceability" system has continued to use QR Code labeling to maintain traceability records. In 2025, a total of 30,323 records of traceable food distribution records were recorded through the use of QR Codes. °

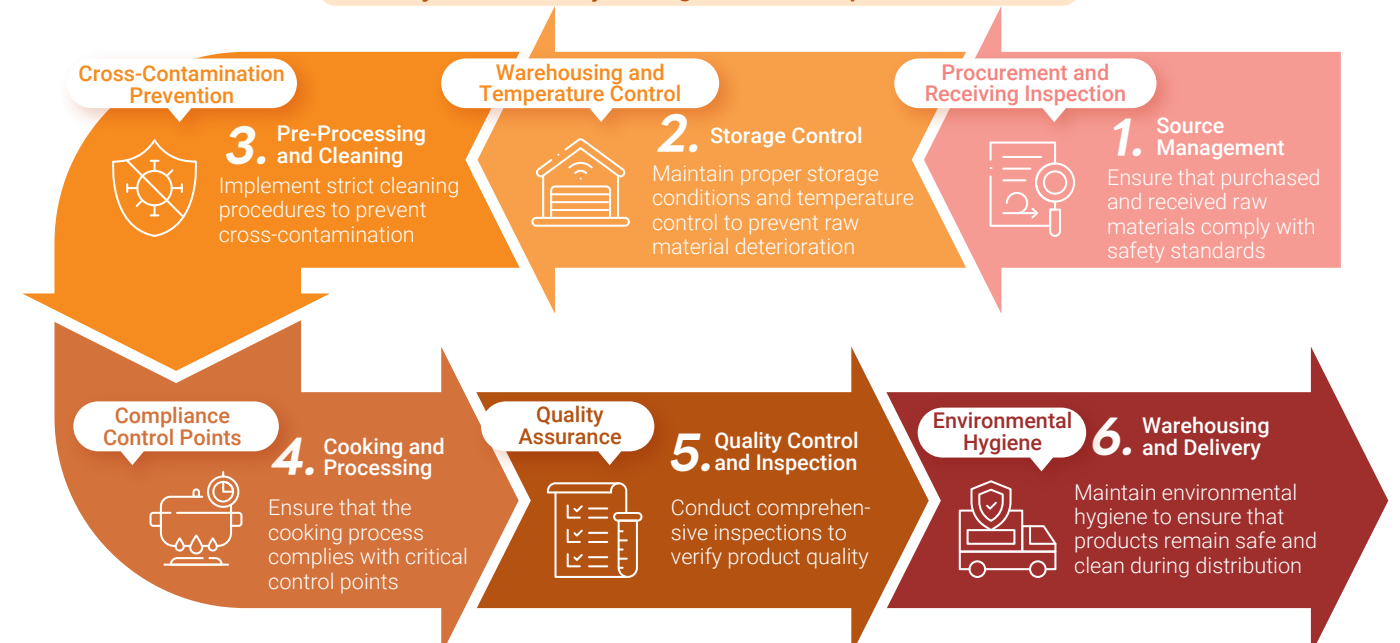
3.1.3 Store Product Traceability

Store Product Traceability Process

Hsin Tung Yang implements traceability management for major products sold at its stores, including gift boxes and dried meat products. Upon receiving products, information such as product specifications and expiration dates is confirmed, and product identification information is recorded to track product sources and distribution flows. In 2025, 100% of food products shipped from the Dayuan Plant to stores were included in the evaluation and control scope of traceability management (product categories covered include processed livestock and poultry meat products, canned products, pastries, and others). By recording product identification information in the system for each batch of products received, Hsin Tung Yang can quickly trace product information and distribution channels in the event of a food safety incident, thereby reducing the impact on consumers' health and safety.



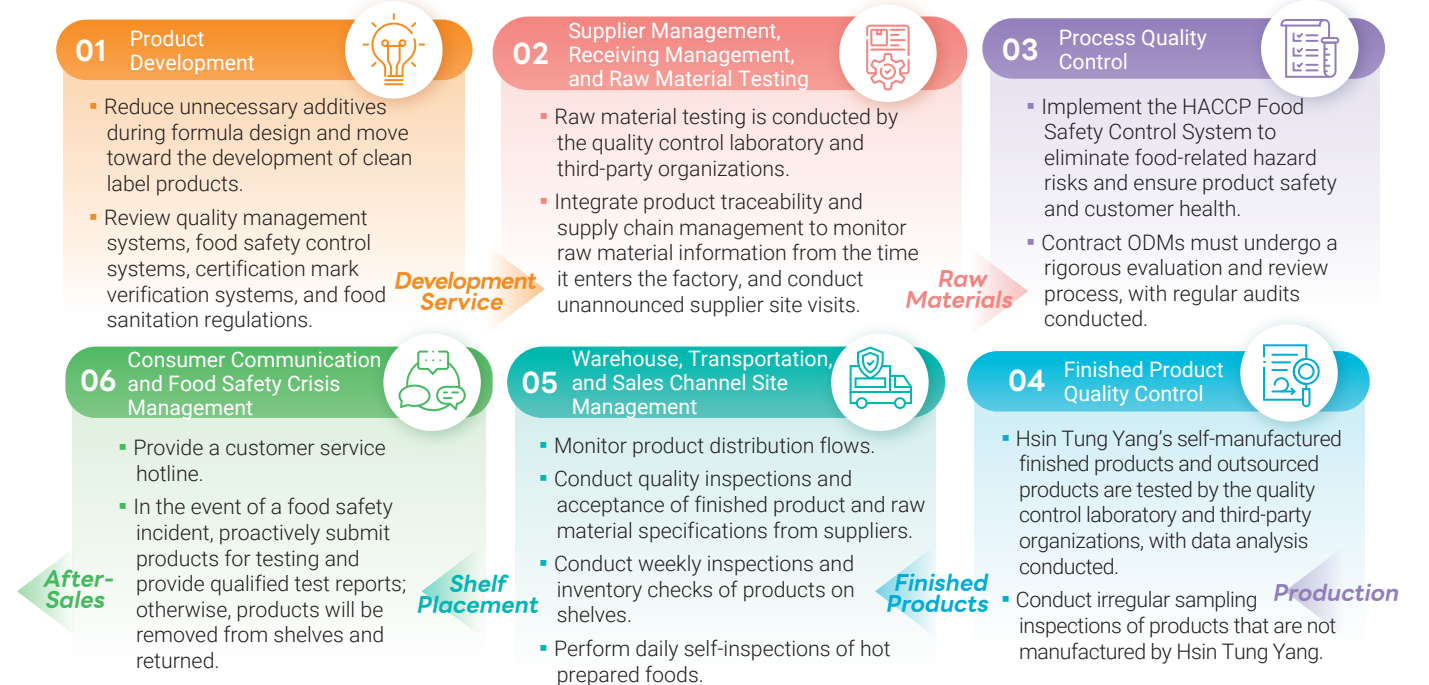
Six Major Food Safety Management Checkpoints Flowchart



3.2 Food Safety

3.2.1 Food Safety Management

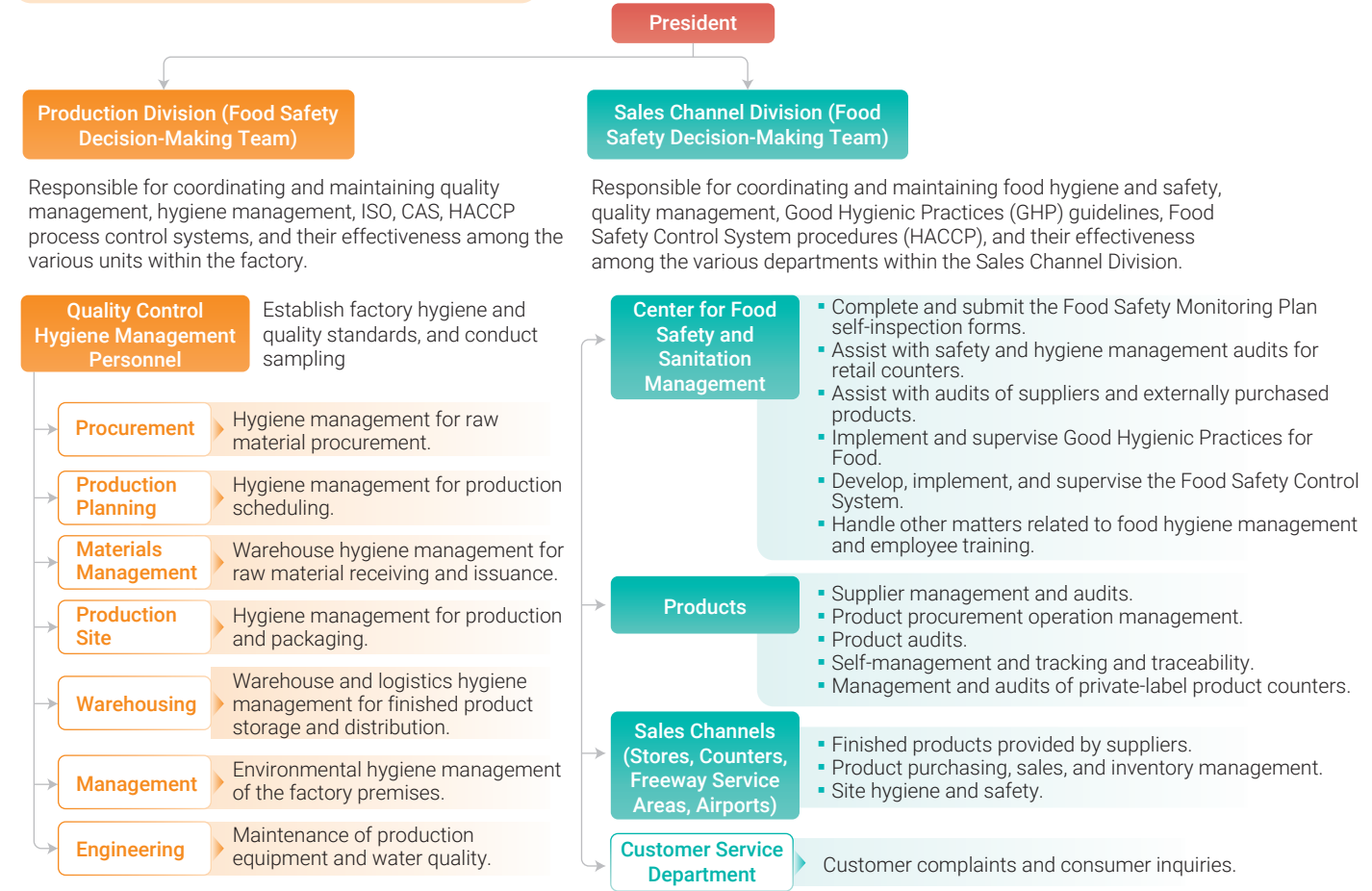
Hsin Tung Yang upholds the core commitments of "conscientious production" and "prioritizing customer health" by establishing a cross-departmental "Food Safety Decision-Making Team" at both the production and distribution ends. From product development, raw material supply, production processes, finished product quality control, product shelf placement, to after-sales service, Hsin Tung Yang strictly implements food safety control measures across six major checkpoints. Hsin Tung Yang has established a comprehensive food safety management process at the Dayuan Plant and proactively introduced third-party assurance systems, including HACCP, ISO 22000, and FSSC 22000, embedding risk hazard control concepts into its management processes. To preserve its inherited production techniques and ensure cooking oil safety, for products manufactured at its own factories that involve the use of lard, Hsin Tung Yang uses domestically produced pork fat portions and renders the oil in-house, eliminating potential risks associated with externally purchased oils at the source. Through its rigorous commitment to quality, Hsin Tung Yang has consistently ensured product safety during past food safety incidents and continues to earn the trust of the public.



