

## Strategy 2

### Women's Empowerment

#### ● Autonomy & Self-Sufficiency:

Combine existing products and services with core competencies to help women build financial literacy and independence, and continue to grow in their careers and life

Establish a Collaboration Cycle for Female Entrepreneurship: Support charities led by female entrepreneurs, set up a cooperative network for empowering women, help women achieve economic independence, and build a sense of achievement

Collaborate with one women-led business every year

Collaborate with two to three women-led business every year

Partner with women-led businesses to hold charity and specific events, encouraging female entrepreneurs to expand the ecosystem of empowered women and establish a positive cycle for support systems

#### ● Self-Actualization:

Build a comprehensive support system for women to allow them diverse and equal opportunities, assisting them with career and self-development

Provide long-term support for domestic athletes, as well as comprehensive practice facilities, dormitories, and benefits to establish a complete support system

(1) Women's basketball: Support one coaching team and train 50 female basketball players

(2) Women's table tennis: Support one coaching team and train 39 female table tennis players

(1) Women's basketball: Continue to support one coaching team and train 50 female basketball players

(2) Women's table tennis: Continue to support one coaching team and train 39 female table tennis players

Construct one table tennis hall that meets specifications for international competitions, and continue to support the development of women's basketball and table tennis

Strategy



Major Projects



Short-term Goals (2023)



Mid-term Goals (2025)



Long-term Goals (2030)

## Strategy 3

### Supporting the underprivileged

#### ● Self-Affirmation:

Eliminate social inequalities so that every person has the power to improve their own quality of life.

Provide scholarship incentives, collect special proposals, and offer live-streaming of basic financial education courses to provide equal-opportunity and quality education to youths and students

Have at least 57 volunteers dedicating 435 hours in 2023

Reach 25~30 rural schools by 2023

Achieve a score of 3 or above on items related to financial literacy on a student self-evaluation questionnaire by 2023

Have at least 178 volunteers dedicating 1480 hours in 2025

Reach 30~35 rural schools by 2025

Achieve a score of 3.5 or above on items related to financial literacy on a student self-evaluation questionnaire by 2025

Combine and utilize Cathay's diverse resources and influence to help students in rural areas

#### ● Community Involvement:

Provide education, participation, collaboration, and other diverse resources to help certain groups gain the resources, confidence, and skills they need to participate in society and reach their potential.

Assist older adults and underprivileged groups through volunteer events and inspire the public to cherish what they have; cultivate a sense of belonging to the company by providing differential care to different underprivileged groups

Have at least 163 volunteers dedicating 386 hours in 2023

Have at least 210 volunteers dedicating 405 hours in 2025

Reach 20,000 people online and 2,000 people offline

Reach a score of 4 and above for items related to self-reported inspiration on the questionnaire

Take the initiative and collaborate with industries, governments, and academia to develop diverse service models

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## 4.2.3 Supporting the Underprivileged - Connecting Local Resources and Galvanizing Volunteers to Assist Different Underprivileged Groups

Taiwan is Cathay's main base of operations. Therefore, we not only expand our local financial business, but also recognize the various challenges affecting children in rural areas, elderly individuals living alone, and disabled persons. These challenges include unequal access to educational resources, lack of caregivers/companions, relative economic disadvantages, and inequalities. In the spirit of "happiness is giving happiness," we actively respond to the needs of Taiwanese society through our comprehensive volunteer network and diverse resources. We focus on two aspects: "Self-Affirmation" and "Social Participation," empowering different communities with confidence and skills, enhancing their quality of life, and encouraging them to actively engage in society and express themselves.

### ■ Self-Affirmation

The goal of education is to foster literacy to adapt to future challenges in the next generation. By taking into account the needs of children, Cathay continues to improve the educational landscape by providing educational resources to help all youth receive an equal and quality education. Since 1980, we have offered various scholarships, including the Dream Come True Program, Cathay's Outstanding Scholarship Project, and the Elevated Tree Program. We adapt these scholarship programs to changing social needs and incorporate Dream Come True proposals, creative proposals, financial education, and other elements in hopes of helping children engage in self-exploration and gain confidence.

