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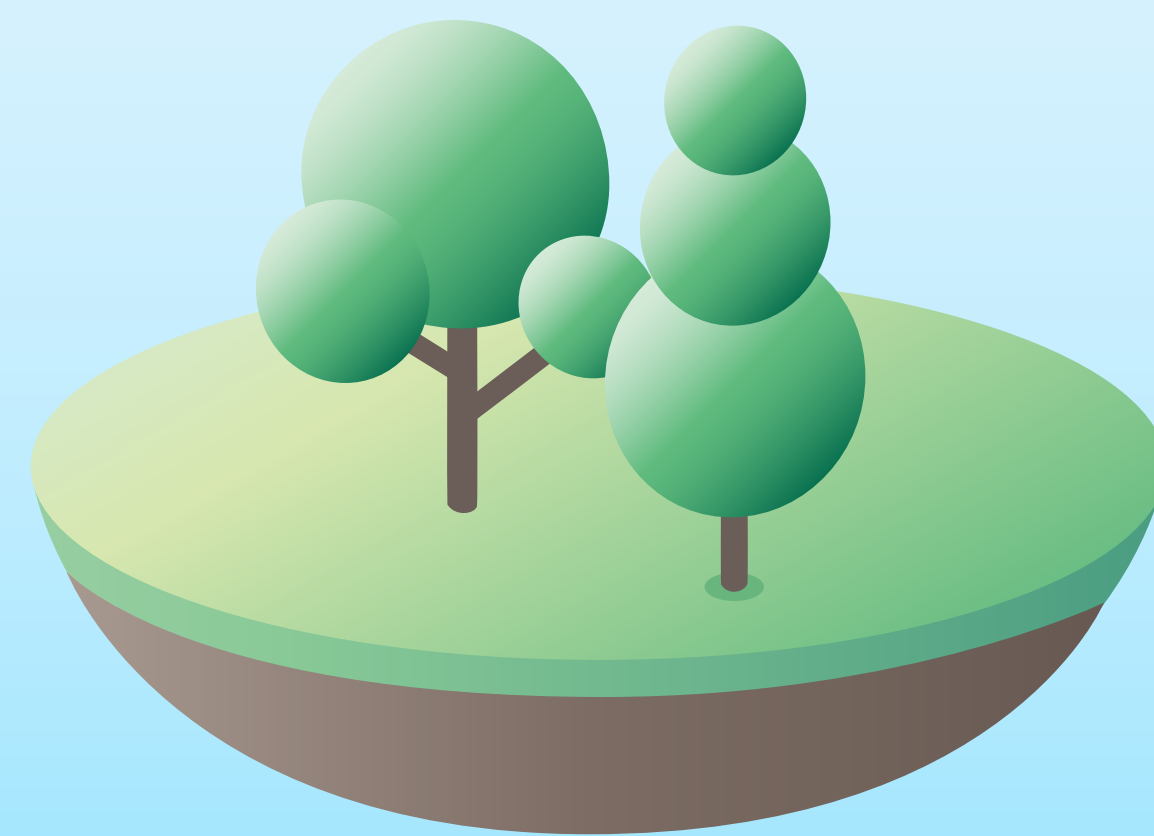
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4.1 EMI Delivery of Love

4.2 Social Care and Cycle of Love

4.3 Promoting Social Influence



4.1 EMI Delivery of Love

Material Topic: Social Participation and Care

Policies and Commitments

- EMI strives to be an excellent and charitable enterprise
- EMI has pledged to spread care to all corners of society. For EMI, participation in charity events is more than an activity, but a core part of our business which will grow as we move toward sustainable management.



Assessment Mechanisms and Targets

Assessment Mechanisms	Targets for Upcoming Year	Targets for Upcoming 3-5 Years	Achievements in 2024
<ul style="list-style-type: none"> • Number of trees planted each year • Number of beach cleanups and environmental protection activities hosted in a year • Investments in Love Breakfast program • Number of activities caring for the elderly and rehabilitated persons 	<p>Warehousing business</p> <ul style="list-style-type: none"> • Plant 100-200 trees a year • Host 1-2 beach cleanups and environmental protection activities a year • Invest NT\$5-5.5 million in Love Breakfast program a year • 1-2 activities caring for the elderly and rehabilitated persons 	<p>Warehousing business</p> <ul style="list-style-type: none"> • Plant 300-500 trees a year • Host 2-3 beach cleanups and environmental protection activities a year • Invest NT\$5.5-6 million in Love Breakfast program a year • 1-2 activities caring for the elderly and rehabilitated persons 	<ul style="list-style-type: none"> • In 2024, our warehousing, media, and pet businesses all engaged in Eastern Charity Foundation charity activities, including the Love Breakfast program and activities providing care for rehabilitated persons and elderly persons. Please refer to Section 4-1-1.
<p>Media business</p> <ul style="list-style-type: none"> • Number of monthly forum articles that advance citizenship concepts 	<p>Media business</p> <ul style="list-style-type: none"> • Participation in awards for advancing citizenship concepts 	<p>Media business</p> <ul style="list-style-type: none"> • Post at least 8-10 forum articles promoting "mutual benefits in Taiwan" each month 	<ul style="list-style-type: none"> • In 2024, our media business was recognized by the Journalist Impact Award, Bright Society News Reporting Awards, Taiwan Innocence Press Awards, and Suicide Prevention Outstanding Media Reporting Awards. Please refer to 4-3-1 Spreading Positive Social Energy.
<p>Pet business</p> <ul style="list-style-type: none"> • Number of beach cleanups and environmental protection activities hosted in a year • Number of charity pet health tours hosted each year • Number of stray adoption activities co-organized with charity organizations • Donations for feeding strays each year 	<p>Pet business</p> <ul style="list-style-type: none"> • Host 1-2 beach cleanups and environmental protection activities a year • Host 10 charity pet health tours a year • Co-organize 3-5 stray adoption activities with charity organizations a year • Donate NT\$100,000-150,000 for feeding strays a year 	<p>Pet business</p> <ul style="list-style-type: none"> • Host 2-3 beach cleanups and environmental protection activities a year • Host 20 charity pet health tours a year • Co-organize 5-10 stray adoption activities with charity organizations a year • Donate NT\$150,000-200,000 for feeding strays a year 	<ul style="list-style-type: none"> • In 2024, our pet business organized pet feed donation, adoption, and microchip promotion charity activities. Please refer to 4-3-1 Spreading Positive Social Energy.