Food Safety Management Structure

Food safety management at Hsin Tung Yang Co., Ltd. is overseen by the President through regular monthly cross-division meetings, together with the Food Safety Decision-Making Team and Food Safety Team covering production and distribution operations. This framework provides comprehensive control over raw material receiving, production processes, and finished product release. To strengthen upstream control, the Company has established procedures including the Procurement Management Procedures and requires suppliers to provide product inspection reports, thereby enhancing quality and safety management for raw materials, packaging materials, and finished products. As part of its review and improvement mechanisms, the Food Safety Team holds an annual management review meeting and uses monthly meetings to review the implementation and progress toward objectives under management systems such as HACCP and ISO 22000. The team also closely monitors inspection nonconformities, improvements in response to customer complaints, and regulatory updates. Consumer feedback collected through the customer service hotline is promptly communicated to headquarters, production units, and business units to continuously strengthen the food safety management system.

Food Safety Management Structure Chart



Food Safety Management System



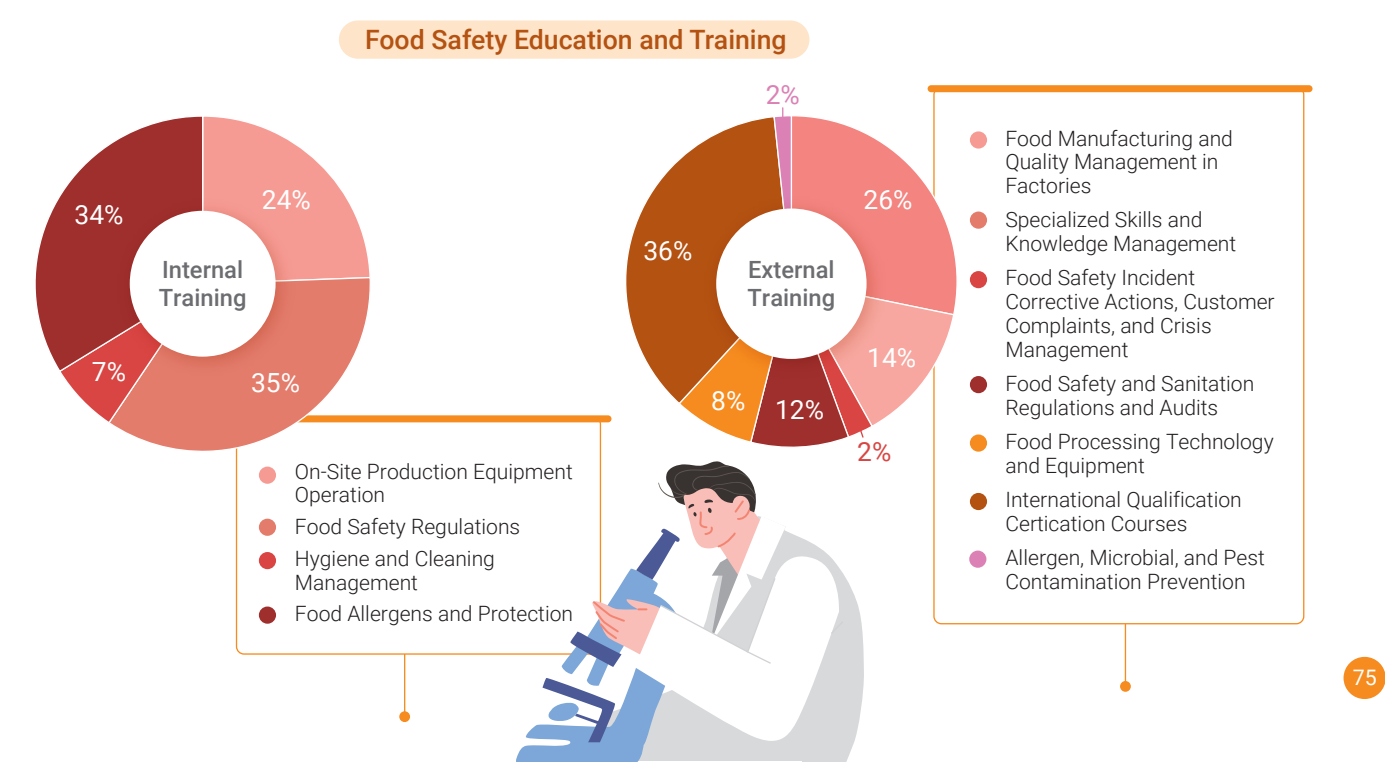
Hsin Tung Yang conducts risk identification and assessment throughout the overall production and sales chain to establish self-management mechanisms and a "Food Safety Monitoring Plan," ensuring food hygiene and safety while actively pursuing domestic and international third-party certifications. Through strict control processes and regular education and training, Hsin Tung Yang ensures that all products comply with regulatory requirements.

To reduce the impacts of products on health and safety, Hsin Tung Yang continues to implement management measures across four major areas: employee management, workplace management, facility hygiene management, and quality assurance systems. Health and safety impact assessments are also conducted for major product categories. From 2023 to 2025, 100% of major product categories were included in health and safety impact assessments.

Benefits of Production Line Equipment Improvement Actions at the Dayuan Plant from 2023 to 2025		
Category	Production Line	Plan Description
Production Quality Improvement	Low-Temperature Meat Product Production Line	In 2024, the low-temperature meat product production line fully implemented sausage quantitative filling and tying systems and an automatic ham quantitative filling system, improving filling accuracy and tying yield by approximately 10–20%.
	Low-Temperature Meat Product Packaging Line	In 2023, outdated equipment was replaced with continuous automated packaging machines to reduce packaging abnormalities and quality issues. This process optimization covered 100% of the low-temperature meat product packaging line, significantly improving packaging sealing yield and integrity.
Packaging Yield Improvement	Pork Floss and Dried Meat Packaging Lines	In 2024, high-sensitivity X-ray foreign object detection systems were added to both production lines. The optimization scope covered 50% of the pork floss and dried meat production lines, and the digital inspection accuracy rate of the installed production lines reached 100%. (Please add base year: 6/9)
	Pineapple Cake Packaging Line	In 2024, a packaging expiration date visual identification and detection system was added to the pastry production line. The digital inspection accuracy rate reached 100%, and the system reduced labor requirements by two personnel.
	Pork Floss Packaging Lines	For the can sealing process, in 2026, the pork floss packaging line is scheduled to fully implement a can seaming system for canned pork floss. The target is expected to reduce the unplanned downtime rate by 1% and decrease quality issues caused by can sealing errors.

Food Safety Education and Training

To enhance Hsin Tung Yang's food safety and hygiene management standards and improve the knowledge of management personnel, internal and external education and training courses are arranged annually to ensure that employees stay updated on the latest food safety technologies and regulatory information. In 2025, the total participation time was 1,335 hours, with a total of 1,082 participants. (For statistical data, please refer to Appendix 1, Table 3-1, "2025 Food Safety Education and Training (Internal and External).")

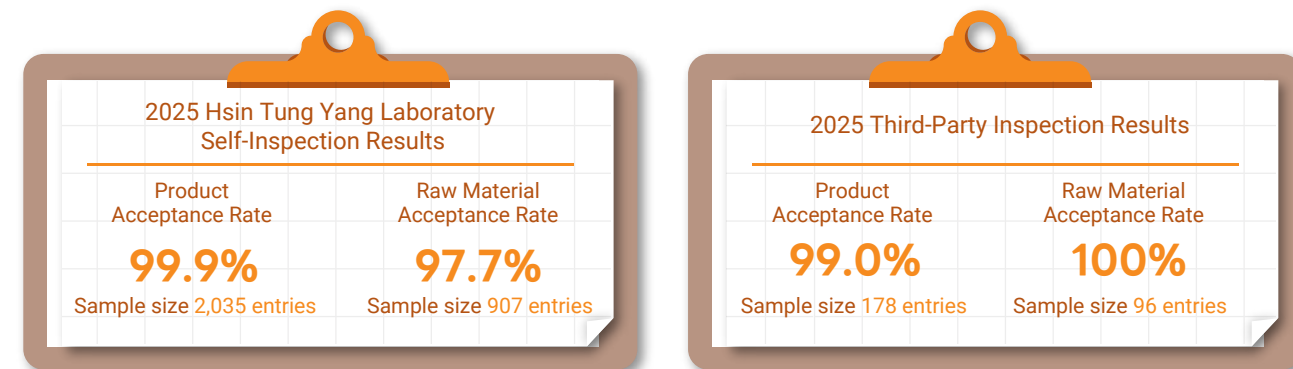


Food Safety Regulatory Compliance

All in-house products of Hsin Tung Yang Co., Ltd. comply with food safety regulations, with proactive risk management measures also in place. The Dayuan Plant has established a regulatory change impact tracking table to review changes in food safety, packaging, environmental, and energy regulations on a quarterly basis and link them directly to corresponding departmental response measures. The Company has also established a comprehensive Food Safety Monitoring Plan under which in-house products, meals served at restaurants in its distribution channels, and water quality are regularly submitted to independent third-party organizations such as SGS for sampling and testing. From supplier audits and traceability management for raw materials and meat products to international management system certifications at the plant, including FSSC 22000, HACCP, and ISO 22000, as well as hygiene controls at retail locations, the Company has established a comprehensive and systematic food safety protection network.

