







# 2024-2025 **B**五片红

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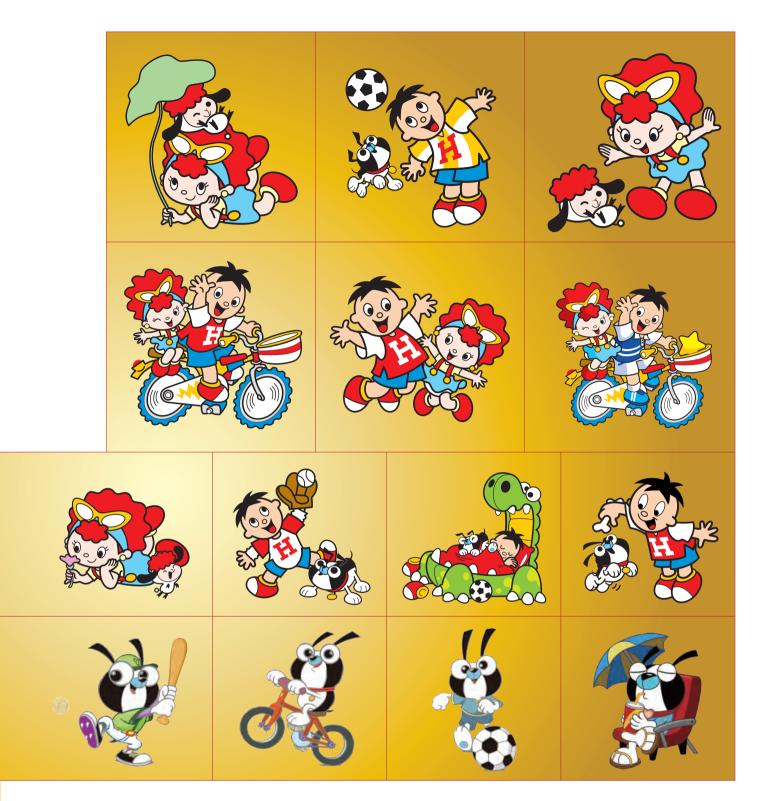
Want Want Group was founded in 1962, formerly known as I Lan Foods Industrial Co., Ltd. Want Want Brand was created in Taiwan in 1983. In the early 90s, we ventured into the PRC and invested in factories. After many years of development, the Group now has a presence in 66 countries and regions in Asia. Africa, North America, Central and South America. Oceania and

In 2008, Want Want China Holdings Ltd. (ticker: 0151.HK) was listed on the constituent stocks of the Hang Seng China Enterprises Index under the food and beverage segment. In addition to food and beverage business, the Group also extends its business to media, insurance. health care, hotel and many other industries, moving toward a diversifed developme In 2008, the Group took over Taiwan's media group - China established the largest media platform among Chinese all over the world - Want Want Media Group. Want Daily was founded as Taiwan's first newspaper that specializing reporting news on Mainland China. Want Want Media Group always upholds its philosophy of "Truth, Rationality, and Love for Taiwan" to promote harmonious development on both sides of the Strait.

## **A** Brief Introduction to Want Want







Want Want is constantly expanding its business territory, accelerating the expansion of overseas markets and pursuing more diversifed industrial cooperations and pursuing more diversifed industrial cooperations and pursuing more diversifed industrial cooperations and pursuing more diversifed industrial cooperations.







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People – Oriented



Hot-Kid's round head shape Congenial in Chinese is pronounced as "Tou Yuan" and "Yuan" has the same pronunciation as Round in Chinese. The hair has just been washed, but not yet dry, so it is known as holding the hair. "Hair holding" comes from Zhou Gong's Quotation: "three times hair holding during one shower and, three times spiting in pausing during one meal. "Hair holding" have the meaning of eagerness to recruit talented people.

In Chairman's words: Our company cherishes talents very much. Our company is like a big family, since we are destined to be together, we should fulfill each of our duties here to preserve this family. We should continuously be in each other's heart and thoughts to appreciate this togetherness.



Ugnh Eqp fgpeg





Unity



Hot-Kid's smile reflects our belief in preparedness and confidence. We believe confidence derives from an organized preparation which brings a smile on our faces. The heart-shaped tongue represents our sincere love towards the company and to always be loyal to our leaders, be kind to our subordinates, and be sincere to our customers. This notion will definitely enhance our performance.

Hot-Kid's open arms signify our team spirit. His welcoming left arm denotes our unity. We believe with the correct strategies and concerted efforts, we will be able to create infinite victories. If we all work as one, we believe our collective efforts will cause minimal deviations. Joined together, hand-in-hand, we hope to unite as a team and rise to the top.





a n d



Elite Dragons of the World







United with People of Common Aspirations



Hot-Kid's right arm signifies a helping hand. Want Want employees not only work vigorously, but also loves to give support to fellow employees. Striving to become number one in China has always been the company's top priority, Want Want believes that if we are united with people of common aspirations, we will unquestionably achieve our dream.



High Margins, Great Success



Hot-Kid's eyes looking upwards shows that Want Want foresee a long-lasting prosperous future. Our management team aims high and achieves far. Through our wise management, our enterprise will nevertheless progress with high margins and sustainable profits. With great profits, our shareholders and employees will share this great success.



Successful Business Ventures



Hot-Kid's rolled up sleeves in embracing the near future. To achieve our goal in becoming the Elite Dragons of the World, we will undeniably undertake new business ventures. Every employee in Want Want are willing to go the extra mile and to ensure all their tasks are accomplished.

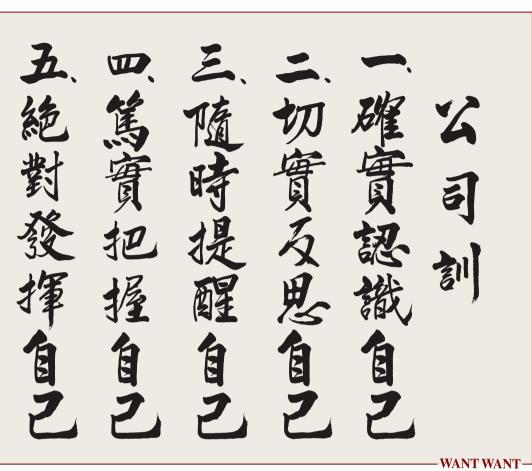


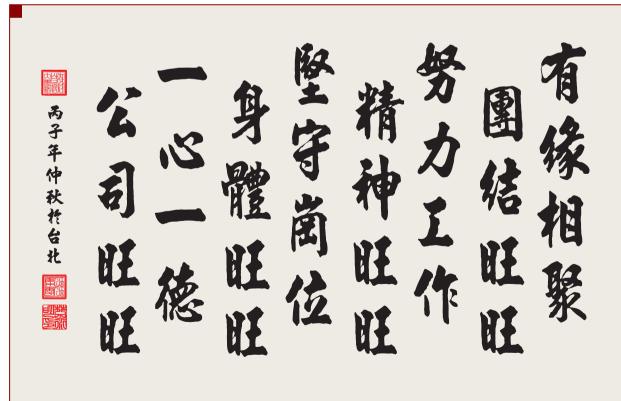
Prosperity for the Group, Prosperity for Everyone



Hot-Kid's bare feet signify the company being transparent. In order to acquire customer support and recognition, a company needs to be honest and sincere. To win both customers' and associates' support, every employee should be attentive and down-to earth when cooperating. This will inevitably lead everyone feeling prosperous and auspicious.







- WANT WANT -

#### We are a family

My happiness comes from your laughter
And if you cry, I will feel more sorrow than you
I need you to accompany me to complete my dream
And your love for me gives me courage
Because we are family
We are grateful and relying on each other
Because we are family
We share our lives with each other

#### Fate brought us together

Want Want people give their hearts to you, Fate brought us together Life is given predestined Faith and candor is vital Want Want people give their hearts to you. Fate brought us together Let me give you my gratitude, Life is better with you by my side, Even though there were ups and downs, With your support, you encourage me to strive, Life is given predestined, Faith and candor is vital Want Want people give their hearts to you, Fate brought us together Even though there were ups and downs, With your support, you encourage me to strive, Life is given predestined, Faith and candor is vital Want Want people give their hearts to you, Fate brought us together Want Want people give their hearts to you, Fate brought us together Fate brought us together

#### Victory Comes From Unity

With fate and unity comes "Want" (prosperity)

Work hard with high spirit will give "Want"

Exert everything you got,

a I ways show your con

Have one's heart fll wi

Want Want is a place to show your true self

Want Want people, we unite!

