

Customer Satisfaction

Cathay FHC upholds "Integrity, Accountability, and Innovation" as core values, seeks to enter customer's daily lives through diverse channels and sound services, and fosters the company's service culture in all employees through robust training, investing in customer relations and protecting their interest to continue enhancing service quality. The Service Quality Committee at Cathay FHC formulates the group's service guidelines to uphold and protect customer rights and the principles of treating customers fairly. The committee regularly reviews service strategies and programs with subsidiaries and works with subsidiaries' Service Quality Teams to plan, promote, and track service improvement programs, exhibiting Cathay FHC's commitment to hearing customers' voices and providing them with outstanding service qualities. Subsidiaries have, based on the nature of their business, commissioned large, credible market research companies to conduct satisfaction surveys on topics including sales agents, telephone customer service, claims services, over-the-counter services, and online services to provide a basis for improving the service quality. For exact figures on Cathay FHC and its subsidiaries' customer satisfaction scores from 2020 to 2023, please refer to the table below.

Satisfaction Measurement	Unit (Please select the unit of measurement)	FY 2020	FY 2021	FY 2022	FY 2023	Target for FY 2023
Satisfaction Measurement	Percentage of satisfied customers/tenants	97.31%	98.04%	97.19%	97.76%	90%
Data	percentage of Revenues	100%	100%	100%	100%	

Note: The calculation is weighted by the proportion of each company's operating revenue, covering 100% of the operating revenue within the calculation scope.