Food Safety and Hygiene Regulatory Inspections from 2023 to 2025			
Event Status	2023	2024	2025
Number of Raw Meat Samples Testing Positive for Beta-Agonists	0件	0件	0件

3.2.2 Quality Assurance and Inspection



Strengthening Laboratory Testing

In addition to internal laboratory testing, Hsin Tung Yang regularly commissions third-party testing organizations to conduct safety inspections of self-manufactured products in accordance with annual sampling inspection plans and product risk characteristics. In 2025, Hsin Tung Yang invested approximately NT\$6.81 million in product testing-related expenses, accounting for approximately 0.2% of Hsin Tung Yang's operating revenue. In the future, Hsin Tung Yang will continue to enhance laboratory testing capabilities and expand testing items, with the goal of obtaining laboratory accreditation qualifications. (For statistical data, please refer to Appendix 1, Table 3-2, "Inspection Results of Hsin Tung Yang's In-House Laboratory and Third-Party Organizations.")

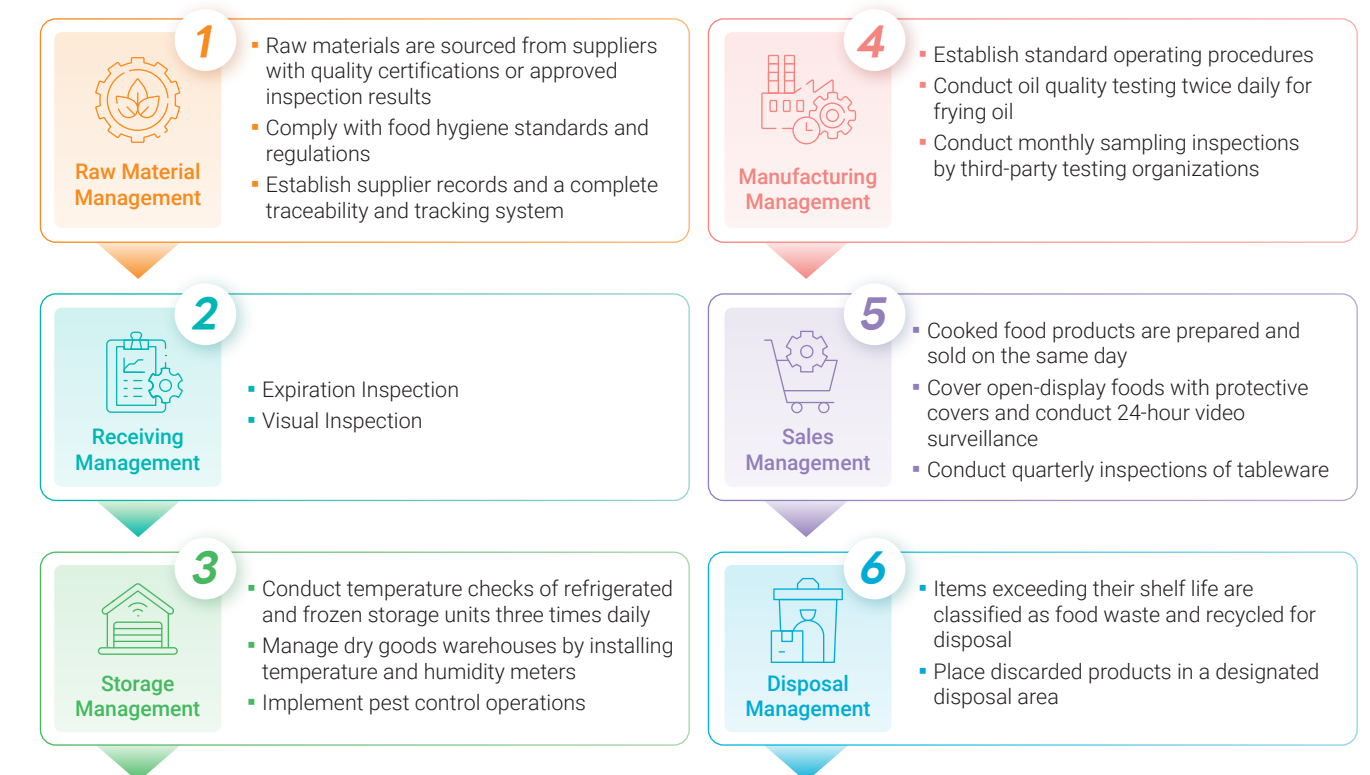
Hsin Tung Yang Product Inspection Items

Hsin Tung Yang Laboratory Inspection Items	Third-Party Testing Organization Inspection Items
- General chemical analysis: Includes water activity, moisture, fat, protein, pH value, sugar content, salinity, acid value, and sulfur dioxide - Microbiological testing: Includes total plate count, Escherichia coli/coliforms, Staphylococcus aureus, Salmonella, Listeria, fungi, and others - Uses rapid screening reagents to conduct animal drug residue testing	- Heavy metals: Includes cadmium, mercury, lead, and others - Microbiological testing: Includes Staphylococcus aureus, Salmonella, Listeria, Enterobacteriaceae, Escherichia coli, and others - Preservatives (five acids) and sweeteners - Eight major nutrition labeling values - Hydrogen peroxide, nitrite, benzo[a]pyrene, ethylene oxide, and others

3.2.3 Food Sales Channel Management

Hsin Tung Yang has established a comprehensive product management system across all sales channels, with joint oversight by the headquarters, store personnel, and suppliers. Products displayed on shelves are inspected and inventoried weekly, and product inspection and assurance forms are completed for recordkeeping. Hsin Tung Yang also continues to improve the quality management of hot ready-to-eat foods at airport malls, highway service areas, and food service counters. Inspection and control procedures have been established for each location, with monthly sampling inspections conducted by third-party testing organizations. Daily self-inspections are also carried out, and all food service operations must be reviewed and approved by Hsin Tung Yang's "Food Service Review Team" before products can be sold.

Self-Management Protocol for Cooked Foods and Finished Products



3.3 Innovative Products and Services

3.3.1 Product Innovation Management Strategy



Hsin Tung Yang adopts "LOHAS" as the core of its product innovation strategy and develops product plans based on six major strategies: "Green Environmental Protection," "Market Growth," "Topical Marketing," "Quality and Cost," "Customer Needs," and "Sales Expansion." New product planning integrates sales data, market trends, local ingredients, seasonal characteristics, and social welfare issues. Through innovative products, gift box designs, and customized product combination recommendations, Hsin Tung Yang provides healthier and more environmentally, socially, and people-friendly consumption choices.

Green Environmental Protection

Tengshe Nafu Gift Box



- Inheriting Yingge craftsmanship to create collectible value that transcends generations.

Horizon 100% Additive-Free Sausage Collection



- Obtained the highest-level 100% Additive-Free Clean Label Certification from the Food Industry Research and Development Institute.
- Contains no added nitrites or food additives.

Horizon Double Clean Series Pork Floss and Pork/Beef Jerky



- Pork floss uses extra virgin olive oil, contains no added 803 food additives, and all ingredients are clean ingredients.
- Obtained the Double Clean Certification from the Food Industry Research and Development Institute, becoming the first meat jerky product in Taiwan to receive the Double Clean Certification.

Market Growth

Braised Taiwanese Black Pork



- Received the 2025 "Eatender" certification, meeting the nutritional intake and ease-of-chewing needs of older adults while implementing DEI (Diversity, Equity, and Inclusion) principles.
- Contains no added preservatives or artificial flavors, demonstrating care for consumer health.

Superior Quality

Hsin Tung Yang Traceable Pork Floss



- Implements the Ministry of Agriculture's dual production and sales traceability system, ensuring transparent and reliable full-process source traceability.
- Produced at Taiwan factories adhering to HACCP and ISO 9001 international quality certifications.
- Received the "Superior Taste Award" from iTQi (International Taste Institute) in 2022.

Hsin Tung Yang Healthy Pork Floss



- Selects healthy CAS-certified pigs as raw materials and uses stable, high-quality vegetable oil for roasting; uses naturally brewed soy sauce without additional salt.
- Adds glucosamine, wheat fiber, and fructooligosaccharides to aid digestion.

0-12 Year-Old Children's Pork Floss Series



- Product range includes: Baby Pure Pork Floss (for ages 1 and above), Toddlers Fine Pork Floss (for ages 1-2), and Children's Growth Pork Floss (for ages 4-12).
- Specially designed according to the nutritional needs of children at different developmental stages, with high protein, low fat, low sugar, and low sodium content.

Product Research and Development

Hsin Tung Yang actively invests in research and development, upholding the core principles of "legal compliance, quality first, and cost considerations." R&D expenses have increased annually over the past three years, reaching NT\$5.6 million in 2025. The R&D team possesses many years of professional product development experience and continuously enhances its capabilities through external training sessions and seminars. In 2025, the total number of development projects undertaken across all categories reached 172 projects.