With heart, with soul,

We must build our co

Fate is decided, Success is up to you

Victory Comes From

# **Corporate**Theme Songs

In order to enhance the cohesion force among employees, Want Want created three exclusive corporate theme songs: "We are a family", "Victory Comes From Unity" and "Fate Brought Us Together." "Victory Comes From Unity" expresses our energetic passion and liveliness within the company while, "Fate Brought Us Together" expresses a more subtle tone demonstrating Want Want employees' appreciation to the company.



















I Lan Foods Industrial Co. Ltd. was founded in Taiwan.



Mr. Tsai Ah Sze was appointed as Chairman. Mr. Tsai Eng-Meng was appointed as Special Assistant to Chairman.



Mr. Tsai Eng-Meng was appointed as General Manager.



The famous brand and mascot, Hot-Kid, was created and began gaining recognition in the Taiwan market.







Want Want China Holdings Ltd. won the Largest Food and Beverage Enterprise Award in the Global Top 1000 Chinese Entrepreneurs by Asia Week.

Chairman, Mr. Tsai Eng-Meng was ranked Top 100 CEO appraised by Harvard Business Review Magazine.



ShenZhou Ten Spacecraft traveled through the Milky Way carrying Want Want products and the Want Want around the universe.



Want Want China TDR (Taiwan Depositary Receipts) was listed and it was delisted in October 2013. Waht Daily was established











Want Want China Holdings
C h i e f O p e r a t i n g
Wang-Chia,was honored with
the "Chinese F&B Association
of Science and Technology
Innovation Award: Notable
Youth Award."



Want Want proudly Motains tile sittle i of "Consumer's Favorite Brand of 2016" for the food, beverage and dairy sectors.



Want Want China has been selected as one of Taiwan's top 20 international brands for 9 consecutive years and once again ranked No. 3.

Established fnancial alcenter to optimize resource and improve effciency











The company name, "Want Want" was of registered.

Want Want initiated its collaboration with Iwatsuka Confectionery Co., Ltd. The two companies successfully opened up the rice cracker market in Taiwan and quickly became the market leader.

c i a I I y Want Want was company to apply for trademark registration in Mainland China.

Want Want built its frst factory wa n Heusam, Changsha named Hunan Want Want Foods Ltd., which laid a solid foundation for Want Want future success.

Want Want Holdings b a s etd. iwas listed on the main board of the Singapore Exchange Securities Trading Ltd. Want Want headquarter was established in Mainland China.







## Want Want



Want Want China Holdings Ltd. (ticker: 0151.HK) was listed on the constituent stocks of the Hang Seng China Enterprises Index. Want Want acquired China Times Media Group.



Want Want Holdings Ltd. delisted from the Singapore Exchange Securities Trading Ltd and restructured into two groups: food and non-food businesses.



Want Want Holdings Ltd. was ranked top 20 most valued international companies among 100 companies and the frst pla Chinese market by the Singapore Association of Foreign Enterprises.







Chairman Mr. Tsai Eng-Meng won the title of meritorious entrepreneur on the China's food industry reformation 40th anniversary.



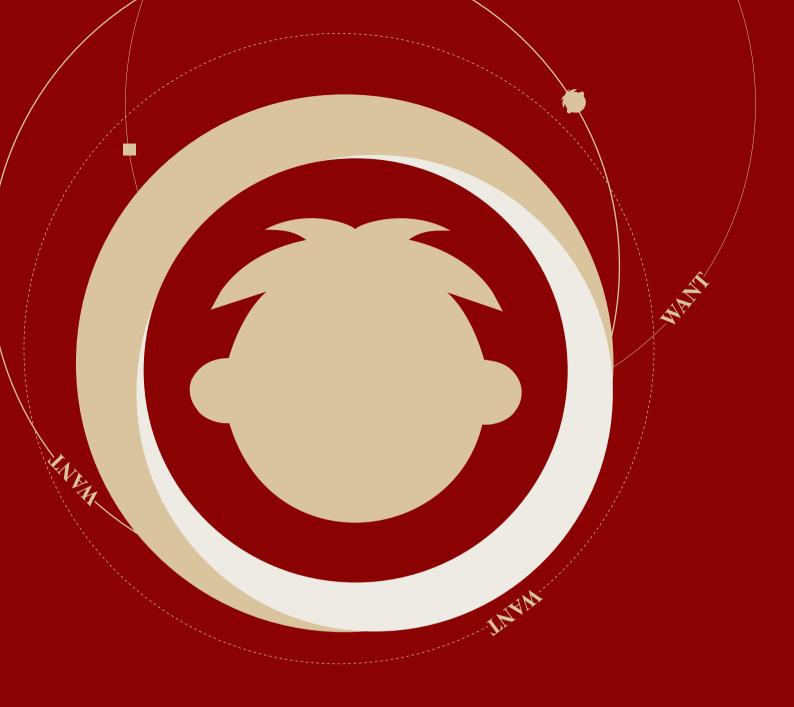
Want Want Group's 60th anniversary; Want Want Group's frst factory in 30th anniversary A new factory in Vietnam's Tien Giang province has been put into

production, an important step

forward for the "world dream".



Want Want Group Won the n l a n d"CHINA GRAND AWARDS F O R I N D U S T R Y " Want Want once again ranked in the top 25 of Candy Industry's Global Confectionery 100 list.



## **Want Want**

is a people-oriented corporation.

We believe every encounter with every individual is a beginning of a strong and long-lasting relationship.....



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#### **Want Want Products**

Want Want products are of excellent quality and variety. Want Want Group always adheres to the strategies of product differentiation by constantly pursuing innovation and developing new tastes and product features, in order to make each product healthy, delicious, and provide each consumer with the best consumption experience.







YA-MI bubble candy, daily YA-MI delivers happiness. Hot-Kid milk tablets, chewable Hot-Kid milk.



Instant Beverage

Rich fragrance and satisfying taste. Warms your stomach and heart.



Seafood Snack

Premium selected natural ingredients, tasting the deep-sea delicacy.



Nutritious chewy rice noodles, that is healthy, and not fried!



Selected raw materials and baked with care, with a r



Rice Cracker, Golden Crispy, Satisfy Big Bites. Tiny Crispy, Golden Crispy, each bite is crispy and fragrance.

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Our famous Hot-Kid Milk advertisement slogan: "Take another look and you will have to drink me up!"



Choco Core Series - Crispy and Delicious, Pure Sauce Heart; Pineapple Cake - Rich Milk Flavor, Refreshing Fruit Flavor; Choco Livy - Crispy and Melty, Melts in the Mouth; Exotic Charm Biscuit - Rich Fragrance, Thin and Crisp, Healthy and Delicious; Pancake - Directly Grilled on Iron Plate, Piece by Piece Crispy; Annual Ring Cake - Layered Baking, Soft and Delicate.



Rice Cracker

Got Rice, is the slogan for our rice cracker products, all products are made from rice that I love to eat! Our persistence to use premium-selected nutritious ingredients with strict production quality controls c r e a t e s p r o d u c t s t h a t a r e N o . 1 i n t a s t e , N o . 1 smiles to our consumers! Want Want rice cracker, your best choice for nutritious snack!



"Lonely God" Extruded Snack

Unique "DNA" twisted shape that ensures pieces don't break easily! A curled potato snack bring out taste with style!



Fresh Fruit Flavored Multigrain, 0 Sugar 0 Calorie Konjac Sucker, Large Coconut Jelly Coconut Q Jelly, Rich Fruit Big Cup Fruit Jelly with Fruit Pulp, First-Ever Powder-Dipped Rock Jelly, Fun and Delicious Sweet Pudding, Want Want Jelly, Enjoyable Want Jelly, Love at First Bite.



#### Cold Chain Products

Joint venture with Japan Morinaga Milk Group Co., Ltd. to jointly build Want Want cold chain factory. With advanced technology to ensure that the production of dairy products meet high standards of safety level, with advanced automation equipment at home and abroad for production. At the same time, the storage and distribution of products are managed by full low-temperature monitoring to ensure that every drop of yogurt and every bite of frozen dessert in consumers' mouths is safe and delicious.