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Responsible Units

- Warehousing business social care team, media business administration office, pet business marketing department

Specific Actions

- **Environment**
Participated in various environmental protection activities (such as tree planting and beach cleanup activities) to express our concern for the environment and ecology through practical actions.
- **Society**
 1. Our Love Breakfast program, Eastern Education Scholarships, and industry-academia collaborations cared for the needs of children in rural tribes at different stages of their lives by focusing on the three aspects of “nurture, grow, and thrive.”
 2. We believe that pets are family members, so we worked with animal shelters and animal protection groups across Taiwan to aid adoption of strays and provide free health examinations.

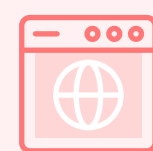
4.1.1 Spreading Love and Expanding Influence Starting from Love Breakfasts

“Breakfasts ignite hope for the morning”: While others work to increase profits, EMI seeks to benefit the public by doing good, starting with spreading warmth through the Love Breakfast program. We believe that each meal generates power for change in rural schoolchildren, indigenous tribal elders, and community members that require care.

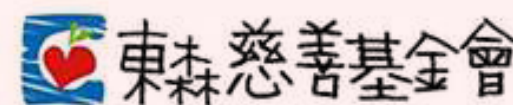
This power grows over time to provide cultural protections for the “Sending Love to Rural Tribes” program, companionship and care for the “Care for the Elderly” program, and a chance for a new life under the “Support for Rehabilitated Inmates” program. EMI’s charity implementations are building an invisible force for good through breakfasts in school campuses, classrooms in rural tribes, dining tables of elderly people, and new lives for rehabilitated inmates. Our journey is one that enhances both corporate value and community warmth while building mutual trust through practical actions.

In 2024, we expanded our efforts beyond Taiwan and organized the first EMI cross-strait youth baseball competition, bringing players together with sport and friendship. ET New Media continues to run the “Love Cloud,” “After-Care Cloud,” and “ESG Sustainability Cloud” columns to share good deeds through news reports. Our in-depth features received great acclaim from many awards associated with social care.

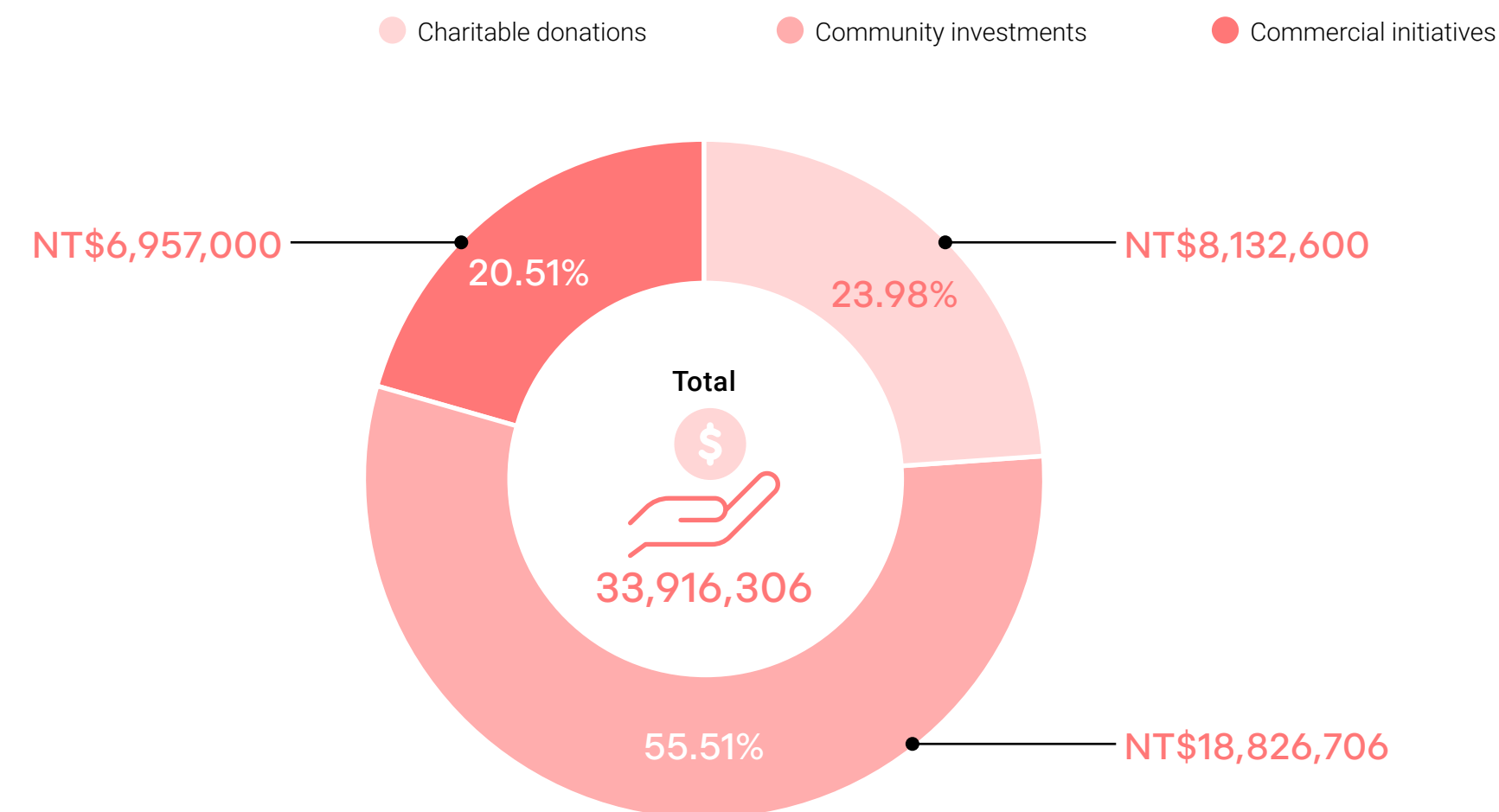
We firmly believe that charity is not a short-term endeavor, but an endeavor of faith that will enable us to shine. We will forever hold firm to the original intention behind our first charity breakfast as we continue to spread warmth and good to all corners of Taiwan, and work to become a source of strength and value creation.