2025 Hsin Tung Yang Product R&D Highlights and Performance Statistics

Product R&D Investment Expenses	Total Number of Product Development Projects Accepted
NT\$5.6million	172 projects

3.3.2 Clean and Healthy Products

Hsin Tung Yang LOHAS Style—Horizon Vitality Series Foods

In food research and development and innovation, Hsin Tung Yang focuses on the diverse characteristics and needs of consumers across different age groups and has developed the "horizon Vitality Series" products. The series has obtained 11 Clean Label certifications from the Food Industry Research and Development Institute (5 products with 100% Additive-Free Clean Label Certification and 6 products with Double Clean Certification). With the positioning of "Simple, Health-Conscious, and Health-Enhancing," the series responds to the market's growing demand for ingredient transparency and health awareness. In 2025, sales of products in this series totaled NT\$11,464 thousand, accounting for 1.2% of the total production value of all self-manufactured products at the Dayuan Plant.

Food Industry Research and Development Institute Clean Label Certification

100% Additive-Free



5 products

Double Clean Label



6 products

Clean Products with Health and Nutrition Labeling

Vitality Double Clean Sichuan Pepper Pork/Beef Jerky



Ultimate Cleanliness and Safety Assurance

Selects Taiwan pork hind leg meat free of ractopamine to create Taiwan's only meat jerky product awarded the Double Clean Certification. Strictly excludes 803 food additives to ensure pure quality.

Vitality Double-Clean Pure Pork Floss



Ultimate Cleanliness and Health Innovation

Pioneering the use of premium Extra Virgin olive oil and 100% additive-free clean soy sauce, while adhering to pure meat ingredients without adding soybean powder or 16 categories of additives.

100% Additive-Free Sausage Series



100% Additive-Free and Health Protection

Selects Taiwan-certified qualified pork with zero ractopamine. Obtained the 100% Additive-Free Clean Label Certification and contains no preservatives or nitrites, ensuring food safety.

[Hsin Tung Yang Horizon Product Series](#)

Awards and Recognition for Friendly Innovative Products

In response to the trend of an "Ageless Generation," Hsin Tung Yang has upheld the principles of "easy to eat, eat well, eat enough, and eat smart" since 2016. The Company continues to focus on two major needs: senior-friendly diets and clean, healthy diets, using these as the foundation for innovative product development. At the same time, Hsin Tung Yang actively challenges itself by applying for various awards. Through external expert evaluations and market promotion mechanisms, the Company continues to strengthen product competitiveness and implement sustainability concepts into product development and consumer experiences.

Eatender

11 Products Have Received Awards as of 2025



- ✓ Hsin Tung Yang Braised Taiwan Black Pork
- ✓ Xinle Algae-Powered Protein Drink
- ✓ Gold Coin Pork Jerky
- ✓ Horizon Double-Clean Original Pork Floss/Pork Jerky
- ✓ Seaweed Pork Floss/Pure Chicken Floss
- ✓ Hsin Tung Yang Original/Spicy Meat Sauce
- ✓ Thai-style Basil Flavored Pork
- ✓ Horizon 100% Additive-Free Three-Star Green Onion Sausage

Significance to Hsin Tung Yang | Responding to the chewing and protein needs of seniors, we developed fine-textured and functional products, such as traceable meat floss and healthy pork floss, to promote dietary care for the elderly.

Taiwan Fun Food Award

7 Products Have Received Awards as of 2025

- ✓ Vitality Double Clean Sichuan Pepper Pork Jerky/Beef Jerky
- ✓ Fish Floss/Meat Floss Sesame Rice Crisps
- ✓ Horizon Double-Clean Pure Pork Floss
- ✓ Horizon 100% Additive-Free Original Flavor/Flying Fish Roe Sausage

Horizon Double Clean Label Green Peppercorn Beef Jerky Was also awarded the "Special Award—Clean Label Value"

Significance to Hsin Tung Yang | Aligning with international trends, Hsin Tung Yang integrates "sustainability, carbon reduction, innovation, and diversity" into its products, refining the innovative value of Taiwanese food.

Carbon Footprint Labeling

Hsin Tung Yang green factories are central to its deepening of low-carbon production. As of 2025, a total of three key private-label products have completed carbon footprint and water footprint assessments and successfully obtained Product Carbon Footprint Labels. Through publicly disclosed and transparent product environmental data, Hsin Tung Yang actively promotes low-carbon and water-saving transformation, strengthening its commitment to green production and responsible consumption.

Carbon Footprint Labeling

A total of 3 products obtained labels from 2023 to 2025

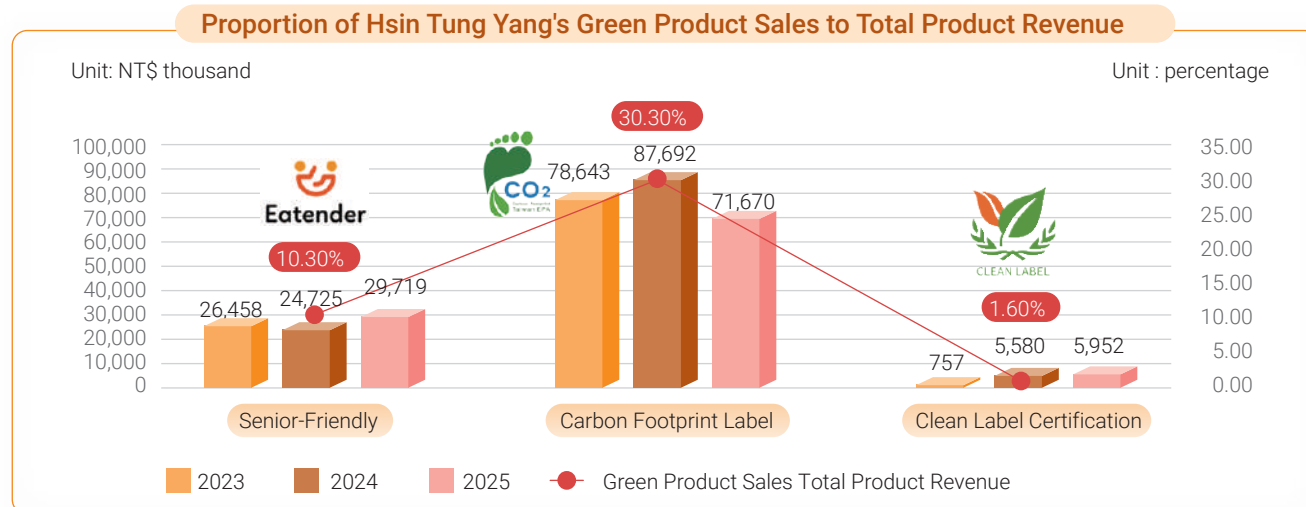
- ✓ Premium Pork Floss
- ✓ Spicy Meat Sauce
- ✓ Honey-Glazed Pork Jerky
- ✓ Original Beef Jerky
- ✓ Premium Pineapple Cake (Airport Exclusive)
- ✓ Horizon 100% Additive-Free Sausage

Obtain 3 additional carbon footprint labels in 2026

Significance to Hsin Tung Yang | Implement product carbon and water footprint inventories and transparently disclose data, continuously expand the scale of green products, and demonstrate the brand's commitment to promoting green consumption.

Green Revenue

Hsin Tung Yang upholds its commitment to protecting consumer rights and proactively introduces and obtains multiple credible and rigorous certifications. As of the end of 2025, Hsin Tung Yang had successfully obtained 11 Eatender Certifications and 12 certifications for the Food Industry Research and Development Institute's Double Clean Label and 100% Additive-Free Clean Label. As of April 2026, a total of 6 products had obtained the Ministry of Environment's Carbon Footprint Label. These hard-earned achievements reflect Hsin Tung Yang's dedication to quality and its commitment to safeguarding consumers. (Refer to Table 3-3, "Green Product Performance and Percentage of Total Product Revenue".)



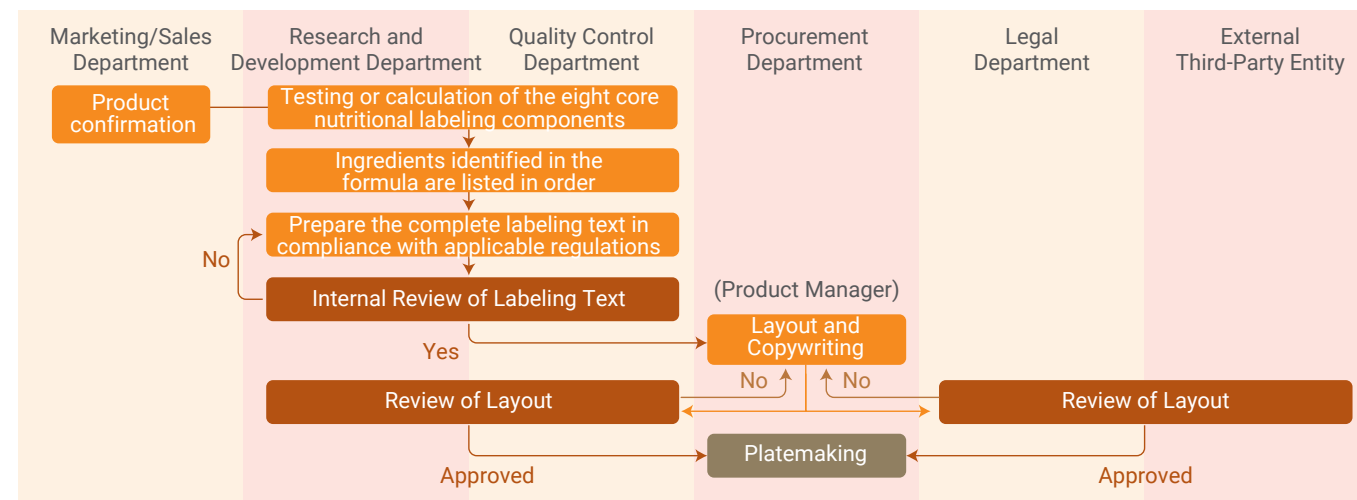
Note: Carbon footprint label statistics do not include sales of products that obtained carbon footprint labels in 2026. (In 2024, one product each in the jerky, sausage, and pineapple cake categories was submitted for review and obtained carbon footprint labels in April 2026.)