Small Ball Cake Raw material upgrades, using antibiotic-free egg for our Ball Cake, baby's happy nutrition.



Classic childhood memories with many different bite sensation new products. From soft to super chewy QQ gummy that will satisfy the liking of the entire share the sweetness anywhere anytime.



A well-known beautiful memory, an eternal childhood recollection.





#### Alcohol

The best alcohol collection with aromas to create the perfect atmosphere.



From fruit milk drinks, fruit juices to energy drinks, our multiple product lines provide healthy and nutritious drinks!



Using high-quality imported milk source, sweet and non-sticky teeth, Hot-Kid milk candy, full of vigor.



Want Want Crushed Ice, delicate ice crystals after freezing, containing milk sucking ice, like ice cream after freezing, Juice Sucking Ice, smoothie after freezing, sucking jelly, sucking more Q after freezing! Frozen idiot adopts aseptic packaging and unique easy-to-tear design, leading the trend of ice cream and new ways to eat! Shawa Drinking Ice, eating ice will also get drunk! Want Shaved Ice comes from Taiwan's characteristic stir-fried ice.



Pick Bean snacks, uses the best quality beans, bring you the best taste sensations for your mouth.





Give me O-Bubble, I want to hug!



Mr. HOT

Gather the spiciness from around the world. Love Spicy, Love Mr. HOT!



Want Want became the first in China to obtain the infant food supplement rice cracker certification. Baby Mum-Mum is producing under full supervision and quality assurance, baby love, mother trust, Baby Mum-Mum has accompanied you for more than 20 years!



Want Power

Want Power brand upholds scientifc ingredients, and food from the same source, providing quality, portable, and safe light, comfortable, and delicious solutions for global beauty elites.

crea



Prosperous and festive Want Want year, joyful and prosperous year after year, Want Want Big Gift Pack, prosperous gifts and prosperous fortune through prosperous years, More prosperous with Want Want Big Gift Pack!





We are committed to creating a new trendy drinking culture for women of the new era.



"I'm young, I'm coffee"!



#### Fix XBody

Want Want's cutting-edge snack brands focus on people during the weight control period, advocate the diet concept of healthy and light life, and are committed to realizing the dream of a new generation of young people "snack freedom during the weight control period".



Want Want on-the-go products to suit every lifestyle; Bulk weight packs provide a rich variety of snack types for all year round.



#### **Want Want Brands**











































Want Want has multiple brand development strategies for different group of people with different consumption habits. In addition to "Want-Want", brands like "Hot-Kid", "Yappy", "I~You", "Baby Mum-Mum" and others have already become classic brands that consumers trust.



#### **Quality Management**

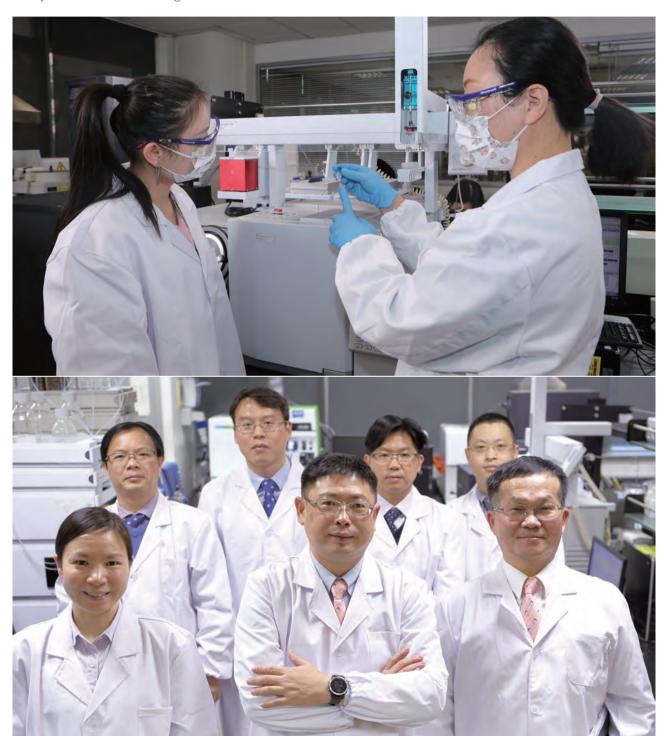
Want Want has advanced production technology and automated, digitalized production lines; under the intelligent management, we have a zero tolerance to product quality risk. We control each product starting from its origin, enforcing strict control of every process to ensure all products undergo the highest requirements from production to delivery. Our product quality standards are our way to uphold our commitment to consumers.



#### 4

#### **Research & Development**

Want Want R&D team is full of vitalities and capabilities, and is committed to exploring the food technology frontier. We are attentive to the ever-changing market trends and responsive to the needs of consumers both at home and abroad. As a market pioneer, we build a high level of scientific and technological exchange platform to be in line with international standards and to make sure that Want Want products are always innovative and being the market leader.







Green, environment-friendly and sustainable industry is one of the mainstream investment directions for enterprises today and in the future. In September 2008, the Group invested and established Poyang Lin-Want Forestry Developing Co., Ltd. and Yugan County Lin-Want Forestry Developing Co., Ltd. in Shangrao City, Jiangxi Province. By the end of 2023, the accumulated investment reached USD 21.10 million, mainly focusing on circular agricultural projects such as poultry farming, agricultural and forestry planting, and organic fertilizer production using microorganisms.

#### (Ingredient) Source Guarantee

Among them, Poyang Lin-Want utilizes the advantages of existing high-quality forest land to develop livestock, poultry and laying hen breeding projects to produce high-quality fresh eggs without antibiotics, hormones, pesticide residues or heavy metals. All the 246 external inspection items have achieved zero detection, providing high-quality egg raw materials for the leisure food of the Group. It operates its own brand "JiWant Optimum" and holds annual external inspection certification for antibioticfree products. Poyang Lin-Want is the only poultry farming enterprise in the city to receive eport record certificat



By the end of 2023, the two companies collectively planted 3,700 acres of wetland slash pine economic forest and 3,300 acres of organic camellia forest, he total planting area of agricultural economic forest reached 7,000 acres. The wetland slash pine economic forest will gradually enter the oil harvesting period in 2024, and the organic camellia forest is expected to enter the period of fruit bearing and oil pressing extraction in 2027. This will enable everyone to taste the Group's own organic camellia oil on their dining tables. These agricultural projects have short-term and medium-to-long-term sustainable economic highlights.

As the consumption of chemical fertilizer is gradually reduced in China, the use of microbial organic fertilizer will protect the sustainable operation of agricultural production and boost yields and income, and will become the next growth point of the Group agricultural industry.



#### **Want Want in China**

The Want Want brand has nationwide recognition and popularity. Currently, the Group has 34 independent sales branches, 19 resource coshare sales branches, and 420 sales offices. Want Want sells its products all across China, even to remote areas such as Mongolia, XinJiang, and Tibet. In the future, we will continue to bring prosperity to every corner and deliver prosperity to your home.









Argentina

主联各 HOT-KID

BE 15 ARRANGE 黄牛奶 时任

Want Want's main goal is to be recognizable across the entire world. Want Want has extended its network overseas and has entered countless markets across the world. Our overseas sales team now covers 66 different counties and regions across 6 continents. Want Want will continue to cultivate the market and will constantly expand into an even larger sales network in selected markets. The illustration above displays the countries and regions covered by Want Want's international sales network.

#### **Extensive and Dynamic Digital Marketing**

creating an online and offine global maı its array of products better and achieved new growth. By coordinating and integrating all new marketing tools and using new marketing methods, Want Want can accurately d i capture the demography dividend, traffic maintain the brand's youth and vitality u n o

#### Hot-Kid Club



Trying new products, weekly launching new Want Want new products, click to participate now.



Don't forget to scan the code after buying snacks; you can collect points to redeem great gifts.

Want Want Fans' carnival base, is a platform that gathers preferential activi In Want Want Fans base camp "Hot-Kid Club", you can participate in a variety of activities such as trying new products, point prize draws, point redemptions, and scanning codes to collect snacks and receive great gifts. Join the Hot-Kid Club now and you can immediately get new member coupons and new member points, and start a carnival journey of super value shopping and refreshing lucky draws!



Scan code to join Hot-Kid Club, video to learn how to make the let's Want Want together.



ties

Scan the code to watch the most of Hot-Kid Club.