For more stories where EMI spread warmth and caring, please refer to: **Eastern Charity Foundation.**



❖ Social Participation Projects and Investment Ratios in 2024

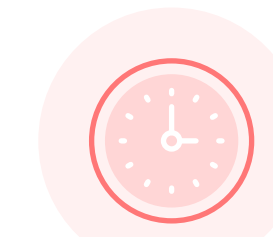


Note: Investment amounts and ratios are rounded to two decimal places.

❖ EMI Volunteers and Service Hours



Total volunteer numbers
620



Total volunteer hours (hours)
1,692

4.2 Social Care and Cycle of Love

4.2.1 Love Breakfasts: Long-Term Companionship for Rural Students

Love Breakfasts

A hot breakfast may be just part of the daily routine for children in urban areas, but it represents a symbol of warmth and hope for rural schoolchildren. Eastern Charity Foundation launched the “Love Breakfast” program in 2007 to “spread kindness with compassion”. We have warmed the mornings and childhoods of more than 35,000 schoolchildren in rural areas over 18 years. This long-term companionship not only feeds physical hunger, but also fuels dreams. The Eastern Charity Foundation continues to optimize program operations and has begun to purchase local breakfasts to invigorate local economies. This new model provides nutritious meals to children while gathering schools, teachers, breakfast shops, and EMI members to jointly build a virtuous cycle of kindness with love at its core. These children no longer need to go hungry at school, can focus on their studies and play, and receive constant support as they grow up.

To expand social participation, we placed invoice donation boxes at all ET Pet stores and invited our customers to join our initiative; invoice lottery winnings are used as dedicated funds for the Sending Love to Rural Tribes program. ET New Media produced 37 related news reports and 12 videos. We also established an internal employee donation platform to consolidate charity efforts both within and without the company. Apart from daily sustenance, we believe that our Love Breakfasts sow seeds of hope. EMI hopes that the Love Breakfast program can be more than just a sponsorship. We consider this program to be a practical long-term commitment toward education and health in rural regions that can give more disadvantaged children a better start in life.

❖ Donations to Love Breakfast Program

	Number of schools	Number of schoolchildren	Donations (NTD)
Total amount from 2007-2021	452	34,923	54,875,908
2022	72	4,103	6,940,135
2023	66	3,880	7,257,671
2024	68	3,920	8,346,010

ET New Media produced

37 related news reports、**12** videos



The short-term goal of the Love Breakfast program was to ensure that schoolchildren in rural areas ate breakfast every day and that no children go hungry at school. Over the long term, we hope this program can expand beyond the dining table and make a real difference in the lives of these children. We encourage schools to utilize project funds to establish diverse sports, music, and other clubs that help these children build their self-worth. We also provide scholarships and internship opportunities to help grown Love Breakfast beneficiaries continue to work hard at university or even become EMI interns at the start of their careers.

In 2024, we provided scholarships to 29 grown students who had benefited from the Love Breakfast program when they were in elementary school. Their stories reflect the success of this program.

For example, Ke-Xin Fan, a student from Taoyuan Gaoyi Elementary School who participated in the Love Breakfast program for six consecutive years, has been admitted to a National Dong Hwa University graduate program. She still remembers meeting Chairman Gary Wang when she was little, which inspired her to help others when she grew up. She is currently studying in a teacher education program and working to be a teacher who can light the way for children in her hometown.

The changes we see in these children are deeply moving. The Love Breakfast program not only provides nutritious breakfasts, but also paves the way to future kindnesses and social contributions. We hope program beneficiaries can return to our ranks in future and continue to spread love and hope, showing that those who give are more blessed than those who receive, building virtuous cycles of kindness in society for continued delivery of love and hope.