3.3.3 Brand Label Development and Review Process

Private-Label Product Labeling

For packaged products manufactured by Hsin Tung Yang, product labeling exceeds regulatory requirements and strictly complies with applicable regulations, providing comprehensive product information disclosure. Before being launched to the market, all products follow the "Finished Product Labeling Management Procedure" to ensure compliance with relevant requirements of the Act Governing Food Safety and Sanitation.

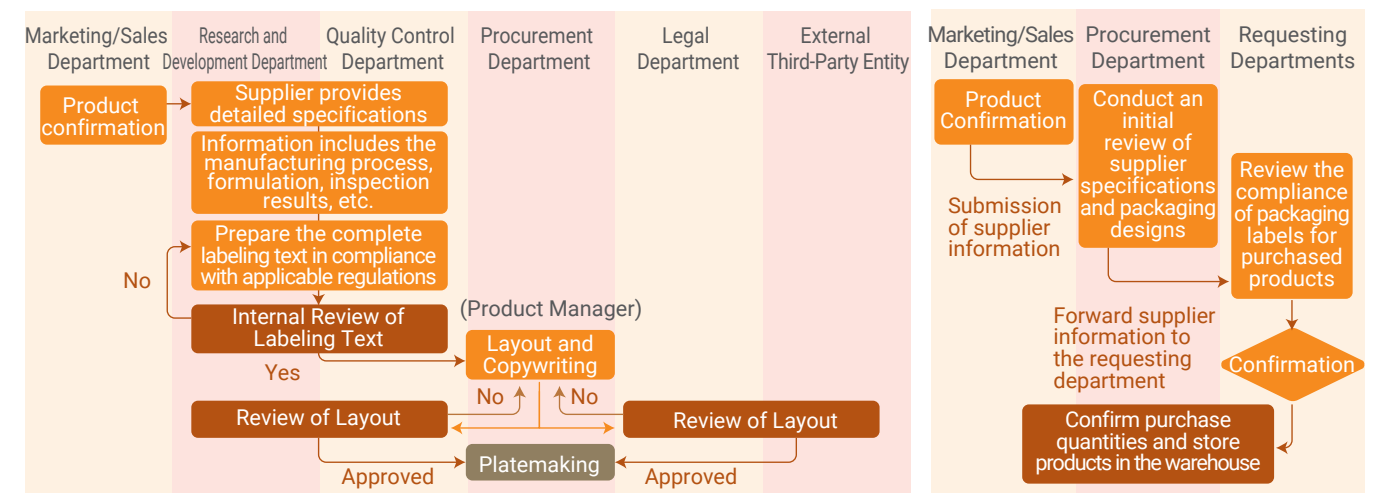
Hsin Tung Yang Review Procedure for Product Packaging Labeling for Self-Produced Products



Product Labeling for Purchased and Contract-Manufactured Products

Through "procedural controls" and "supplier contract requirements," Hsin Tung Yang maximizes protection of consumers' rights when purchasing and consuming products, ensuring that all products sold by Hsin Tung Yang meet social responsibility standards. Contract-manufactured products undergo strict internal review, and suppliers are required to comply with relevant laws and regulations. Purchased products follow the principle of "compliance review" to ensure that packaging labels do not violate regulatory requirements. Both types of products must pass internal review procedures and may only be adopted after confirmation and approval.

Contract-Manufactured Product Packaging Label Review Process



Purchased Product Packaging Label Review Process



Product and Service Regulatory Compliance

Hsin Tung Yang compiled the regulatory compliance results for its self-manufactured branded products from 2023 to 2025. During this period, there were 0 cases of violations related to product and service information and labeling, 0 cases of penalties due to product labeling issues, 0 total product removals, and 0 metric tons of total product weight removed from shelves. However, only one product in 2025 was subject to regulatory action due to exaggerated and misleading advertising content. Regarding the incident involving inappropriate claims in the Facebook advertisement for Xynergy products in 2025, Hsin Tung Yang completed corrective actions immediately and strengthened its copy review process. The Company will continue to ensure that all product information and marketing advertisements comply with regulatory requirements and maintain the accuracy of related claims.

Violations Related to Product/Service Information and Labeling, Marketing Communications, and Other Issues from 2023 to 2025

Number of cases in which food labeling information did not comply with regulations ^[Note 1]	2023	2024	2025
Regulatory Requirements	0 cases	0 cases	0 cases
Product advertisements and related copywriting	0 cases	0 cases	1 cases ^[Note 2]

Note:1.Definition of event status: Events in which violations are verified through public sector inspections and result in requirements such as corrective actions within a specified period, product removal from shelves, recalls, fines, or other related measures.

2.In 2025, one product violated Paragraph 1, Article 28 of the Act Governing Food Safety and Sanitation. Hsin Tung Yang completed corrective actions within the required timeframe and paid a fine of NT\$70,000. The penalty was imposed due to advertisements containing exaggerated and misleading claims. During the reporting period, the number of penalties imposed due to product labeling issues was 0 cases, and no products were removed from shelves as a result.

3.4 Marketing and Customer Relations

3.4.1 Brand Marketing Strategy

Marketing Strategy

Hsin Tung Yang upholds "food safety" and "quality management" as its core positioning and implements three major marketing strategies: "Products," "Channels," and "Brand Communication." Through diversified product offerings, integration of online and offline channels, and transparent product information, Hsin Tung Yang maintains stable market coverage. Hsin Tung Yang upholds "food safety" and "quality management" as its core positioning and implements three major marketing strategies: "Products," "Channels," and "Brand Communication." Through diversified product offerings, integration of online and offline channels, and transparent product information, Hsin Tung Yang maintains stable market coverage and effectively responds to consumers' expectations for health and integrity.



Local Marketing

Hsin Tung Yang upholds the philosophy of "buy local, eat local" and promotes its sustainability concepts through two major initiatives: "Local Sustainable Food Education" and "In-Depth Local Travel." By integrating local agricultural product promotion with membership management mechanisms, and through food and agriculture education as well as in-depth local experience activities, Hsin Tung Yang connects suppliers, consumers, and local business district resources to build a sustainable ecosystem in which the Company and local communities coexist and prosper together.

Two Major Directions for Local Marketing Initiatives

Education on Local and Sustainable Food

Promoted through a combination of knowledge sharing and hands-on experiences, with themed columns providing in-depth introductions to Taiwan's unique agricultural products and stories of their places of origin. This deepens customers' understanding of and connection with local agriculture, sustainable diets, and ingredient sources. In 2025, a total of 6 food and agriculture education lectures were held, with approximately 200 participants in total.



Strawberry Food and Agriculture Education Seminar



Kumquat Food and Agriculture Education Lecture

In-Depth Local Travel

Positioned freeway service areas as hub nodes connecting urban and rural areas, guiding consumers to experience local culture and industrial characteristics firsthand. The "National Highway Journey" sustainable in-depth travel activities were planned to provide educational value and cultural experiences. In 2025, a total of 3 local in-depth travel activities were held, with approximately 100 participants in total.



Xihu One-Day Tour



One-Day Tour of Yunlin

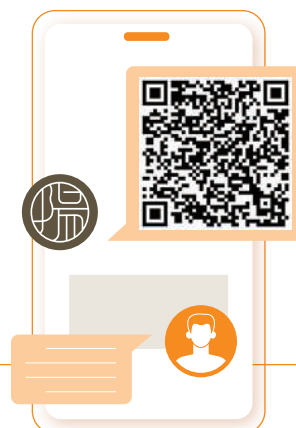
3.4.2 Digital Marketing and Social Media

Digital Marketing

In recent years, Hsin Tung Yang has utilized multiple platforms to establish a digital communication matrix. By replacing traditional paper-based promotions with digital messages and videos, and integrating digital promotional channels such as the LINE Official Account, Hsin Tung Yang Mobile Shopping App, EDMs, owned social media platforms, and video channels, Hsin Tung Yang not only enables targeted communications, interactive data analysis, and improved communication efficiency, but also reduces the Company's operational carbon footprint, incorporating sustainability goals into everyday customer engagement experiences.

LINE Official Account Promotion

Hsin Tung Yang actively develops social media engagement and upholds the core principles of "real-time interaction, segmented marketing, and deep connections." Through the LINE Official Account, Hsin Tung Yang assigns dedicated tags to different consumer groups for segmented management, promotes the latest information and sustainability-related marketing activities, and strengthens message response efficiency through differentiated communication channels to accurately meet consumer needs.



Story-Based Video Marketing

In 2025, Hsin Tung Yang promoted digital marketing through diverse owned social media platforms, integrating its brand positioning as a "collective national memory" with "Taiwanese flavors." Video content primarily featured warm, story-driven short films, short-form videos, and other formats. These efforts not only strengthened the brand's mission of social and cultural heritage preservation but also increased product visibility and digital engagement among younger and family consumer groups. In addition, Hsin Tung Yang promoted the "Supporting Local Young Farmers" initiative by producing themed "story videos" and sharing them across social media platforms.

Dynamic Video Sharing



Transformed traditional agricultural products into "topics" and "stories". Within three months of video release, the content achieved one million views. By creating new value for local agricultural products, the initiative supports young farmers in developing their careers in their hometowns.



YT



IG

Static Text Sharing



The "Young Farmer Community" column was established on the Company's official website, which provides in-depth documentation of farmers' cultivation philosophies and environmentally friendly farming practices. Through a dual-track approach of "video traffic generation and text preservation," consumers can better understand the social value behind the products.