If you have more points, you can use it to redeem for peripheral goods.



Trying new products, point prize draws, and community entrance, all on the home page of WeChat app of Hot-Kid Club.



waterfall stream on the home page of the Go and fnd it mini program.



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#### Theme Store



Hot-Kid Club has a variety of store types and positioning. The scenic area stores focus on IP cultural and creative peripheral products, curious interactive food and play products and brand image products to attract young tourists; The community stores focus on the people in the neighborhood and highlight the products exclusively provided by Want Want stores to meet the needs of people's daily life, focusing cost performance; the transportation hub stores aim at the people passing by the service area, focusing on Want Want's own products, which are known for their on-thego snacks and thirst-quenching options. Meanwhile, the Hot-Kid Club offers a wide variety of products including popular snacks like Want Want Snow Biscuits, Want Want Senbei, and Hot-Kid Milk, along with various innovative Want Want merchandise. Here, consumers can experience firsthand the quality and charm of Want Want products, freely choosing their favorite items.

#### Joint Brands Marketing

Want Want and other ma\or brands carry out co-branding the radiation of consumer groups, while also bringing more vitality to Want Want.



#### Hot-Kid Cultural and Creative Peripheral Products





#### Vending Machine

Born in 2017, Want Want Vending Machine Division is a new force in the diversified industrial landscape of Want Want Group. Since its establishment, the Division has launched a variety of vending machine models to directly supply hundreds of Want Want snacks and beverages in response to different scenarios. The scope of cooperation has covered 34 provinces, municipalities and autonomous regions, and is dedicated to providing high-level unmanned retail services for the vast number of dealers and consumers.



#### **Digital Marketing** Cross-Platform Promotions and Exhibitions



Want Want's promotional activities are diverse and rich in content. Whether it's online topic marketing, offline events, or exhibitions, each is full of fun. There are also virtual nfuencers

#### Hot-Kid Want Shop

offcial shop o f War than 300 Want Want products, creating your exclusive snack library!

Hot-Kid Want Shop introduces new products every month with fresh tastings and full-store giveaways, ensuring you always fnd surp Scan the QR code and enter the mall immediately to enjoy the surprise~





#### Want Want New Media Marketing

Want Want new media account matrix, achieving the brand and consumers two-way communication.













#### **OEM Business**

#### Start from raw material selections, we strictly control every production process









Want Want has nearly 60 years of experience in production management, we hold the highest standard on our quality control systems, and built the most professional R&D teams. Currently, the Group has over 33 production bases with automated production lines.

Want Want can manufacture a wide, bountiful category of products to meet the needs of clients, including: rice crackers, bean snacks, candies, biscuits, confectionery, fried and puffed snacks, seafood snacks, jellies, alcohols, instant drinks, rice noodles, cold chain products and various packaged drinks. Various business models include OEM, ODM, and various other multi-faceted modes of cooperation. We look forward to working together with you!



#### **Want Want Achievements**

In combination with the national "dual carbon" strategy, Want Want Group takes "low carbon", "innovation" and "digitalization" as the important development direction of the group, actively practices the corporate social responsibility, deploys the promotion of relevant strategies in each production base of the group, and has won many domestic and foreign awards in terms of product quality and low-carbon innovation.

#### ■Want Want Group Won the "CHINA GRAND AWARDS FOR INDUSTRY"

In 2022, Want Want Group won the "CHINA GRAND AWARDS FOR INDUSTRY" as the highest award in the industrial field approved by the State Council of China for the project of "Research and Application of Low Carbon Energy Saving and Automation Technology".

# ■ Production Bases of Want Want Group won TPM Award again

The 2023 TPM Award Ceremony sponsored by JIPM Institute was ceremoniously held in Kyoto. Two factories of Want Want Group, Chengdu Mingwant and Hubei Liwant, won the TPM Excellence Award for their outstanding performance in Total Productive Maintenance (TPM). This is a leading breakthrough in the TPM feld in the domestic after Want Want Group's milk beverage and packaging materials factories have won the TPM Award and TPM Continuous Excellence Award.



and can

#### ■Want Want Group Won 2023 Water Safety Leadership Award

Want Want Group has been highly recognized by the Carbon Disclosure Project (CDP) once again by virtue of its world-leading water resource management capability. Its three ratings of climate change, water security and forest have all reached Grade A, becoming the only "Three-A" enterprise in China's food industry.





■Want Want Group Won the Award for Outstanding Practice of Social Responsibility of 30th anniversary



■Want Want Group Won the Award of Craftsmanship Brand Heritage of 30th anniversary

■Want Want Group won the frst pri Technology Award of China National Food Industry Association

In 2023, Want Want won the first prize of "Science and Technology Award of China National Food Industry Association" with the project of "Research and Application of Key Technology of Food Processing Green Manufacturing".



ence and

■Want Want Group won numerous honors from China Dairy Industry Association

Want Want Group won the title of 2024 Dairy Science and Technology Innovation Enterprise.

With the project of "Sustainable Water Management Practice in Milk Factory", Want Want Group was selected as the typical case of green and low-carbon sustainable development in Chinese dairy industry in 2023.



■Want Want Group Won Green Point China 2023 Case

The second award ceremony for sustainable practice cases of "Green Point China" was held in Shanghai. The "waste-free factory" management system project of Want Want Group won the recognition of "Green Point China 2023 Case".





Want Want Group actively explores in the aspect of innovative marketing, and has achieved remarkable results in the consumer market by virtue of "unable to withstand the 'bean'" short video advertising, TEAMWANG cross-feld market ing case and the double-elesseveral years in succession, and is widely praised by the industry.

■ Want Want won the Top 10 Most Chosen Consumer Goods Brands in the FMCG market in 2023



■Want Want Group won the title of

"Taiwan's Top 25 International

Want Want Group's entry into the list of "Taiwan's top 25 international brands" is a recognition of Want Want's golden signboard and high-quality word of mouth.



■ Want Want Group Won

2023 Infuential National Tide

In 2023 National Tide Reward event, Want Want Group won the 3nnual Infuential National



Want Want products from the inside to the outside to absolutely perfect, is the original aspiration is also a mission. Over the years, Want Want Group has been adhering to the product concept of "health, delicacy and high quality". While constantly pursuing excellent quality, Want Want Group has also focused on the production of consumer-favored products, always paying attention to the consumer market-oriented product appeal, constantly putting forward the product idea of innovation and iterative development, making research and development attentively, bringing fresh updates, which is widely loved by consumers.

In addition, Want Want Group also applied in 2023, which will become a multiple guarantee for Want Want to assure perfect quality.





■ Fix XBody Pumpkin Seed Quinoa Cookies Won the Product Innovation Award at the 9th China Dietary Fiber Industry Conference



 Want Want Water God series products won the 6th China International Import Expo recommended home cleaning brand

# ■ Want Want Group won several technological progress awards of China Dairy Industry Association

Want Want Pure Milk won the gold medal of liquid milk quality competition in 2022.

The condensed milk flavor reaction technology and its application project of Want Want Group won the second prize of 2023 Technological Progress Award issued by China Dairy Industry Association.

Want Want Group won the second prize of "Technological Progress Award" issued by China Dairy Industry Association in 2024 for the project of "A way to realize the homogenization after sterilization and its application".



■ Want Want Group Organic Pancake Sesame Won the Gold Award of Monde Selection

Want Want Group exported Canadian Organic Rice Crisps Sesame, won the gold award of Monde Selection in 2023.



■ Want Want

won the honor of "Top 10 Enterpr Baking Food and Sugar Products Industry (Jelly) in 2023"

On the 2023 China Baking Sugar Association National Jelly Industry Annual Conference and Summit Forum, Want Want was selected as one of the "Top Ten Enterprises in China Baking Sugar Products Industry (Jelly)" jointly recognized by China National Light Industry Council and China Association Of Bakery & ConfeCtionery Industry.



na's

#### ■Want Want Group Won the Honorary Title of Excellent Leisure Food Innovative Manufacturing Enterprise

For two consecutive years, Want Want Group has been awarded the honorary title of "Annual Excellent Leisure Food Innovative Manufacturing Enterprise" by the China Food Industry Association's professional committee on potato food.