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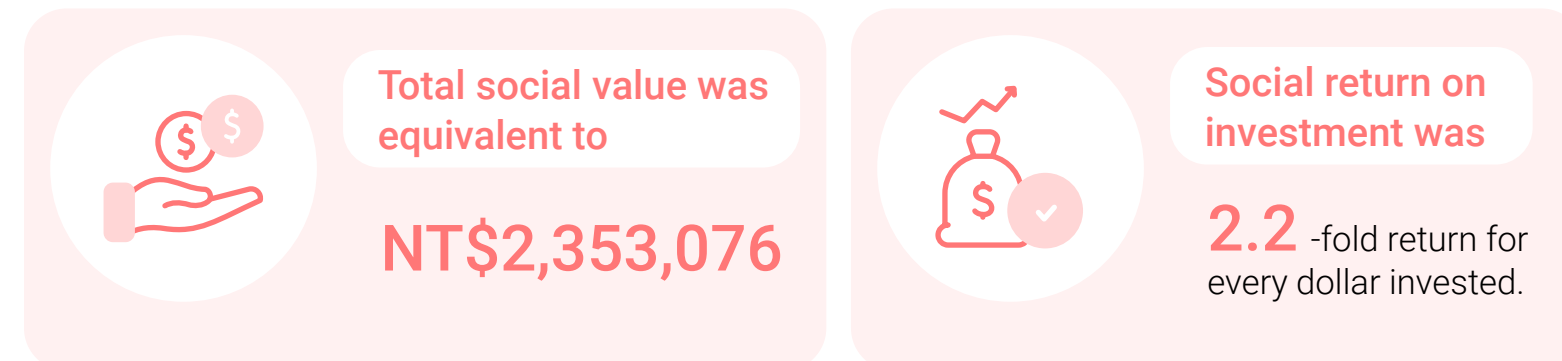
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Social Return on Investment from Love Breakfast Program

In 2020, we used the "Social Return on Investment (SROI)" method to analyze stakeholder changes and impacts. Our quantification results regarding the social impacts and monetary amounts of our program were verified by Social Value International (SVI).



Sending Love to Rural Tribes-Giving Children Hope for the Future

Eastern Charity Foundation has worked to improve rural education and provide companionship to children in rural areas of Taiwan for many years. In addition to providing daily warmth and care to children through the Love Breakfast program, we also donated material resources, children's books, and winter clothing to provide practical and timely support. In 2024, the "Sending Love to Rural Tribes" program raised a total of NT\$910,036 in donations, including NT\$80,800 donated by ET New Media employees to sponsor children in rural tribes. These resources spread warmth to all that need it.

We have sponsored and provided companionship to after-school classes in the Hualien Cirakayan community for 12 years. The program began with 20 children and has since grown to 45 elementary school to high school students. What we found most heartwarming was that two students who received our help returned to serve as teachers for the program after being accepted to National Dong Hwa University, giving back to the program that previously supported them. In 2023, another student was accepted by the National Dong Hwa University Department of Sociology, and also pledged to give back to the program. These stories constitute the best response to our Sending Love to Rural Tribes program as we watch these children grow up, succeed at their goals, and choose to return to their hometowns to spread the love to the next generation. This program not only builds educational achievements, but also plants seeds for virtuous cycles.

We invited the Hualien Tai Ping Elementary School folk song group, Pingtung Chueng Jih Elementary School, and Taichung Wanfeng Elementary School and Taitung Hongye Elementary School (the two schools that participated in the first summer EMI cross-strait youth baseball competition) to attend our 2024 year-end appreciation event. We jointly celebrated Christmas with these schools at the Taipei Main Station ET Plaza. They used their songs and smiles to thank us for our support over the years, and used their actions to show how this support has taken root in their lives.



The "Sending Love to Rural Tribes" program raised a total of

NT\$ 910,036 in donations

ET New Media employees to sponsor children in rural tribes

NT\$ 80,800 donated



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First EMI Cross-Strait Youth Baseball Competition: An Eye-Opening Experience

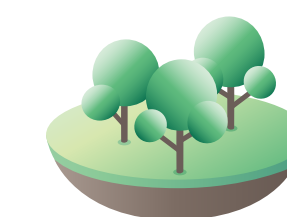
Hualien Kuangfu Elementary School principal Tong-Fang Huang said in an interview, “These children don’t have many opportunities to participate in external activities, so this event gave them a chance to feel enthusiastic about learning, which was very helpful.”

In 2024, Eastern Charity Foundation and Fujian Province Liancheng County People’s Government jointly hosted the first EMI Cross-Strait (Liancheng) Youth Baseball Competition at Fujian Liancheng, Yongding, and Xiamen from August 4 to 11, inviting four youth baseball teams from Taitung Hongye Elementary School, Taoyuan Dayong Elementary School, Taichung Wanfeng Elementary School, and Hualien Kuangfu Elementary School to participate in a friendly three-day competition with four teams from China, thereby promoting sports interactions. We also invited Taitung County Magistrate Yao Ching-ling, a baseball and tourism advocate, to participate in a non-official capacity and throw the ceremonial first pitch for this cross-strait game, demonstrating EMI’s mission to bridge the gap between sports and culture.



Spreading Love Through Drawings: Children Paint Stories to Convey Affection for Their Hometowns

EMI continued to host the “Draw My Hometown” competition as part of the 2024 year-end appreciation event, encouraging children from rural regions to draw familiar and beautiful sights. This competition enabled the children to tell stories of their tribes in vibrant colors, showcasing their creativity and emotion. A total of 25 schools across Taiwan participated in this activity and submitted 350 entries featuring forest landscapes, family companionship, and traditional culture. Selected works were publicly exhibited at our Christmas lighting ceremony, and competition winners were invited on stage to accept their awards, sharing their achievements with other children as they received applause and encouragement which gave them confidence and opened up a brighter future. To commend their efforts, we used these award-winning works to produce souvenir bags, which were not only a source of pride for the children, but also made wonderful gifts for EMI employee donors, ensuring that all contributions were converted into images of kindness.



4.2.2 Removing Barriers for the Rehabilitated

Support for Rehabilitated Persons: Helping Inmates to Change Their Lives

When rehabilitated inmates choose to turn their lives around, this marks a starting point for reflection and rebirth. It is not easy for rehabilitated inmates to reintegrate with society, but a willingness to believe and support them can ignite flames of hope. EMI Chairman Gary Wang has a personal understanding of how difficult it can be for rehabilitated inmates to rebuild their lives, so believes that anyone who seeks redemption deserves a second chance. Due to this belief, EMI has established the “Stable Employment Project” and matched many rehabilitated inmates to jobs within the Group, helping them regain their confidence, and injecting positive energy into their families and society.