Story-Based Video Marketing Results

Topic	Implementation Description	Implementation Results
Showcasing Taiwan's Diverse Cuisine through Segmented Marketing	Collaborated with well-known culinary KOLs to demonstrate the application of Hsin Tung Yang products in everyday home cooking through diverse cooking methods.	"Japanese Tuna Rice Ball": Surpassed 100,000 views within one week after being released on YouTube. "Potato Zucchini Tuna Mille-Feuille": Exceeded 450,000 views on Instagram.
Fun Flavors of Taiwan Series	Creatively integrated everyday Taiwanese culture with Hsin Tung Yang products, demonstrating respect for different nationalities and groups through the concepts of "information equality" and "inclusive communication."	"Auspicious Pig Year," "Eighteen!" and "Mid-Autumn Moon Calendar" achieved a 12% share of overseas audiences on Meta platforms by the end of 2025, promoting the visibility of Taiwanese traditional culture within international communities.
Supporting Taiwan Local Young Farmers Program	Created new value for local agricultural products through storytelling, increased sales of local agricultural products, and established a sustainable business model that benefits the brand, young farmers, and consumers.	"Zeng Crispy Licorice Guava": Released on Hsin Tung Yang's Instagram in September 2025. As of the end of 2025, the content had attracted more than 1 million views.

Seasonal Publication Marketing Promotion

Each quarter, Hsin Tung Yang uses its marketing publication "Highway Travel & Shopping Guide" to provide feature columns introducing local agricultural specialty products available at each service area. This enables consumers to gain a deeper understanding of local and seasonal agricultural products, as well as the stories behind them, while encouraging consumers to support quality local agricultural products through their purchases.



Seasonal Publication Marketing Promotion



3.4.3 Digital Transformation and Customer Service

To respond to digital consumption trends and continuously enhance customer service experiences, Hsin Tung Yang actively promotes digital transformation. Through four major areas—digital platform development, logistics service optimization, smart membership management, and operational system upgrades—Hsin Tung Yang gradually improves its omnichannel retail system, enhancing overall operational efficiency and customer satisfaction.

Digital Transformation Initiatives and Outcomes

Mobile Shopping Platform Development and Service Enhancement

In 2021, Hsin Tung Yang launched the "Hsin Tung Yang Mobile Shopping" App, providing 24/7 online shopping services year-round to enhance shopping convenience and the brand's digital service experience.



Hsin Tung Yang Mobile shopping

Smart Membership Management and Data-Driven Marketing Applications

In 2023, Hsin Tung Yang implemented the LINE OA membership point integration mechanism and Emarsys segmentation marketing strategy, effectively enhancing member engagement and customer repurchase rates.

Implementation of the Warehouse Management System

In 2025, the Warehouse Management System (WMS) was implemented to integrate order and shipping processes across all e-commerce channels.

Expedited Order Processing Time

240 minutes Decreased to 6 minutes

Number of Manual Operations

6 units Reduced to 4 units

Enhancing Logistics Services and Streamlining Delivery

In 2022, Hsin Tung Yang introduced the "Online Ordering and Convenience Store Pickup" service, integrating pickup mechanisms across four major convenience store chains.

Mobile Payments and Smart Consumption

To meet consumers' diverse payment preferences, Hsin Tung Yang currently supports dozens of electronic payment methods (such as Apple Pay, Google Pay, LINE Pay, Easy Wallet, PX Pay Plus, and other payment methods). For physical consumption scenarios at highway service areas, stores, and airport shopping malls, Hsin Tung Yang collaborates with major payment platforms to launch co-branded promotions, improving checkout efficiency and providing tangible benefits to consumers.



Benefits of Cloud-Based Invoices

Through paperless initiatives, Hsin Tung Yang issued 8.05 million cloud-based invoices in 2025. This "flavor trail" created through digital technology represents Hsin Tung Yang's tangible action in working together with consumers to protect the environment. While preserving the inheritance of great flavors, the initiative also reduces paper waste and carbon emissions. In addition to digital transformation on the technology side, Hsin Tung Yang also utilizes POS systems and digital signage implemented at stores to communicate information regarding environmental protection and social welfare initiatives to customers. Through diverse digital payment methods and information sharing, every consumption experience is transformed into a force supporting a green supply chain.

Cumulative Usage Statistics for Hsin Tung Yang's Electronic Invoice Carrier Usage

Cumulative through 2025

8.05 million

Accounting for 51% of Total Transaction Volume

Customer Relationship Management

Since 2018, Hsin Tung Yang has commissioned independent third-party organizations to conduct customer satisfaction surveys for freeway service areas and airport shopping malls, serving as an important basis for service optimization. In 2025, the average overall customer satisfaction score for highway service areas reached 88.97 points, while the overall customer satisfaction score for airport shopping malls was 82.8 points, demonstrating that customers continued to maintain positive evaluations of overall service quality.

2. Enhanced Customer Satisfaction

Consumer satisfaction surveys are conducted on a regular basis, gradually strengthening the overall quality of service.

3. Listening to Customer Feedback

Provide diverse and accessible communication channels to ensure that clients receive satisfactory solutions.

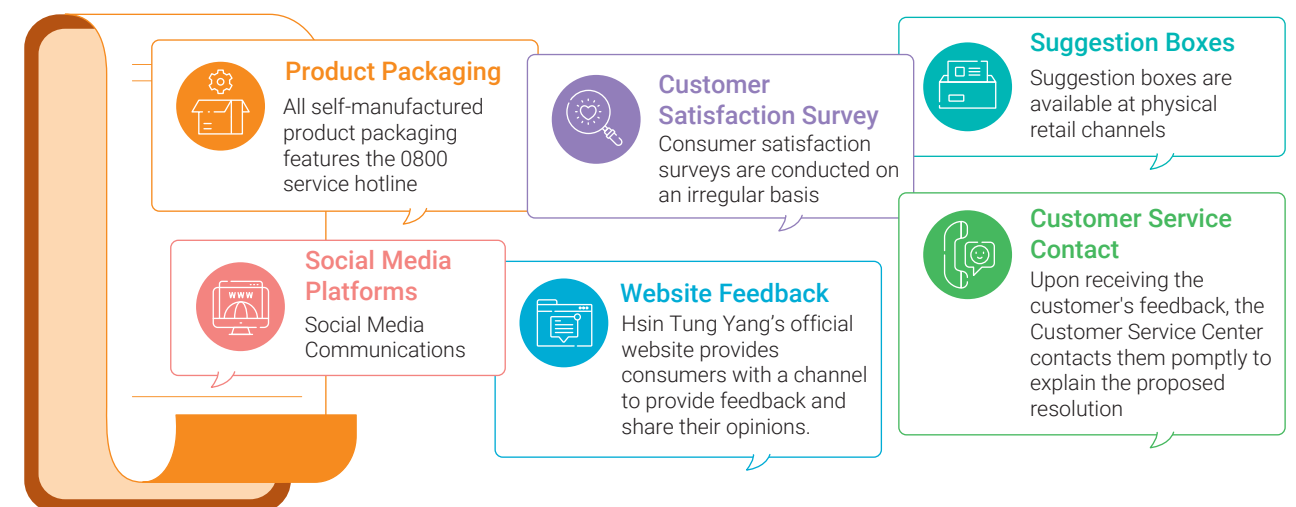
1. Member Management

Promote digital transformation through "data-enabled governance" and a "point-based circular economy."

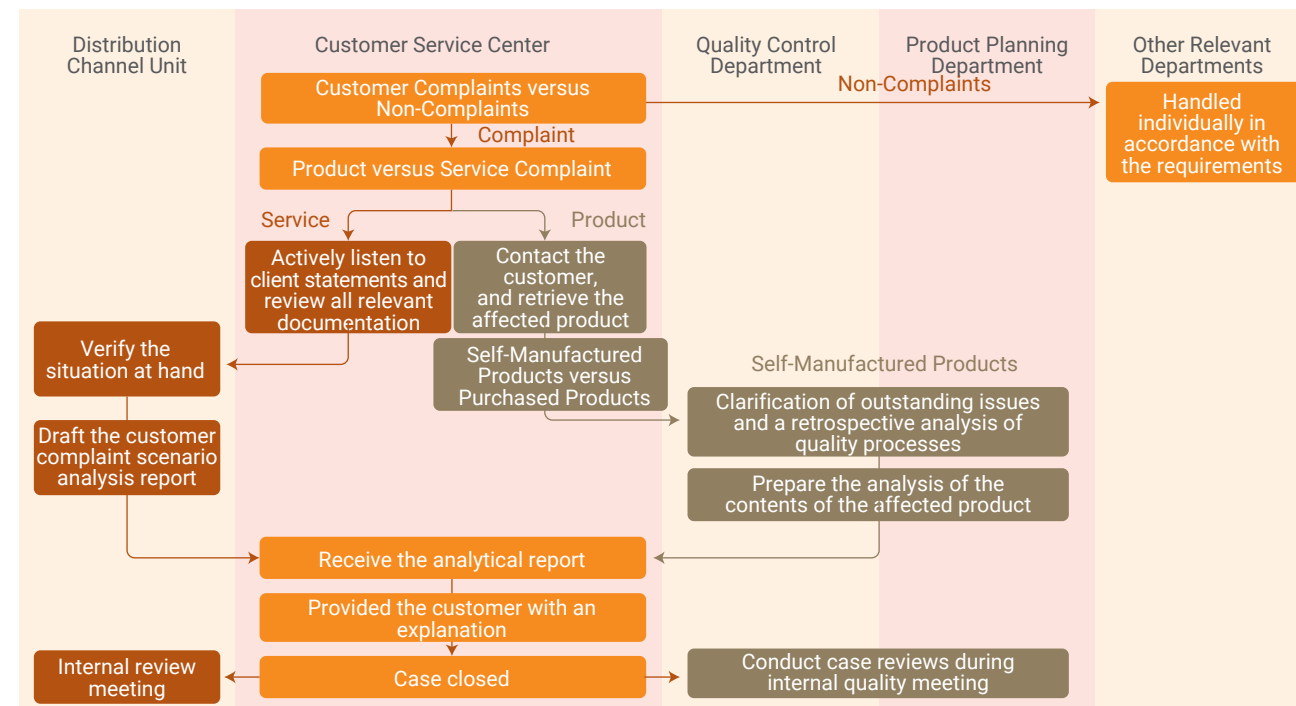
Customer Relationship Management Policy

Customer Complaint Handling Procedures and Diverse Communication Channels

Hsin Tung Yang's customer groups include consumers, business partners, and operating units. To promptly understand customers' thoughts and feedback regarding products and services, Hsin Tung Yang provides diverse communication channels, enabling customers to make inquiries and communicate through accessible and convenient channels.