# ■ Want Want Group won numerous product innovation awards issued by Functional Food Conference (FFC2023)

Probiotics pea crisp, Yuanqi Xianti, Want Power, Qingyan, Cheer not afraid of bubble lozenges and other products won the product innovation award issued by the Organizing Committee of China Functional Food Conference (FFC2023) respectively.



#### Want Want Buckwheat Noodles Series Won "Innovative Product of Instant Food Industry in 2022-2023"

Want Want Buckwheat Noodles Series won the "Innovative Product Award of Instant Food Industry" at the 22nd China Instant Food Conference held by Chinese Institute of Food Science and Technology (CIFST) in Beijing.



# ■Want Want Wave-favored Cod Fish the title of Shanghai Characteristic Tourism Food in 2023

On the exhibition and licensing ceremony of Shanghai characteristic tourism food organized by Shanghai Food 3 s s o c i a t i o n , Wa n t Wa n t Wa v e - f a v title of Shanghai characteristic tourism food in 2023.



arded

h Slice

-

Want Want China Times Media Group has received continuous praise in Taiwan's news media industry, winning several awards in various categories.

#### ■ CTV Won tthe Golden Bell Awards for TV Award

CTV won the most popular variety program award of the 58th the Golden Bell Awards for TV Award in 2023.



Commercial Times won the Social Bright Side Print News Report Award 2023.



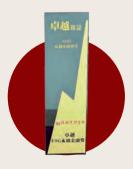


Want Want Union Insurance upholds principles of integrity, steady growth, and sustainable developmen responsibilities and earning signi

cant soci

# ■ Want Want Union Insurance Won ESG Sustainable Finance Award

Want Want Union Insurance Co., Ltd. was awarded the "ESG Sustainable Finance Award" by the "Excellence" magazine.



# ■ Want Want Union Insurance Won Best Social Responsibility Award

Want Want Union Insurance Co., Ltd. was awarded the Best Social Responsibility Award of the Property Insurance Group of the "2023 Insurance Credit Love Award".





#### **Want Want Advertisements**



Since entering the China Market in 1992, Want Want has been producing new and innovative advertisements non-stop. Broadcasting across major television channels in China, Want Want was able to capture the attention of many viewers through its clever ideas and marketing expertise. In recent years, we increased investments into Mango TV, Youku and other popular media streams favored by the younger generations, and expanded into OTT, IPTV, as well as popular social media such as TikTok and Little Red Book. The high media exposure of more than 100 billion hits throughout the year and honest business attitude, this hav consumers.





# ■ Chapter 3 San Want World

-WANT

- 40 Insurance Business
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- 46 Getaway Tourism Business
- 46 Ready-to-Eat Food Manufacturing Business
- 46 Food Fillings Business



#### Insurance Business



Union Insurance Company was founded in February 1963 by overseas Chinese and Taiwanese entrepreneurs, and was therefore named "Union". 1 + + \$ , we successfully listed company in Taiwan's general insurance industry. Want Want Group took charge of this company in June 2007. In November 2007, the company officially changed its name to continuous efforts and self-improvement, it is widely recognized by the public in the market and ranked eighth been increased year by year, and we will continue to expand our business scale by expanding into new business channels and seeking more talented people in the future with the spirit of intention and dedication. In June 2023, AM Best company issued the company a rating of A- (Excellent) with a stable outlook. In September 2023, China Credit Rating Corporation rated the company's domestic credit rating as AA (twn), indicating the company's sound fnancial capability and ejcel

In 2023, under the prudential underwriting, screening of good quality business and appropriate asset allocation, the underwriting performance and investment performance of the Company were both decent, and both revenue and proftZmaking results set a new record in history. caused by the pandemic of Covid-19 in 2022. Thanks for the long-term support of all customers and shareholders and the continuous efforts of all colleagues. As the issue of climate change has attracted worldwide attention recently, climateŽrelated risks have become one of the main governance and strategies, improve relevant risk management and establish a friendly environment year by year, in line with the goal of sustainability. In order to support the government's policy of "net zero carbon emissions in Taiwan in 2050", it will continue to improve the insurance coverage of various energy-related industries, and hope to create a win-win situation among the social economy, the insured and the insurer.

Under the management of professional team, according to the demand of different markets, Want Want Union continlaunches diversifed insurance products, service through the year-round online insurance platform. In addition, in the face of the ever-changing modern technology, it will strengthen the effectiveness of information security management by establishing a complete information s e curity protection frame work ptot meetn the asocfdequiae in passed the BS10012 Personal Information Management System and ISO27001 Information Security Management

System two-way international standard certification, representing the company's intention and commitment to the



protection of customers' personal data. In the future, it will prioritize customer needs as the basis and focus on attentive service, actively launch more competitive products to various markets, providing diverse choices for the insured, so as to enhance customer satisfaction.

Want Union Insurance Company upholds the philosophy of honest management, steady growth and sustainable development, continues to implement the decree; follows and strengthens the insurance profession and corporate governance, requires continuous the quality of products and quality of services. Pursues the basic concept of "good service, good business" and the goal of long-term stable underwriting profits to create greater shareholder value, and most importantly, to fulfill its corporate social responsibility and strengthen the foundation of sustainable management, so that the company can become "the most trustworthy insurance company for customers" and the strongest backing for policyholders.











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#### **Health Care Business**

Hunan Want Want Hospital has always persisted to make people feel "at home" in the hospital and strived to improve both medical quality and services.

In response to the aging society, Hunan Want Want Hospital has begun its second phase expansion construction project. The second phase will include the new "cancer treatment center", and open the "hospice ward" and the "elderly care ward" to meet the health care needs of the elderly and alleviate the pressures of elderly care.

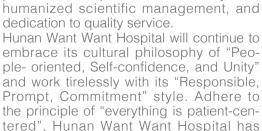
To solve the problem of long queues at the registration and payment counters, Hunan Want Want Hospital has launched mobile apps like WeChat, Alipay and self-service kiosk to reduce unnecessary queuing time for the patients, people can make appointments, register, pay bills and view inspection reports on mobile phone devices.

Every step of Hunan Want Want Hospital's growth has received strong support

and attention from the local government.

; n November \$"1), >i u
mittee of the CPC and Deputy Executive
6 i rector of the Faiwan
State Council, and Xiao Wanchang, Honorary Chairman of the Mutual Market Foundation of Taiwan, accompanied by Mr. Tsai
Eng-Meng, Chairman of Want Want Group,
visited Hunan Want Want Hospital, and
praised the hospital's information system,
humanized scientific management, and

become a warm, homely health institution, making it become an ideal hospital for residents in Hunan to seek medical services and health care.











### **Electrolyzed Water Business**





Water God, a brand of Want Want Group, was founded in 2007.
With the core business of R&D, production and sales of hypochlorous acid water and its derivative equipment, it is the only domestic [cleaning and disinfection] services supplier that emphasizes both retail and commercial strategies.



## Product Efcacy Product Features

Mainly used in daily disinfection and sterilization, formaldehyde treatment, air purification, household cleaning and pet cleaning. The pH value is between 5.0 - 6.5, and through the acute oral non-toxic test, it has as high as 99.999% bactericidal effect on common bacteria and viruses.

Focus on subdivision scenarios, and have a wide application, covering government organizations, medical institutions, educational channels, livestock farming, food processing plants, restaurants, and hotels, etc.





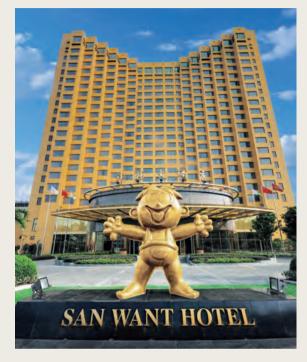






#### **Hotel Business**







Address: No. 650 YiShan Road, XuHui District, Shanghai Tel: 021-61451111

The hotel is located in the XuJiaHui Commercial Center, close to a subway station, very conveniently located. With 383 guest rooms, a banquet half for 600 people, 2 restaurants, a lobby bar, a gym and an urban garden. Whether

it is for business travel, international conferences, banquets or leisure travel, it is there to meet the needs of every guest. Next to the hotel, there is also the newly opened plaza providing "San Want neighboring 660", which has diverse types of shops providing better life experience.









