

## A Message from the Chairman

### Realizing Positive Influence: Where There is Chinese, There Shall be Hsin Tung Yang

As we enter the 21st century, the world is faced with even more challenges to sustainable development. Climate change, low-carbon energy and restrictions on water consumption have become risks and opportunities that enterprises cannot overlook, and all sectors are adopting action plans to respond to the United Nations' Sustainable Development Goals (SDGs). In the food and retail channel business, where any small change could lead to a major butterfly effect, it is a company's mission and responsibility to strengthen the supervision mechanism over supply chain management, and to protect the food safety and customers' rights and interests.

Upholding the vision of "Where There is Chinese, There Shall Be Hsin Tung Yang" since being founded in 1967, we have gradually formed a comprehensive value chain that encompasses food production, in-store and online sales, as well as presence at highway service areas and airport shops, through diversified development strategies. In addition, we are actively developing domestic and overseas channels, and currently we have 74 sites offering direct sales in Taiwan, and over 30,000 retail locations worldwide. In addition, on top of continuing to strengthen our own operations and management, Hsin Tung Yang also closely works with government agencies in regards to food safety management issues. We are the first food business to enforce both the "traceable agricultural product (TAP)" and "processed food traceability" in Taiwan. Through introducing sound management and systems at each link of the value chain, Hsin Tung Yang has safely dodged food safety hazards in Taiwan throughout the years. We have stayed true to our roots for more than fifty years, and continue to bring the most trustworthy delicacies and the best experiences to all consumers.

By upholding the vision of "giving back to the society" from our Founder, Mr. Mai, Hsin-Fu, while continuously enhancing product and service qualities, Hsin Tung Yang is also dedicated to social engagement. Mai's Hsin Tung Yang Foundation, founded in 1984, uses the Company's core businesses toward long-term commitment and advocacy for issues including local development, talent empowerment, the right to education, and caring for the disadvantaged groups. With the collective efforts of all Hsin Tung Yang staff, we have demonstrated our positive social impacts by cumulatively reaching out to over 10,000 individuals in each year through planning and organizing social engagement activities and projects.

In prospect of the future, Hsin Tung Yang will continue to uphold our management philosophies of "Integrity, Creativity, Agility, and Sustainability" and to promote corporate sustainable development in line with the SDGs. We will continue to fulfill our corporate social responsibilities, and by conveying our brand values of "Taste of Gourmet, Taste of Class, Taste of Love" we will bring the business philosophy of sustainable development throughout the world.



*Jackson Mai*  
Chairman of Hsin Tung Yang

## A Message from the President

### Striving for Sustainable Development: A Brand-New Hsin Tung Yang

Not Just An Age-Old Brand, Hsin Tung Yang Represents Our Persistence to Doing the Right Thing! Persisting in "quality at the source," we conduct physical inspections of butcher shops and insist on frying our own lard to ensure the quality of raw materials and to eliminate any food safety risks. By observing the comprehensive animal husbandry management mechanism at Australia, we introduced the "traceability system" to Taiwan. Through long-term development, we have successfully become synonymous with the Chinese food culture throughout the world, and have won the Golden Thumb Awards and Golden Way Awards on numerous occasions. Moreover, we have also been nominated as one of the Top 100 Brands in Taiwan.

Innovation is one of the critical factors in Hsin Tung Yang's sustainable development. We develop foods that follow the LOHAS concept, pay attention to low-carbon vegetarianism and humane eggs, and aspire to promote sustainable health with our consumers via healthy diet. In addition, Hsin Tung Yang also collaborates with foreign businesses so that consumers can enjoy exotic foods and experiences without leaving the country. Concurrently, we also promote unique local cultures so that both domestic and foreign visitors can enjoy products and scenes that are distinctively Taiwanese. In terms of future trends in food technologies, we are closely monitoring developments of revolutionary technologies such as cultured meat and unmanned restaurants in the hopes of reducing impacts from the food industry, as well as to innovate dining experiences that conform to the needs of the new generation.

In response of international sustainable development trends and to strengthen communications with diverse stakeholders, a CSR Team was set up in 2019 to verify and review the performance and results from our implementations over the years. In terms of governance, Hsin Tung Yang was the first food business in Taiwan to enforce both the "traceable agricultural product (TAP)" and "processed food traceability." Our Hakka Restaurant has also been certified with the highest 3-star designation for restaurant traceability. As for environmental and product aspects, Hsin Tung Yang was also the first food business to receive "Green Factory" certification. Our circular economy gift boxes have received "Green Packaging" seal, and in order to ensure customers' health, our channels were also the first to introduce utensils made from bamboo fibers. For the social aspect, we are committed to promoting contractual farming systems for small-scale farmers, and provide channels including farmers' market and charity sales to help the developments of local agricultural industry.

Since the beginning, Hsin Tung Yang has always been committed to the philosophy of sustainable development. We led industry competitors in investing financial and labor costs to build a more sustainable food value chain, and continue to be a market leader in the sustainable development of the food industry through active ESG actions. We aspire for everyone to see a brand-new Hsin Tung Yang!



*Shen Yang Mai*

President of Hsin Tung Yang