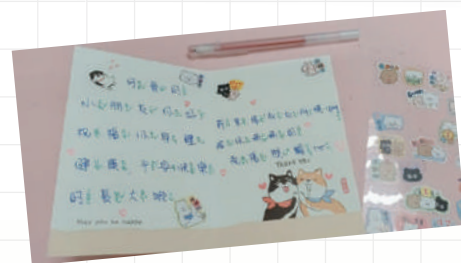
Hsin Tung Yang Customer Complaint Handling Procedures



Customer Service with a Human Touch

The Customer Service Center not only resolves consumer issues but also serves as an important channel for brand crisis management and market intelligence. Hsin Tung Yang regularly holds review meetings and proactively shares consumer feedback collected from frontline interactions with departments including R&D, product planning, and product management, using this feedback as an important basis for product upgrades and optimization.

Exemplary Customer Service Experiences at Hsin Tung Yang



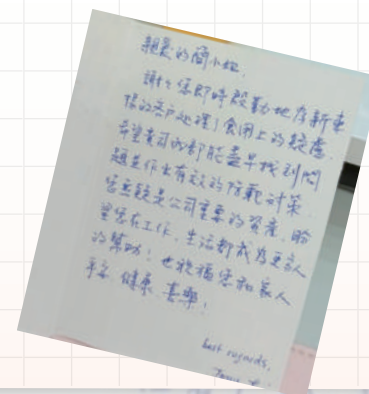
A consumer contacted the Customer Service Center, expressing the hope that customer service personnel could encourage their 5-year-old child to try Hsin Tung Yang Five-Nut Mooncake, helping the child gain confidence and be willing to explore different flavors. After receiving the request, the Customer Service Center prepared a child-friendly card with phonetic symbols added, creating a closer connection with the child and conveying the warmest care and thoughtfulness.



Customer Service Portal

Customer Service Hotline :
0800-011-367

The Hsin Tung Yang Customer Service Center proactively provided at-home care and successfully transformed product concerns into customer trust. The team also reported frontline information to the R&D and quality control departments, implementing product improvements and fulfilling the core functions of brand crisis management and market intelligence.



3.4.4 Member Management

Member Management

Hsin Tung Yang regards membership management as an important strategic pillar for sustainable brand transformation. Through the two major dimensions of "data-enabled governance" and "point-based circular economy," Hsin Tung Yang integrates membership management with sustainability values, transforming digital marketing tools into mechanisms for creating sustainable value and building a membership ecosystem that combines economic benefits with social impact.

Implementation Aspect	Implementation Actions
Data-Enabled Governance	Utilizes data empowerment and membership point accumulation to optimize marketing efficiency and costs, while reducing resource waste and carbon emissions generated from paper-based promotional materials.
Point-Based Circular Economy	Enables members to redeem points for activities such as food and agriculture education lectures and in-depth local travel experiences, establishing a sustainable circular model of "Consumption × Participation × Local Support" to support local agriculture, local culture, and low-carbon tourism development.

3.5 Diverse Channel Services

Diverse Service Types

Hsin Tung Yang has established diverse service locations to provide consumers with convenient and exclusive services and experiences. Based on the characteristics of different operating locations, Hsin Tung Yang integrates on-site dining, travel and leisure services, seasonal limited-edition products, and other offerings. These locations also provide specialized services and a wide range of products for purchase, while supporting delivery options such as home delivery and in-store pickup, enabling customers to enjoy a high-quality shopping experience and meeting diverse consumer needs.

Stores	Department Store Counters	National Freeway Service Area	Airport Shopping Mall	Street-Side Dining Stores	Food and Beverage Service Counters
- Product selection - Logistics and distribution - Member management - Exclusive holiday service	- Product selection - Thoughtful add-on services - Member management - Logistics and distribution - Exclusive holiday service	- On-site catering services - Product selection customization - Sustainable, hygienic, and accessible facilities - Themed spaces and unique experiences	- Convenient shopping - Diverse product selection - Integration of local specialties and culture	- Customer experience - On-site freshly prepared/light meal offerings - Multi-brand operations - Member management - A high-quality dining brand experience	- On-site dining - On-site customer support - A diverse range of convenient payment methods - Enhanced customer experience - Integration of multichannel retail channels across store counters

3.5.1 Stores

Service Recognition

For two consecutive years, Hsin Tung Yang stores have received the First and Second "Service Gold Award Certification" from the Taiwan Chain Franchise Association (TCFA). This honor is evaluated across five major dimensions: "Service Hospitality," "Operational Capability," "Store Excellence," "Sales Capability," and "Team Service Capability," fully demonstrating Hsin Tung Yang's outstanding performance across multiple areas.



Thoughtful Store Services

Hsin Tung Yang integrates local care into store operations. Through proactive care and sincere service, frontline employees create a friendly environment that provides consumers with a safe and engaging shopping experience. Hsin Tung Yang values consumer needs and, from strict quality control to comprehensive service experiences, transforms stores into trusted locations that foster strong connections with local communities and the general public.



3.5.2 LOHAS Freeway Service Areas

To increase public awareness of environmental issues and encourage the joint implementation of sustainable actions, Hsin Tung Yang has progressively introduced environmental protection measures at its highway service areas since 2017. By optimizing services and implementing sustainability initiatives, Hsin Tung Yang enhances public environmental awareness while maintaining high-quality services and fulfilling its social impact in promoting sustainable development.

Xihu Service Area

4 QUALITY EDUCATION, 7 AFFORDABLE AND CLEAN ENERGY, 15 LIFE ON LAND

Dreams Woven in Satoyama, a Hidden Habitat of the Leopard Cat

Guanxi Service Area

12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 15 LIFE ON LAND, 17 PARTNERSHIPS FOR THE GOALS

The Fragrant Grass Jelly Aromas of the Mountain Town Hakka Culture

Xiluo Service Area

11 SUSTAINABLE CONSUMPTION AND PRODUCTION, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION, 13 LIFE ON LAND

Hometown of Grains, Cultural Heritage of Soy Sauce

Nantou Service Area

2 ZERO WASTE, 11 SUSTAINABLE CONSUMPTION AND PRODUCTION, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Forest Frolic · Owl's Journey · A Portrait of Nantou

Eastern Caotun Service Area

7 AFFORDABLE AND CLEAN ENERGY, 10 INDUSTRY, INNOVATION AND INFRASTRUCTURE, 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

The Mountain Station; a Green Retreat into the 99 Peaks

One Freeway Service Area, One Distinctive Feature

Innovative and Sustainable Services

- Ecological Conservation and Food and Agriculture Education:** Created the "Satoyama Magic Village" themed space and established a "Leopard Cat-Friendly Zone" to promote conservation concepts. Through the "Xihu Farm" vegetable gardens and pomelo-scented walking trail, implemented food and agriculture environmental education.
- Knowledge Circulation and Digital Promotion:** Established a "Book Exchange Station" on the pedestrian overpass to promote the reuse of book resources, and introduced an "Interactive Video Wall" to provide national highway ecology and traffic safety education, enhancing travelers' sustainability awareness.
- Flagship Inclusiveness and All-Age Care:** Established a "National Highway Flagship Nursing Room," leopard cat bus-themed guest seating, children's play area, driver rest area, and Muslim prayer room to provide diverse care experiences.
- Smart Net Zero and Pet-Friendly Services:** 24-hour electric vehicle charging services and fully equipped facilities with biodegradable pet waste bags are provided. The service counter provides battery rescue and business support services to strengthen operational response capabilities.

Xihu Service Area

4 QUALITY EDUCATION, 7 AFFORDABLE AND CLEAN ENERGY, 15 LIFE ON LAND

Dreams Woven in Satoyama, a Hidden Habitat of the Leopard Cat

The only national freeway service area in Taiwan with a pedestrian overpass, integrating shallow mountain ecological stories with the agricultural heritage of Miaoli.

Guanxi Service Area

Innovative and Sustainable Services

- Green Building Practices and Ecological Landscapes:** Implemented green building practices incorporating vegetated walls and large floor-to-ceiling windows in the "Forest Flower Welcome Guest Seating Area"; maintained the "Formosan Eupatorium Butterfly Valley" and restored native plants.
- Low-Carbon Agricultural Products and Sustainable Dining:** Established "Farm Sweetness" small farmer retail booths and promoted the low-carbon vegetarian industry-academia collaboration project "Vegetable. Food Joy."
- Smart Green Energy and Environmental Coexistence:** Installed the first "food waste processing machine" at national freeway service areas and high-efficiency wastewater grease traps; also implemented PM2.5 purification and real-time air quality monitoring.
- International Exchange and Cultural Heritage:** Formed a sister company partnership with South Korea's Daebod Distribution to introduce popular Korean products, while incorporating the "Hakka Gateway" and tung blossom craftsmanship to demonstrate multicultural integration and the spirit of cultural inheritance.

The Fragrant Grass Jelly Aromas of the Mountain Town Hakka Culture

Hsin Tung Yang's northernmost operated service area incorporates traditional Hakka Sanheyuan architectural design, green landscapes, and smart construction techniques

Awards and Achievements

Received the "Every Household Has a Label, Together We Love Health" Quality Mark from Hsinchu County

Received the "Healthful Diet Practice Award-Retail Channel Category-Outstanding"

Established a "Pet Dining Area" and pet-friendly lawn, and fully provided biodegradable pet waste bags.