Address: No. 156 XiangYu Avenue, QingJiangPu District, Huai'an, JiangSu Province Tel: 0517-83971111

The hotel has 357 guest rooms, located in the prime location of QingJiangPu District, : u a i y a n , close to Fhe 4 o wl : ill Park and t spots, which is at a superior location. : u a in 2021, it will become the UNESCO World Capital of Gastronomy. It is a place where great people and fne food gathers.



5anal 5u Website the ho







Address: No. 79 ChangJiang Road, ChengZhong District, Xining City, Qinghai Province Tel: 0971-8201111

>ocated in the heart Province, a summer resort, close to the commercial pedestrian st the prestigious snack street MoJia Road, and most importantly very close to the greenery-surrounded central square. The hotel has 252 guest rooms, providing guests with a comfortable and warm environment.









Address: No. 1128, Shuanglong Avenue, Jiangning District, Nanjing

>ocated in 4ai <i a: u 4usiness Lone in the prosperous areas of Nanjing City, it possesses superior geographical location and convenient transportation. The hotel integrates the service apartments and the luxurious guest rooms, and has diversifed department stores stop comprehensive experience of entertainment and leisure. It is currently in full preparation. Stay tuned!







Address: No. 128, Section 1, NanJing East Road, ZhongShan District, Taipei City, 104 Tel: 02 2511 5185

San Want Residences Taipei holds 81 guest rooms and is fully equipped with modern technology. San Want Residences Taipei has continuously won numerous international awards and is an offcial member of the well Ž / S > : fi.

k n o wn



Want Want partnered with Hsin Tung Yang (China) Group to construct a massive tourist paradise in the 5 e n t e r o f Wu > i n g K u a ZhangJiaJie. With villas, hotels, gymnasiums, various entertainment settings in a beautiful surrounding scenery. This resort is the ultimate relaxation paradise for everyone to enjoy. In 2020,

Want 8 u Ž Wu Chinoiseries Courtyard has been on hot sale. >i ng

## **Ready-to-Eat Food Manufacturing Business**

4 e i j i n g Want Kang 8 e o d s sion of Want Want Group, a joint venture with War a b e y a Nichiyo 5 o. > t d away bentos boxes, rice-ball snacks, sushi, sandwiches, noodles and many other readyto-eat food.





In 2009, Want Want engaged in a powerful joint venture with Tomoe Foods Manufactory 5 o. > t d to create: ang 8 o o ds > t d. : o l ding the val a hygienic and safe working atmosphere, : anglhou Kou Shen 8 o o ds > t provide innovative, high-quality, and delicious < apanese style flling market.



# ■ Chapter 4 Want Want China Times

-WANT

- 49 Newspaper Business
- 54 Marketing Research Business
- 55 Integrated Marketing Business
- New Media Integrated Marketing Business
- 58 Entertainment Agency Business
- 63 Television Business
- 64 Digital Media Business





#### Business Mission

#### Prospering Taiwan, Prospering China

Want Want Group acquired China Times Media Group in November 2008. With the mission of "Prospering Taiwan, Prospering China", the group aims to use its role in the media to promote peace and prosperity between Taiwan and Mainland China; to serve as a communication bridge for the people; and to collectively establish the greatest media platform for the global Chinese community.

## History

Since the launch of *Credit News* in 1950, China Times Media Group has steadily grown and blossomed in the span of over 60 years and diversified from a single newspaper into other fields including media, publishing, information websites, which mainly focus on news information, fashion information, variety shows, integrated marketing and etc. From 2002, it branched into the television industry and owns CTi Television Inc., China Television Company, and Zhong Want TV (U.S.), becoming the only comprehensive media group in Taiwan that covers print media, television, and digital media. After taking over China Times Media Group, Want Want Group embraces a sustainable management philosophy and seeks to improve a sense of mutual trust and understanding between the people in Taiwan and Mainland China. At the same time, the Group also upholds the principle of "Truth, Rationality, Genuine Love for Taiwan", striving to make contributions in order to make the future of Taiwan brighter and better.

Newspaper



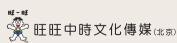
**旺報** WANT DAILY Entertainment Agency



Marketing Research



O Integrated Marketing





























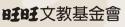






Social Welfare

禁ੱ的咽愛心基金會





**体**招社會福利慈善事業基金會













#### **Newspaper Business**





Want Daily. frst issued \$ " " + , is Faiwanıs comprehensive professional daily newspaper that covers news in Mainland China and across the strait, and has been released jointly published with China Fimes Since April Having the belief "Prosperity across the strait is the way to prosper Taiwan", Want Daily provides featured reports that witness cross-strait developments, major exchanges, interactions, and collaborations resulting in collective peacefulness, prosperity, cial situations. It creates a bridge across the strait and provides a grand platform for businesses in Mainland China and Taiwan to join hands in prosperity.

Want Daily Founder Mr. Tsai Eng-Meng pointed out: Whether from the perspective of history, blood or culture, Taiwanese are Chinese. "Want" (prosperity) for Taiwan, "Want" for Cross-Strait Relations, "Want" for all Chinese people. We aim to inform the Taiwanese public about what's happening in Mainland China and to advocate cross-strait peace, solidarity, and prosperity.

Website

https://turnnewsapp.com/wd

台灣會更好



我們追求過好日子

九二共識就是兩岸一家人的共識。無論從歷史、血緣、文化、台灣 我們都是同一國的,所以當然要相挺。

#### 穿越稀土礦區 鞏固產業鏈地位 越南優先發展對中關係

陳冠字/綜合報導

中國外交部長王毅正在越南防 同・路透披露・中越正在研擬一 酒鐵路建設酒田,打算升級連接 中越的鐵路系統·以強化一條穿 越越南稀土中心礦區,並通往北 原主要澳門的鐵路路線。加熱成 行·將有助大陸鞏固在稀土產業 鏈地位。而王毅1日會見越共總 書於朊意仲詩便表明, 將與越南 加強鐵路與貿易合作

越通社報道, 阮富仲在會見詩 強調,越南將優先發展與中國的

関係。大師外衣部線は開売,王 股則稱·中國也把對越關係作為 周邊外交的優先方向,雙方就提 升碳原關係定位達成共議,通符 合兩國共同願望和共同利益、也 有利於地區和世界和平與發展 -此风,额通过轻调,王殿同

日上午與越南副總理陳流光共同 主持越中雙邊合作指導委員會第 鐵路,但因系統陳舊,於越南-15次會議。雙方同意繼續採取 有效和實質性措施・促進經貿 投資合作可持續發展; 加碳科技 、環境、交通運輸、農業、衛生

路透報之,中國外長王毅出西越南期間,對應的升級兩國三境道路系統通

接,並提升越南稀土礦區至北部港口的鐵路運輸能力。

陳流光漂津道,雙方協調配合

提高越中邊境口岸、通道和市場 的實物清顯改革: 加快開放超速 部分農產品和海鮮;加快交通基 礎設施運接、特別是雙方之間的 18.55 越南與山國原本就且有相違的

侧的镰力有限;加上跟随所採用 心須在湯煙先行停間操動後・オ 能駛入越南,無形中加大人員與 **等物運輸的成大** 

路透報導,升級後的羅路將經 過越南擁有最大稀土礦藏的地區 。不過,日前尚不清整中國將為 越南鐵路的升級改造提供多少資 金,也不清楚河內是否會接受北 **ウ為此提供的百頭驗資。** 

稀土是科技發展關鍵原料,從 智慧型手機、周力過輪機、電動 重,乃至戰鬥梯於備都會用到。

美國地質調查所 (USGS) , 去年中國稀土產量占全球 比重約70%以上,其次是 、潇洲、緬甸和春園。

從路透披露訊息・大陸出 在鞏固於稀土產業體的主導 。機管フ・大阪第一折看海 稀土蘊藏量・從上游掌握精 源,加上中國下游精煉的領 等於可以---條簡權大量網絡

#### 稀土儲量世界第

陳冠宇/綜合報導

稀土於科技領域具有極高的重 要性與關鍵性・在美中科技戰鬥 暴力下, 由美湾兩個縣十產量分 居全球冠亞軍的國家,正在競相 拉撒稀土蘊藏量高居世界第二的 越南。而在两方的支持下,越南 也正挑載著中國於稀土領域的霸 主地位

美國地質調查所 (USGS) 的 數據顯示,中國擁有4400萬顯 級十頭藏骨,全夜占比約為34 的依賴,並將日標轉向城南 %:越南、俄羅斯和巴西的稀土 蕴藏量均約為2000萬關: 印度 連藏量約為690萬順、澳洲420 萬、美國230萬順。