Apart from providing employment, Eastern Charity Foundation also worked with the Taipei Branch of the Taiwan After-Care Association on festive occasions, donating daily necessities and practical equipment to help rehabilitated inmates on the road to a stable life. In 2024, EMI donated NT\$202,500 and 15 laptops to help rehabilitated inmates. Our donations were appreciated and acknowledged by the Taiwan After-Care Association, and we received an award of appreciation on Rehabilitation Day for the seventh consecutive year.

In 2024, ET New Media told the story of how rehabilitated inmate Ah-Kai reintegrated with society through 8 news reports. We continue to be involved in charity efforts and production on associated films to encourage kindness for rehabilitated inmates.



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4.2.3 Public Welfare and Spreading Love: Care for the Elderly

Care for the Elderly: Supporting Elders

Since its establishment, Eastern Charity Foundation has always been respectful to the elderly and cared about the growing number of elderly people in Taiwan's aging society. We firmly believe that elders are society's most precious assets, and should receive respect, companionship, warmth, and care. In 2024, the Eastern Charity Foundation continued to extend care for elderly people with dementia, donating NT\$150,000 to the Taiwan Catholic Foundation of Alzheimer's Disease and Related Dementia, and supplying 100 ET Plaza gift vouchers to provide practical support and convenience for nursing homes and elders. We also worked with ETMall to organize a year-end banquet for elderly people living on their own, ensuring they were not alone and were cared for at the end of the year. The event was hosted by shopping channel host Yu-Shuang Lin, and Vice President Shang Wen Liao was invited to attend and sing along with participating elders at this banquet that conveyed community care and blessings.