Selected as the dual champion in the "Delicious Food" and "Fun Experiences" categories in the 2025 "National Freeway Convenience-Eat, Drink, Play, and Enjoy Online Poll"

Xiluo Service Area

Innovative and Sustainable Services

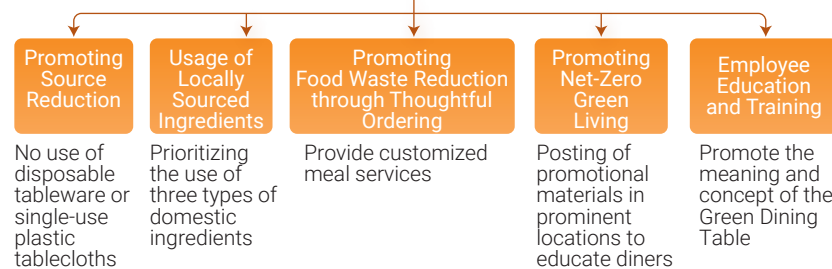
- Circular Culture and Resource Regeneration:**
Established the "Soy Sauce Jars" aesthetic guest seating area, incorporating the "Book Exchange Station," "Mazu Arrives," and "Pili Puppet Show" themed image walls to strengthen the inheritance of local culture.
- Low-Carbon Direct Sales Mechanism from Production Areas:**
Set up physical cold-chain booths at the "Farmers' Direct Sales Store" to support local production and local sales, shorten food miles, and reduce transportation carbon emissions.
- Joint Response through Green Dining Tables:**
Based on the concept of environmental friendliness, six food court counters jointly participated in the Green Dining Table initiative, providing an eco-friendly, low-carbon dining environment, reducing environmental impacts, and aligning with issues such as climate change, food safety, and the circular economy



Hometown of Grains, Cultural
Heritage of Soy Sauce

Integrating the Agricultural
Heritage of Yunlin with the
Century-Old Local Soy
Sauce Industry Culture

綠食飯桌 Green Food



Eastern Caotun Service Area

Innovative and Sustainable Services

- Gold-Level Green Building and Energy Self-Sufficiency:**
The building adopts a mountain-shaped pitched roof design and is equipped with solar optoelectronic panels to supply internal electricity needs. Thousands of native trees have also been planted to create an "ecological rest stop," implementing energy conservation and carbon reduction.
- Gender Equality and Star-Rated Friendly Restrooms:**
Equipped with high-standard gender-friendly restrooms, bidet toilets, Muslim-exclusive facilities, and a flagship nursing room, promoting gender equality and improving restroom quality for all ages.
- Local Co-Prosperity and Local Production and Sales Mechanism:**
Established a small farmer market and agricultural specialty product exhibition center to support local industries and shorten food miles, becoming a showcase hub for local tourism and agricultural transformation.
- Green Transportation and Smart Service Response:**
Introduced 6 high-speed charging stations to provide convenient electric vehicle charging, and established a 24-hour service counter offering emergency assistance and business support services, enhancing national highway travel safety and service efficiency.



The Mountain Station; a
Green Retreat into the
99 Peaks

As Taiwan's first
horizontally oriented
national highway service
area, it integrates the
mountain landscape of 99
Peaks with the cultural
imagery of Caotiedun.



Nantou Service Area

Innovative and Sustainable Services

- Cultural Heritage and Indigenous Art:**
Established the "LAMUNGAN" Rainbow Sky Gate and Indigenous Warrior Landmark. The "Original Nantou Gifts" specialty area introduces creations by Bunun artists, implementing the preservation and revitalization of cultural assets from indigenous communities.
- Low-Carbon Agricultural Products and Social Welfare:**
Established the "Farmers' Direct Sales Store" and the "Public Welfare Specialty Counter-Guanxin Garden," shortening food miles while supporting disadvantaged groups and local small-scale farmers, practicing social equity and responsible consumption.



Forest Frolic · Owl's Journey ·
A Portrait of Nantou

Integrating the imagery of
the Bunun LAMUNGAN
Pass and mountain
aesthetics



Selected as the champion in
the "Great Shopping"
category in the 2025
"National Highway
Convenience-Eat, Drink, Play,
and Enjoy Online Poll."



Received the Excellent
Award in the Diverse
Services Category of
Nantou County's "2025
Outstanding Public
Restroom" Program.



Received the Ministry of
Environment's "2025
Outstanding Public
Restroom Evaluation
Program" Transportation
Facilities
Category-Excellent
Award and Outstanding
Cleaning Unit Award



Hsin Tung Yang Official
Website-Freeway
Service Area Introduction

3.5.3 Sustainable Airport Shopping Malls

Building a Green Gateway Ecosystem Together

Hsin Tung Yang has operated airport shopping malls for more than 40 years, providing high-quality and sustainable service experiences for domestic and international travelers at Taipei Songshan Airport, Taoyuan International Airport, and Kaohsiung International Airport. Since 2016, Hsin Tung Yang has been a signatory to the Letter of Intent for the "Taoyuan International Airport Partner Joint Carbon Reduction Program." As a core member of the "Taoyuan International Airport Sustainable Airport Ecosystem," Hsin Tung Yang has now reached its tenth year of participation. During this period, the Company has fully supported and actively participated in the various sustainability strategies established by Taoyuan International Airport to obtain the Airport Carbon Accreditation (ACA) from the Airports Council International (ACI), serving as an indispensable partner in the transformation of Taiwan's international gateway.

Performance Benchmark: Distinguished Evaluation Award

Committed to pursuing excellence in quality, Hsin Tung Yang received an "Excellent" rating for both the Central Area Shopping Mall and the Comprehensive Shopping Mall it operates in the 2025 Taoyuan International Airport Shopping Mall Evaluation, demonstrating its strong integration of professional operations and sustainable services.



I Innovative Sustainable Services at International Airport Shopping Malls

Airport Shopping Mall

Source Reduction and Digital Transformation

Since 2018, Hsin Tung Yang has ceased providing free plastic bags and has fully promoted cloud-based invoices to implement green consumption and paperless services

Social Return on Investment (SROI)

Allocated a portion of the pre-tax profit budget from shopping malls to implement local revitalization initiatives, ensuring that each public welfare investment generates social value beyond the allocated budget

Cultural Promotion: Art Exhibition Area

A special art exhibition area was planned on the north side of the 3F level of Taoyuan International Airport. The spatial design combines the varying shades and blending techniques of Chinese ink wash painting with modern artistic aesthetics, showcasing Taiwan's diverse local customs and culture to travelers and fulfilling the commitment to promoting local cultural assets



Comprehensive Inclusive Service Facilities

Business and Leisure: Provide dedicated massage chairs, meeting rooms, and other facilities to meet business and relaxation needs
Friendliness and Inclusion: Provide a children's play area to create a family-friendly space for visitors to stay



Healing and Relaxation Space: Traveler's Plaza

Collaborated with renowned artist Jimmy Liao to recreate the classic imagery of Turn Left, Turn Right at Taoyuan International Airport. Centered around shimmering pools and elegant swans as visual focal points, the space symbolizes the innocence and beauty of "believing in encounters." The public rest area has been transformed into a warm artistic landmark, presenting a healing and humanistic landscape at the gateway to the nation.



Airport Food Court

Circular Waste Management

Since 2012, we have implemented food waste resource recycling by cooperating with qualified recycling organizations to convert food waste into organic resources. Shopping mall restaurants have also fully installed water-saving equipment to enhance water resource management efficiency



Reusable Tableware and Plastic Reduction Results

Since 2012, Hsin Tung Yang has taken the lead in the industry by fully adopting reusable tableware in food court dining areas. To date, it has achieved a 100% ban on disposable tableware. In 2025, it further achieved the phased target of reducing single-use plastic products by 10%, with plans to increase the reduction rate to 20% in the first half of 2026

Operational Resilience and Service Enhancement

During the airport terminal renovation period, innovative marketing and brand introductions (such as the specialty coffee brand KafeD) enabled food and beverage revenue to continue growing by 2.13% in 2025. At the same time, Chinese, English, Japanese, and Korean bilingual menus were introduced to improve communication efficiency with international travelers.

Ingredient Traceability and Quality Assurance

Since 2018, Chen Hao Shih Inn Hakka Restaurant has continuously passed 2-3 star traceability restaurant certifications each year. We prioritize the procurement of Taiwan-grown hydroponic vegetables, locally traceable pork, and cage-free eggs, reducing food miles at the source.



Hsin Tung Yang has developed multiple innovative sustainable services based on the operational characteristics of airport shopping malls and airport food courts. During airport renovation periods, Hsin Tung Yang leveraged innovative marketing initiatives to achieve continued growth in food and beverage revenue, while continuously creating comprehensive, diverse, and inclusive comfortable spaces. These efforts enhance the sense of comfort for Taiwanese travelers returning home and allow visitors from other regions to experience Taiwan's innovative culture and local artistic heritage. By integrating services with cuisine and arts and culture, Hsin Tung Yang transforms the airport experience from merely passing through into a warm and healing journey.



Hsin Tung Yang Official
Website—International Airport
Shopping Malls Introduction

3.5.4 Channel Service Innovation

For external channel services, Hsin Tung Yang promotes internal and external innovation through approaches including system establishment, management communication, audits and improvements, and incentive implementation. The core focus is "how the brand extends its positive environmental and social impacts through partnerships." Through two major initiatives—"Channel Product Empowerment" and "Co-branded Promotion of Brand Sustainability Values through Channel Service Partners"—Hsin Tung Yang extends its sustainability concepts to channel partners, enhancing the resilience of its sustainable value chain and strengthening brand influence.

Hsin Tung Yang Channel Service Innovation Policies

Channel Product Enablement



- Collaboration on senior-friendly products
- Collaboration on carbon reduction products
- Collaboration on products with no artificial additives and gift boxes made from FSC-certified environmentally friendly materials

Co-branded Promotion of Brand Sustainability Values through Channel Service Partners



Collaborated with channel partners on sustainability initiatives through carbon emission reduction topics and ESG development momentum, promoting sustainability-related projects and enhancing industry competitiveness. Examples include joining the Carrefour Sustainability i Alliance as a partner promoting sustainability concepts, collaborating on the Carrefour World Flavor Festival, participating in PX Mart's Earth-Friendly Project, and implementing green factory labeling and marketing promotions with American-style warehouse store.