越南的稀土蘊藏量僅次於中國

+ 占世界縣十總面藏量的 大部分尚未開發。越南積 藏量主要分布在該國西北地 新小日前·越南縣十期採主 中在該國西北和中部高原地 在美中科技戰之下,中國 家安全利益為由,自8月表

、豬兩種脂片關鍵原料實施 管制・此學被認為是對美國 爾技術部門所採取堪施的基 美國則致力於擺脫對中國 國網統拜登9月訪問越南斯 罐,美國與其南坡加強技術

支持越南開發稀土資源和 潜力,吸引優質投資以促進

大陸百城中古屋侧

(新麗社)

陳冠字/綜合報導

近日傳出大陸監管機構正起 草地產商的融資「白名單」。 外界關注進展之際、湖北武漢 於1日宣布,將進一步完善層 地產開發企業「白名單」管理 制度, 德化項目膨胀, 加快項

目建設・擴大有效投資。 外媒此前報導・大陸官方正 認意の実別地差企業的「白 名單」,名單將提供銀行等金 融機構参考・雖未提出硬性要 求,但相關所企有望獲得信貸 債權和股權融資等多方面的

增强發展內生動力推動經濟恢復 向好若干政策措施》的通知,列 出總共25條措施,涵蓋恢復和 福大治费、福大有效投资、推動 外貿外資促積、促進層地產和建

菜業平穏健康發展、促進就業等

8方面。 在「促進局地產和建築業平線 健康發展」部分·該通知表示。 將促進層地產投資。權清全市住 房需求,合理確定各類房屋供需 總量。「谁一步完善層地產間發 企業「白名單」管理制度、優化 項目蓄批·加快項目建設·擴大

有效均衡。 通知選指出·支持剛震和改善 住房政策延長至2024年12 日。階段性調整住房公積金 可能随度,優化完善住屋间 公精金資款政策,支持提出 公積金支付購房首付款。

該通知遺稿,支持建築企 入交通、水利、能源等大型 設施和市政、新型基礎設施 : 赫勵和支持中小型民營排 企業向專業承包領域發展。 在官方極力缩救房市之 市場反應仍未明顯起色。中 究院發布報告顯示・大陸 百城一手住空平均價格為是 公尺1萬5400元(人民幣

## 拼多多市

吴弘勳/北京報導

拼多多市值近日不斷逼近甚 至館中一度超越阿里巴巴、美股 1日港島收銀時,拼名名的市備 正式超過阿里巴巴,成為在美國 中概股的市值第一。具體看到 拼名多蟹口收观4.03%, 疑病的 147.44美元,合計總市值衝上 1959億美元。同日阿里巴巴雖然 也微测0.25%。報價每段74.86 美元、最終市值為1907億美元。

9.模認為,這是大師網路行業 的分水嶺、標誌著從拼多多到字 節跳動等一代新貴的崛起,正顯

覆社交媒體和電子商務的傳統錯 域。更點出拼多多一直以來都將 低價作為其主要的競爭策略。

不少人士分析。這如合消費者 越來越青睞高性價比產品的趨勢 。《富比世》引述北京某投行董 事經經理看法, 陰繁大時沿曹權 式的改變,拼多多正進一步蠶食 阿里旗下海寶與天貓的地盤。

針對拼多多的迅速崛起,拼多 多聯席CEO趙佳臻曾表明·競 争是行業常態,拼多多更在意不 斯提升自己的核心競爭力 - 公司 應對競爭的思路一直都十分清晰

, 那就是不要看餘爭者在供 · 而是看消費者需要什麼。 高盛更估計,在網結束的 11 1期間,拼名名的交易 能成長20%·而相關競爭 的交易量可能僅有個位數成 市場副窓坩系名在股市的 表現來自於財報。今年第3 入為688.4億元人民幣。年 93.9%。歸屬於普通股股軍 利潤為155.371億元人民幣 增率47%。這讓近日拼多

責任主編/陳柏廷

香港(南華早報)1日報道,俄島斯争以來,西 方對俄羅斯實施的各種制裁,遭到俄方透過第三方 規避而抵銷制裁力道、為此、即將在7至8日於北 京川原中歐峰會的歐頭競委會主席范德賴恩、歐洲 理事會主席米歇爾・將當面要求中國國家主席習近 盟 平,制止疑似规避制裁俄霜斯行動的13家大陸企 栗。 領 消息人士並指出,預料中歐峰會選將協商中歐貿

易失衡、以給促和、結束俄鳥戰爭、台灣大選等議

據報導,如果歐盟方面得不到習近平的積極回應 · 有關時企終被列入「黑名單」。作為第12輪對 戦制裁的一部分。今年6月中歐代表疑商後・歐盟 取消5家陈企納入第11轄無薪黑名蘭,但萘無法取 得满分别战冷静的阻船承险,被臂锋的企利极可能 列入下波黑名單中。

超道紫光、歐명領道人還鑑賞立由原承媒件復興 烏克蘭網統澤倫斯基就和平方案的合作。北京8月 成出特使参加在沙病地阿拉伯舉行的縣克蘭問題碰 商會議。然而, 中國特件缺原在無關他舉行的後續 會議。由於新一輔會談計畫於未來幾周舉行,歐盟 希望中國重返談判桌。

歐盟外交與安全政策高級代表波瑞爾精早指出。 他預計歡盟對俄羅斯的第12輪制裁方案將在12月 11日的歐盟外長會議上達成一致。

此外,聯會也會討論中東以哈促和及台灣問題。 報導稱·針對台灣明年元月即將大選衍生的緊張情 勢・歐盟已做好進備。

中共黨媒《環球詩報》1日刊出俄羅斯駐中國大 使莫古洛夫專訪。他指出,「俄中兩國關係超越傳 統的政治軍事聯盟權式: , 「我們严順利滿過了德 場對俄中關係穩定性的測試」

莫古洛夫強調,更重要的是,在他看來,當一些 不惯好意者蓄意炒作俄中關係、炮製「俄中合作威 **商論」時、恰恰證明俄中兩國的緊密聯繫,對於全** 球和地區穩定標為重要。俄中的合作形式能使兩關 更靈活、更高效地應對各類挑戰。

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#### **Newspaper Business**



With the 45th anniversary of Commercial Times, www.ctee. com.tw as a professional financial channel focusing on global political and economic issues. people's livelihood and investment issues. It has also launched a new digital platform to provide readers with more real-time, more diversified, and more professional fnancial continuous efforts to move forward to the benchmark.

Over the past decades, "Commercial Times" has continuously expanded the integration with the society, and held various forums, such as "new elderly banking" forum, focusing on "retirement financial management, health care, life enjoyment" these three topics to provide life and fnancial advice elderly" and find solutions for a high-quality retirement life.

In order to invigorate the local economy, the "2023 Tainan Taste Week" was launched, integrating fve ejhibit top-level wine exhibition, coffee and food exhibition, tea industry exhibition, automobile/outdoor leisure goods exhibition, jewelry and furniture exhibition, creating the largest business opportunities for the industry.

"Commercial Times" builds a platform together with the indus-





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try to assist the development of the industry. "Commercial TimesŠ held "Service Survey in Taiwan", apart from identifying companies that truly prioritize service excellence and customer satisfaction, the ultimate goal is to elevate Taiwan's service quality standards. This includes enhancing and further promoting Taiwan's proudest soft power in service.

In addition, the "Automated Machinery and Intelligent Manufacturing Exhibition" was held focusing on the publication of new products, brand exposure and business opportunity exchange in the industry, giving full play to the effect of industrial agglomeration, exhibiting a series of intelligent manufacturing and automatic processing equipment, creating win-win performance and receives enthusiastic response.

In 2024, the "Commercial Times" continues to expand its digital development, introducing more rich information cial data, providing diversified financial content and important topics, providing readers with the most real-time and professional fnancial to deep perspectives, and continuing to focus on professional financial audio and video channels. Keeping pace with times, leading readers to directly attack the key truths and master the trend of the times is the sustainable goal of "https://www.ctee. com.tw"

- Website https://ctee.com.tw/





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## **Newspaper Business**





"Truth, Rationality, Genuine Love for Taiwan"

China Times was formally known as Credit News, which was launched on October 2. iCtedit was Newspaper, became a comprehensive newspaper. Fhen in 1+(\* to China Times.