Self-Affirmation Programs Overview			
Project/ Event	Projected Goals	Resources and Actions	Achievements in 2022
			Social/Environmental Influence
Cathay Youth Excellence Scholarship	<ul style="list-style-type: none"> <li>● Provide equal and quality educational resources to outstanding youth from economically disadvantaged families</li> <li>● Encourage youth to propose creative and pioneering solutions to rapidly changing social and environmental issues</li> </ul>	<ul style="list-style-type: none"> <li>● Co-organized by the Cathay Charity Foundation, the CUB Foundation, and the Cathay Real Estate Foundation, the program provides educational resources to outstanding students from economically disadvantaged families. It also provides startup capital for youth who are dedicated to issues like environmental sustainability, senior care, community building, etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Sponsored 89 outstanding student teams, each receiving NT\$ 60,000-200,000 in funds, providing a total of NT\$ 7.38 million in sponsorships</li> </ul>
Dream Come True Program	<ul style="list-style-type: none"> <li>● Alleviate the lack of educational resources and cultural stimulation provided to rural children</li> <li>● Help children think critically and independently, tolerate adversity, and work cooperatively as they work towards achieving their dreams</li> </ul>	<ul style="list-style-type: none"> <li>● The Cathay Charity Foundation receives proposals every year for the Dream Come True Program from rural schools, non-rural schools that lack educational resources, and elementary schools with a disproportionately high number of underprivileged students. The proposals are reviewed by experts and academics, and a maximum of NT\$ 200,000 is provided to fund selected proposals</li> <li>● Established the Dream Come True Documentary Award to encourage teachers to record the process of how their students achieve their dreams with video footage</li> </ul>	<ul style="list-style-type: none"> <li>● Supported a total of 460 students in 2022. Since 2013, we have supported a cumulative total of over 3,500 students.</li> <li>● Supported a total of 20 schools in 2022. Since 2013, we have supported a cumulative total of 144 schools.</li> </ul>

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## Self-Affirmation Programs Overview

Project/ Event	Projected Goals	Resources and Actions	Achievements in 2022	
			Social/Environmental Influence	Business Influence
Cathaysec Dream Works	<ul style="list-style-type: none"> <li>Enhance employee identification and recognition with the company and promote co-prosperity of society and the environment at the same time</li> </ul>	<ul style="list-style-type: none"> <li>The chairman of Cathay Securities started Cathaysec Dream Works in 2020, allowing employees the opportunity to make customized proposals and encouraging them to participate in charity and give back to society</li> <li>Supported employees to organize one financial class for rural elementary schools</li> <li>Supported employees to organize a three-day event involving a friendly football match for rural elementary schools and a visit to the city</li> </ul>	<ul style="list-style-type: none"> <li>A total of 25 teachers and students benefitted from the financial class at Lao Mei Elementary School in Shimen District, New Taipei City</li> <li>A total of 15 teachers and students benefitted from the friendly football matches at Pitilidan no Salinpo Elementary School in Taitung County</li> </ul>	<ul style="list-style-type: none"> <li>A total of seven employees volunteered for the financial classes</li> <li>A total of five employees volunteered for the friendly football matches</li> </ul>
Elevated Tree Program Tutor CUB - Online Broadcast Financial Education Courses (Industry-first)	<ul style="list-style-type: none"> <li>Help rural students furnish soft skills and values pertaining to financial literacy to overcome inequalities in financial education provided to rural areas</li> </ul>	<ul style="list-style-type: none"> <li>CUB partnered with the CUB Foundation and organized a team of online teachers from the industry with professional financial competencies and provided teacher training</li> <li>Provided financial literacy courses online to rural elementary school students. Empowered students with accurate financial knowledge through interactive broadcast courses</li> </ul>	<ul style="list-style-type: none"> <li>Reached four rural elementary schools</li> <li>As of the end of 2022, 58 students benefitted from financial education courses under the the Tutor CUB online broadcast. Since 2021, the program has imparted financial knowledge to a cumulative total of 77 students</li> </ul>	<ul style="list-style-type: none"> <li>A total of 226 volunteers participated. Since 2021, a total of over 400 volunteers have participated</li> <li>Volunteers served a total of 287 hours, for a total of 557 hours since 2021</li> </ul>



Cathay Youth Excellence Scholarship



Dream Come True Program



Cathaysec Dream Works



Elevated Tree Program Tutor CUB - Online Broadcast Financial Education Courses (Industry-first)



### Social Participation

To promote active social participation among older adults and disabled persons, Cathay FHC taps into group resources and volunteers to hone in on community coexistence. Through funding, material support, and resource coordination, we support the operations of elderly care centers and organizations providing disability care. We also established Happy Farms, recommended audiobooks for the visually impaired, and created performance platforms for disabled persons. This allows older adults to age in place and provides people with disabilities with opportunities to showcase their talents, ultimately empowering them to enhance their quality of life.