Taiwan Catholic Foundation of Alzheimer's Disease and Related Dementia

Donating NT\$ **150,000**





Community Care

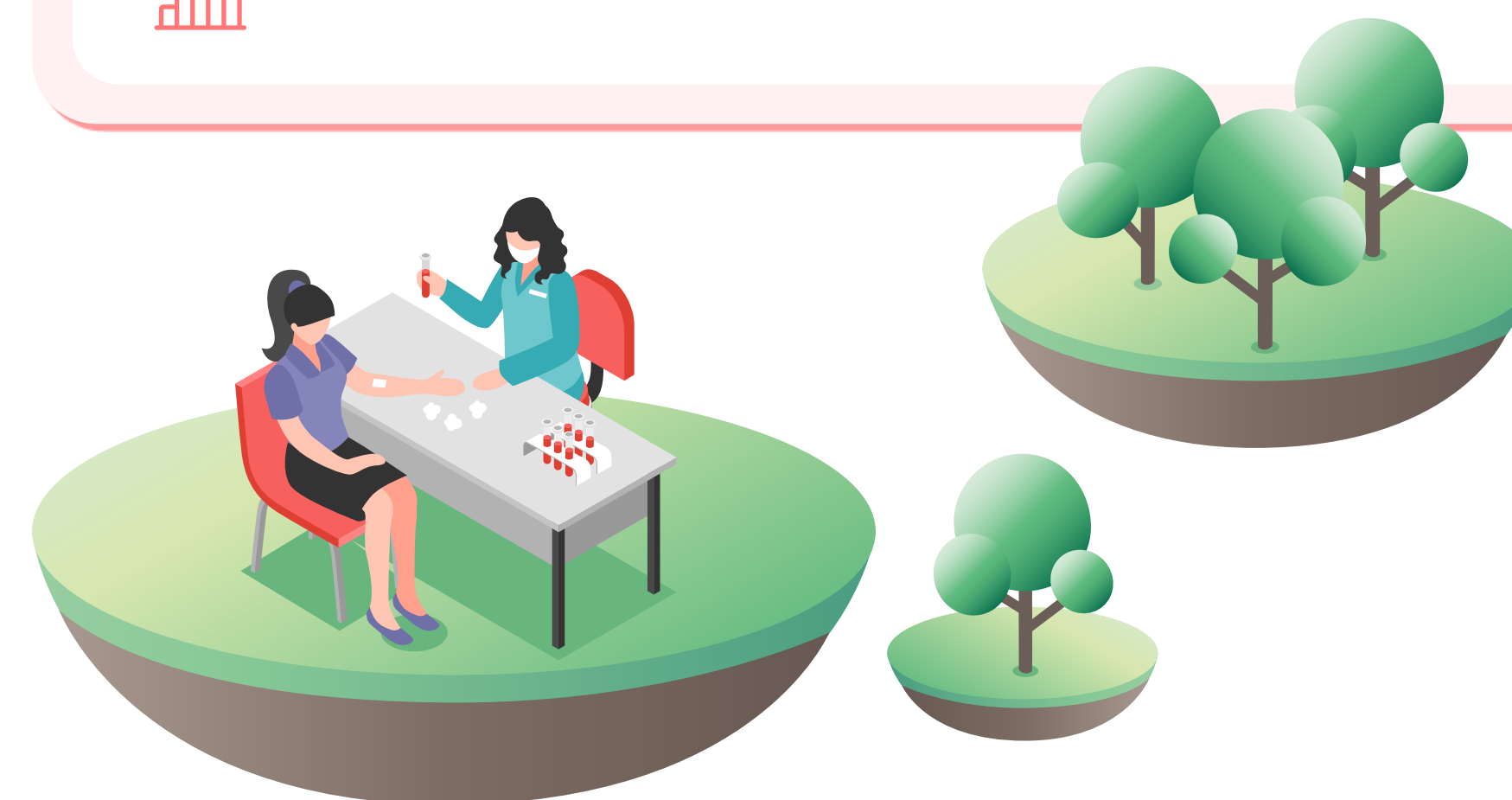
Donating Love at EMI

EMI believes that corporations should engage in charity initiatives that facilitate public participation. We call on our employees to donate blood every year so we can respond to the needs of society through practical actions. In 2024, ET New Media worked with Taipei Blood Center to host regular blood donation activities at our Nangang offices and ensure stable supplies for the medical system. In 2024, we hosted two blood drives and called on Group employees to participate in these events. This year, we used an app to promote these activities for the first time, disseminating public welfare information from within the corporation to the outside world, inviting more readers and members of the public to participate in our blood drives. These events spread love and warmth, and the "donations of love" are among the most moving contributions we see at EMI each year.

Blood drive on May 23, 2024

Blood drive on December 2, 2024

	Total donors	43	Total donors	33
	Donated bags of blood	66 bags (250 cc/bag)	Donated bags of blood	51 bags (250 cc/bag)
	Original target	60 bags	Original target	50 bags
	Achievement rate	113%	Achievement rate	102%



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4.3 Promoting Social Influence

4.3.1 Spreading Positive Social Energy

Reporting with Love to Convey Warmth

ET New Media leveraged its advantages as a media company to establish the Love Cloud column, which actively reports touching stories around Taiwan so they can be seen by more people and garner support. The realistic and heartwarming images and descriptions give voice to the disadvantaged and enable care and hope to continue flowing through society.

We actively use the popular short-form video format to promote positive energy and focus on social care, education and charity, health education, environmental sustainability, protection for women and children, animal rescues, and other diverse aspects to demonstrate our social responsibilities as a media company. In 2024, we produced 100 short videos that were viewed 43,288,923 times, spreading warmth to millions of hearts.

In 2024, we produced **100** short videos | Total views up to **43,288,923** times



We track social incidents and release timely reports on response and rescue actions for major disasters such as severe earthquakes and explosions, enabling the public to see hope in the face of disaster. EMI continues to spread goodwill and hope using media influence through the Love Cloud column, where every report represents a force for change in society.

Upholding Professionalism and Winning Awards

ETtoday keeps informed of social trends in Taiwan, producing timely news reports as well as in-depth reports. In 2024, we received many awards, including the 1111 Job Bank Happy Enterprise Award, Journalist Impact Award, Bright Society News Reporting Award, Taiwan Innocence Press Award, and Suicide Prevention Outstanding Media Reporting Award.

Journalist Impact Award Print and Online (Text) Category-Timely Reporting Award

Award-winning report

Serving People Where They Are: Home Clinic Dulan's Seventh Year of "Hospital at Home" Services in Taitung

This report described how Dr. Sang-Ju Yu incorporated the Japanese Hospital at Home concept in Taitung starting with the annual "Dulan Clinic Festival," which showcased how the Hospital at Home model brought convenience and change to local residents. The detailed descriptions paired with heartwarming on-site photos helped readers understand how medical innovations enhanced quality of life for community elders, reinforcing the necessity and benefits of this medical model.



Bright Society News Reporting Awards Print News Category Excellent Reporting Award

Award-winning report

Death Penalty or No Death Penalty?

This thoughtful report interviewed a wide range of targets, including death row prisoners, victim families, experts for and against the death penalty, NGOs, Amnesty International, death row spiritual advisers, and even bailiffs that administered death penalties. All technologies and death penalty surveys were incorporated in the report to ensure information integrity and facilitate better understanding.



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Suicide Prevention Outstanding Media Reporting Awards

New Media Reporting Excellent Award

Award-winning report

Suicide Prevention Report Series

The reporting team conducted in-depth interviews with psychologists, experts, and doctors to analyze this complex and sensitive social topic through their experiences of past cases. By exploring the behaviors and symptoms that emerge in different groups before suicide, this report provided readers with a comprehensive understanding of the topic.

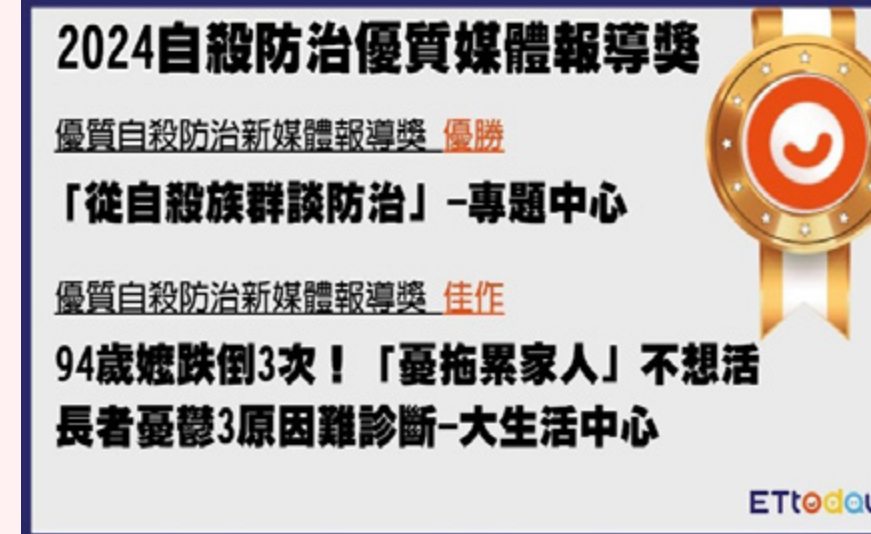
Suicide Prevention Outstanding Media Reporting Awards

New Media Reporting Merit Award

Award-winning report

94-Year-Old Loses Will to Live After Multiple Falls, Fears Burdening Family: Difficulties Diagnosing Depression in the Elderly

Depression in the elderly is often considered to be a part of the aging process, is stigmatized, or is viewed as being a symptom of dementia, so is often ignored. However, "chronic health issues" has now become the second biggest reason for suicide in those aged 65 years and above. In this report, an expert shared a case where the subject was depressed due to illness. Suicide prevention in the elderly should focus on simple, non-pharmaceutical treatments. This report enhanced public understanding and awareness of suicide prevention issues, featuring authentic descriptions, well-defined contexts, and a focus on core issues.