Social Participation				
Project/ Event	Projected Goals	Resources and Actions	Achievements in 2022	
			Social/Environmental Influence	Business Influence
Cathay Happy Farm	<ul style="list-style-type: none"> <li>Create an environment for older adults to retire locally, encouraging them to venture outside and improve their overall health through gardening</li> </ul>	<ul style="list-style-type: none"> <li>The Cathay Charity Foundation partnered with long-term care facilities and social welfare departments to create accessible vegetable gardens for older adults to cultivate at our Cathay Happy Farms</li> <li>Provides gardening courses to allow senior citizens to experience planting and related activities. Organize communal dining events at care centers, where the vegetables and fruits grown by older adults are incorporated into the meals served during these events</li> </ul>	<ul style="list-style-type: none"> <li>Established four accessible Cathay Happy Farms care centers in Gongliao District of New Taipei City, Shetou Township of Changhua County, Changbin Township of Taitung County, and Dongshi Township of Chiayi County</li> <li>Helped over 100 older adults</li> </ul>	<ul style="list-style-type: none"> <li>A total of 30 Cathay volunteers participated in community care events</li> </ul>
Fun Club Audiobook Recommendations	<ul style="list-style-type: none"> <li>Help the visually impaired obtain knowledge and broaden their horizons, building more confidence</li> </ul>	<ul style="list-style-type: none"> <li>Cathay SITE partnered with the Taiwan Digital Talking Books Association and invited employees to volunteer their time to compile and review audiobooks</li> </ul>	<ul style="list-style-type: none"> <li>Compiled 495 e-book files</li> </ul>	<ul style="list-style-type: none"> <li>A total of 99 employees volunteered</li> </ul>
Mixes Disables Troupe	<ul style="list-style-type: none"> <li>Inspiring youth with the courage to overcome adversity and re-empower themselves to tackle the confusion and uncertainty associated with adolescent changes</li> </ul>	<ul style="list-style-type: none"> <li>The Cathay Charity Foundation supports the Mixes Disables Troupe, which consists of persons with various disabilities, to give charity performances at juvenile detention facilities and middle or senior high schools. Through their performances, they convey the important life message of never giving up</li> </ul>	<ul style="list-style-type: none"> <li>A total of seven performances were given in 2022 at New Taipei City Shiding High School, Yunlin County Siluo Junior High School, Changhua County Beidou High School of Commerce and Home Economics, Yilan Commercial Vocational Senior High School, National Sinying Senior Industrial Vocational School, Pingtung County National Tung Kang Maritime &amp; Fishery Vocational High School, and Chiayi County National MinShyong Vocational High School of Agriculture &amp; Industry</li> <li>Inspired 5,000 youths with the courage to overcome adversity</li> </ul>	<ul style="list-style-type: none"> <li>A total of 85 employees volunteered for the event</li> </ul>



More Stories from Cathay Volunteers



Cathay Happy Farm



Mixes Disables Troupe

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## Stakeholder Feedback

### Teacher Feedback



#### Financial Literacy Mini Courses for High School Students

Thanks to the Taiwan Financial Literacy Association and Cathay FHC for organizing mini-courses on financial literacy, allowing students to connect cold, hard knowledge with real-life experiences to facilitate further thinking and planning. The course was filled with rich content and helped students better understand the professional image of life insurance and securities managers - which is very beneficial to future career planning.

### High School/Vocational School Student Feedback



#### Lead For Taiwan -

##### Promoting Critical Thinking

This is an amazing course because it really helped me develop critical thinking skills. I also became interested in following long-forgotten social issues and thinking about the relevant interests involved. I really like how the class was taught - easy and light without any tests. It was both relaxing and educational. I really hope that you can continue to offer mini-courses at Taipei Municipal Da'an Vocational High School.

### Student Feedback



#### Career Diary

I'm very fortunate for the opportunity to join Career Diary and explore the different possibilities for my future. I also learned from many workplace experiences and it has helped me better understand my career goals, as well as my strengths and weaknesses, as I would like to make greater changes in the future. Thank you, Career Diary!

### Student Feedback



#### Coding Class

Thank you to all the staff for their dedication during the training, as well as all my classmates for making the entire training fun and entertaining. Although it was only a short three months, I benefitted greatly!



### Student Feedback

#### Cathay Youth Excellence Scholarship

The thing I remember the most over the past two years of service is the longing for real interactions that I could sense coming from the indigenous children on the other side of the screen as we had online classes during the pandemic. I felt like my efforts were recognized and that I was needed. Many thanks to the Cathay Charity Foundation for recognizing the team's dedication, as well as the needs of the children from Alang Stacis Community, and giving us support.



### Teacher Feedback

#### Cathay's Dream Come True Program

Children are beacons of light, and different children shine at different intensities. Just because a child's light is dim, doesn't mean they cannot be outstanding - only that they are at a different wavelength than everybody else. Therefore, we need to guide children in different ways and help them grow. Cathay's Dream Come True Program will continue to enhance these frequencies so that we can brighten up the world with more light.



### Community Feedback

#### Cathay Happy Farm

It has not been an easy journey, but thanks to the Cathay Charity Foundation for their support in the last three years, we have been able to realize our dreams. The concept of "giving care" has become more interesting, convenient, and meaningful!



### Student Feedback

#### Mixes Disables Troupe

This performance demonstrated how individuals are unique and imbued with endless possibilities. Do not diminish your own value because of personal disabilities, and do not easily give up when faced with adversity and challenges.