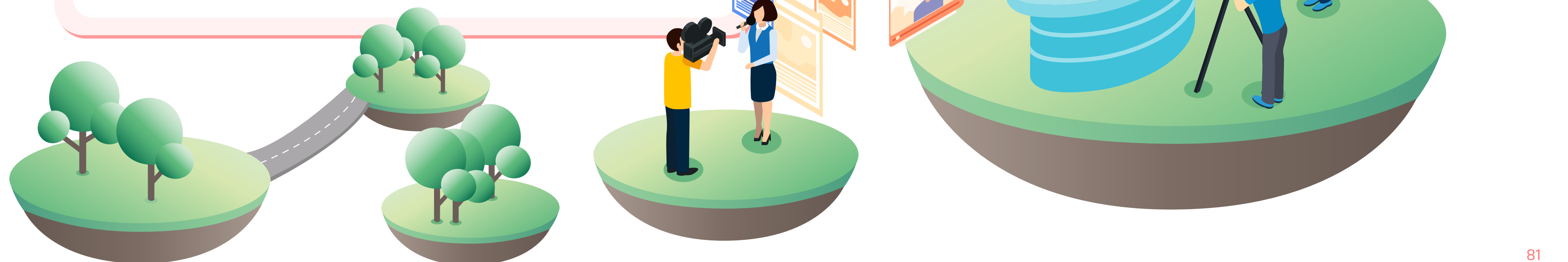


Taiwan Innocence Press Awards Podcast Program Award

Award-winning report

The Wrongful Conviction of Cheng Hsin-Tze Report Series

The host clearly laid out the facts of the case and forensic procedures using a rich variety of content. To ensure the authenticity of reported information, the podcast also featured interviews with Cheng Hsin-Tze and his defense team, which contained intimate and analytical discussions with the host. The podcast featured interview excerpts interwoven with case recordings, allowing listeners to form vivid images of the case in their minds, constituting a groundbreaking piece of audio reporting.



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Care for Pets

ET Pet has long focused on the welfare of stray animals and actively promotes a variety of charity actions. We worked with Hill's Pet Nutrition and Royal Canin to donate 15,000 kg of prescription feed to animal shelters around Taiwan, ensuring strays were well-nourished, and increasing their chances of adoption. For this, we received a certificate of appreciation from the New Taipei City Government for setting an example of corporate philanthropy. We hosted more than 300 adoption activities and helped more than 1,000 strays find new homes. We plan to set up more than 100 fixed and temporary adoption sites across Taiwan so more strays can be seen and adopted. To ensure legal breeding practices and improve the transparency of pet management, we aligned with Ministry of Agriculture policies and established microchip registration sites at our stores around Taiwan to provide free registration, adjustment, and deletion services. We are also promoting registration for cats to protect owners and pets. We hope to build social consensus around companionship for pets through a series of systemic activities as we continue to create more pet-friendly living environments.

Worked with Hill's Pet Nutrition and Royal Canin to donate
15,000 kg
of prescription feed to animal shelters around

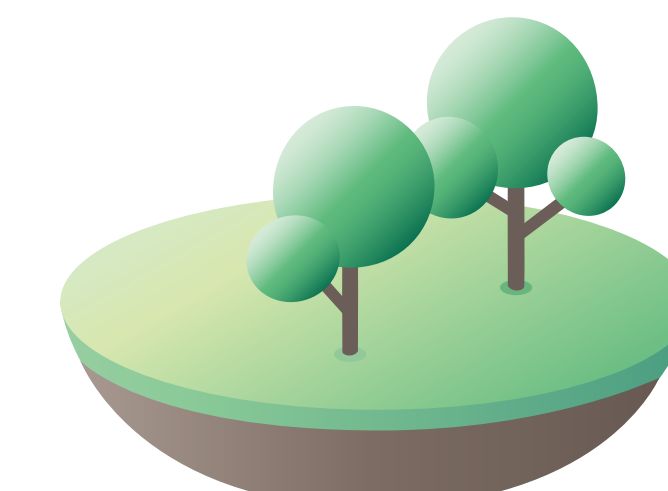
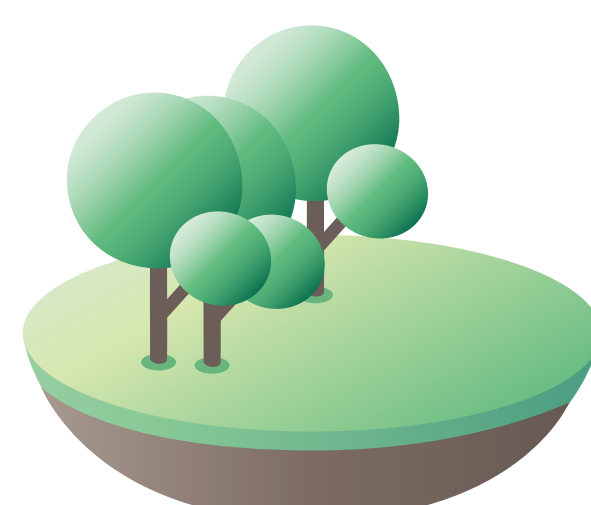
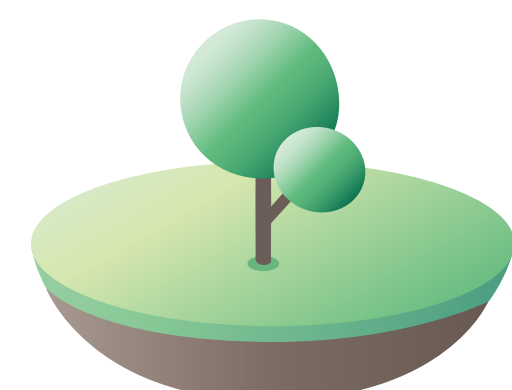
hosted more than
300 adoption activities

helped more than
1,000 strays find new homes



Feed Donation Charity Program

ET Pet views pets as family members and continues to provide nutritious food to animals in shelters. In 2024, we worked with Hill's Pet Nutrition and Royal Canin to jointly implement the Feed Donation Charity Program where ET Pet donated a portion of feed every time consumers purchased specific products. We donated 15,000 kg of feed to six animal shelters around Taiwan, including public and private institutes in the north, central, and south regions, helping several hundred animals improve their quality of life through practical actions as part of our corporate social responsibilities.



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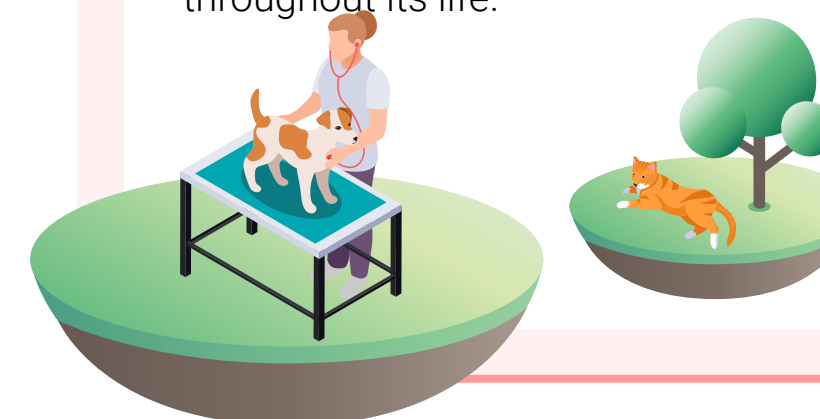
“Adopt, Don't Abandon”

In 2024, ET Pet actively worked with local animal protection groups such as “Mao Tui Tui Animal Rescue Association”, “All for Love”, “Chinese Animal Welfare Interchange Association”, and “Lovely First” to host many adoption activities and pet markets offering free health examinations, vet consultations, pet communication, and other diverse interactive services that improved confidence and participation of adoptive owners. We hosted more than 300 “Animal Crossing” activities over the year where more than 800 strays were successfully adopted. ET Pet also provided “Pet Goodie Bags” gifting medical examinations and supplies to reduce burdens on first-time pet owners, reinforcing the concept of “Adopt, Don't Abandon”, ensuring that pets can have a home where they enjoy love.



Microchips for Pet Protection

In response to government pet registration policies, ET Pet established “Pet Microchip Registration Sites” at all stores across Taiwan in 2024 to provide free consultation and registration services. We have now established sites at more than 100 stores, which provide services including microchip registration, transfer, reissue, as well as loss and death declarations, helping more than a thousand pet owners complete registration processes, effectively lowering the risks of missing or abandoned pets. By promoting pet identification systems, we aim to ensure that every pet is loved and cared for throughout its life.



東森寵物晶片登記站

東森寵物

全台灣登記站分布

區域	站數
台北	3
新北	5
桃園	5
新竹	3
苗栗	1
台中	6
彰化	7
雲林	4
嘉義	4
台南	15
高雄	19
屏東	6
台東	1
花蓮	5
澎湖	3
金門	2
馬祖	1
全台	90

項次	服務項目	東寵收費	東森會員
1	寵物晶片、頸牌成本及植入手續費	請洽慈愛動物醫院	請洽慈愛動物醫院
2	登記費(犬、貓)	請洽慈愛動物醫院	請洽慈愛動物醫院
3	補登登記證	50元	免費
4	轉讓或變更登記	100元	免費
5	辦理遺失、尋獲申報及死亡除戶	免費	免費

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東森寵物APP

4.3.2 Ecological Conservation

Participating in Reforestation Programs to Set an Example for Future Generations

EMI implements environmental protection actions and hopes to promote “tree planting and carbon reduction” concepts across Taiwan. We initiated a reforestation project in 2024 and planted trees in 8 forest farms around Taiwan which covered 9.3 hectares of land. We plan to plant more than 15,000 saplings within three years, working with the New Taipei City Government, the New Taipei City Farmers’ Association, the Taiwan Angel Alliance for Environmental Conservation, and Tse-Xin Organic Agriculture Foundation to provide saplings and tree maintenance funds through the “Reforestation Project in New Taipei City”. We began by planting 200 arbor saplings in Wen Sun Farm, and plan to provide saplings and tree maintenance funds, as well as invite stakeholders to adopt trees and contribute to carbon reduction.

In 2024, EMI worked with the New Taipei City Government during Tree Planting Month to plant trees in Gongliao’s Dragon Sports Park, bearing witness to this important moment of environmental conservation as we jointly planted a total of 110 trees (65 Bischofia javanica and 45 Melia azedarach). This activity improved environmental aesthetics, provided a recreational site for local residents, and helped with climate regulation, making our surroundings greener and cleaner while raising public awareness about environmental and ecological protection.