China Times joined the Want Want Group big family in November 2008, and under the leadership of Chairman Mr. Tsai Eng-Meng, it operates under the mission of "Prosperity across the strait is the way to prosper in Taiwan z, seeking to contr of Chinese people across the strait.

As the fagship of Want Media Group's, *China Times* is committed to conveying mainstream social values and is the most infuential

both sides of the strait.

Over the years, to provide readers more diverse digital media information, China Times has not only integrated Want Want Group's media editing platform, also focusing on indept report rather than fragmentary news. Using magazine style editing to present "Each Edition has focal point, each report achieving in-depthness.'

China Times adheres to its news philosophy and social responsibility. In the new media era, promoting social value ideology, creating a better future for the 23 million people in Taiwan.

#### Website

https://www.chinatimes.com

Turn News https://turnnewsapp.com





中華民國112年12月3日/星期日 農曆癸卯年十月廿一















# 銘宗:證明蔡政

#### 干喜源、曾養藉、陳養云/綜合報道

《聯合國氣候變化綱要公約》締約方第28次 拜召開,包括美國與日本在內的22個國家於2日 發表聲明,呼籲到2050年,將世界核雷產能提 升至2020年水準的3倍,以助全球屆時達到「淨 **雲磁排**1日標。立法院國民掌團總召曾欽宗表示 ,這無疑證明蔡政府訂出2025非核家園政策, 是一個大錯誤。

#### 沒有核電 淨零排放目標難達成

該聲明稱,核能在本世紀中葉實現碳中和的全 球目標方面,扮演著「關鍵角色」。美國氣候特 使凱瑞說:「這不是要證明,核能絕對會成為所 有其他能源的全面替代品.....但我們知道,科學 和事實以及證據告訴我們,如果沒有一些核電, 就無法實現2050年淨零排放的目標。」

歐盟執委會主席范德賴恩在COP28峰會上表示 : 「我呼籲與會者,將這個目標納入最終的COP 會議(COP28,簡稱聯合國氣候大會)正在杜 決議中。」聯合國國際原子能總署(IAEA)署長 葛羅西 (Rafael Grossi) 也說,世界需要核電來應 對氣候變化, 廟該採取行動來擴大這種清潔能源 的使用,並幫助建設通向未來的「低碳橋梁」。

#### 核能大國 俄羅斯和中國未簽署

除美日外,簽署上述聲明的其他國家包括英國 保加利亞、加拿大、捷克、芬蘭、法國、匈牙 利、韓國、摩爾多瓦、蒙古、摩洛哥、迦納、荷 蘭、波蘭、羅馬尼亞、斯洛伐克、斯洛維尼亞、 瑞典、烏克蘭和阿拉伯聯合大公國。但核能大國 俄羅斯和中國沒有簽署。

全球現有391千兆瓦的核雷裝機容量,有31個

國家運營核電廠。但路透指出,政府和企業是否 願意投入所需的巨額資金,以實現2050將全球核 能增為3倍的目標,目前還是未知。

有環保組織擔心核能的安全和核廢料處理問題 。環保組織350.org表示,日本311福島核災凸顯 了核能危險。該組織北美分部主任園道爾 ( Jeff Ordower) 說:「我們雖然讚賞拜登政府準備要 投資石化燃料的替代運頂,但我們沒有時間浪費 在危險的分心選項上,例如核能。」

針對22國提高核能發電量的聲明,立法院國民 黨團總召曾銘宗表示,蔡政府訂出2025非核家園 政策,是一個大錯誤,非核政策造成的後果,是 萘政府留給下任政府最大的爛攤子: 民進黨總統 参選人賴清德競選總部則暫無回應。

曾銘宗指出,近幾年不僅造成5次大規模跳電 停電,外商也認為台灣有缺電疑慮,甚至造 成電價大幅上涨:面臨未來台灣可能缺電以及 使用核能作為石化燃料的替代能源也存在爭議 電價大幅提高,又面臨國際2050淨零排放的趨 熟, 蓉砂府廟傾聽國際評論, 不要再硬拗, 否 則會影響2300萬民眾的用電需求,及全台1600 草的產業發展。

#### 國際趨勢 藍委促政府嚴正面對

曾強調,2050淨零排放,是國際發展趨勢, 也涉及到國內中小企業的產業競爭力,請政府 殿正面對。

至於賴清德,今年10月19日提到,未來若能 解決核安與核廢料,不會排除核能。被視為民 准量非核家開態度鬆動:11月29日他接受重訪 時又表示,核安核廢若解決且有共識,不會排 斥科技帶來便利。



←第44屆旺旺時報文學獎 頒獎典禮2日舉行,得獎者 與來賓一同合影,得獎人 李佩琳 (前排左起)、邱 瀟君、楊婷雅、飛梗、沈 眠、扈嘉仁、陳泓名、吳 俊霖、李蘋芬、林佳樺、 王晉恆、沈政男、田家綾 、陳二源,評審鄧小樺( 後排左起)、楊渡、陳義 芝、郝譽翔、李進文、楊 宗翰、《中國時報》總編 輯黃樹德、評審吳鈞義、 《中時》副社長王儒哲、 評審彭樹君、胡金倫、楊 樹港。 (羅永銘攝)

#### 李欣恬/台北報導

由旺旺中時媒體集團主辦 備受全球華人關注的第44屆時

報文學獎,2日在中國時報大樓舉行公布得獎名 元聲音,「這也是目前台灣社會最需要的事情, 本屆得獎作品各個功力深厚。 次暨頒獎典禮。今年共收到1278件作品參賽,以 多元題材吟唱時代之歌,因此以「萬物有情,字 字生機」為主題,呈現時報文學獎的當代精神。

《中國時報》總編輯黃樹德表示,中時人間副刊

就是人民之間的和解,可以透過文學了解彼此, 不管從哪裡來,都是這塊土地的主人,互相理解 、互相包容。」

報導文學向來被視為社會現象的探照燈,今年 由邱瀟君〈舞在黑色除夕夜〉獲首獎,評審楊渡 定名次時,她帶著「就算是虛構的也要投給這些 表示,今年的得獎作品題材豐富,有美國社會槍。得獎者」的心情,後來的散文得獎作品也證實內 今年的時報文學獎,影視小說組首獎從缺,新 擊案事件,也有在越南工作的台籍幹部面對群眾 文寫的都是真實經驗。

組作品罕見地出現兩篇皆與 失智相關,四篇得獎作品又 有三篇是寫大腦病變相關主

題,散文組決審委員鄧小權表示,在評選散文時 , 曾思考過若得變作品是虚構時該如何? 但在決



**Marketing Research Business** 

8 ounded in 1+\*), former l-ylic Opinion Survey Center", established as a poll company in 2007, and changed its name to Apollo Marketing Desearch 5ompany in \$"1+ velopment of media groups. Starting from 2023, in order to align with the development of Want Media Group, the China Times News Network Poll Center was established to provide polling services for related companies.

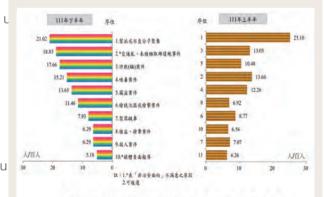
It utilizes the same telephone polling equipment used by Taiwan's Academia Science, and is Taiwan's longeststanding Taiwanese polling company, with the most advanced equipment, exceptional staff, and extensive experiences in marketing research. To date, it has completed over 4,000 polls since its founding.

Apollo Marketing Research combines Internet and mobile technology to expand its research and development actively diversifed -it ers includes: option polls on important political, economic, and social issues, and various types of marketing surveys, media circulation rate, television ratings, and integrated opinion poll marketing event planning and execution. The company have also carried out a number of large-scale cooperation projects with institutions at all levels in Taiwan...

Since \$"1+, Apollo continu Times Media Group, promoting a large-scale governance satisfaction survey titled "Governance with Care, Public Satisfaction"This survey covers aspects such as public safety, economic development, transportation infrastructure, environmental protection, healthcare, social welfare, education quality, leader satisfaction, and happiness levels across various counties and cities in Taiwan. The evaluation is conducted via telephone surveys, and results are announced through press conferences showcase the media grou

















Commercial Information Culture Co., Ltd. is a wholly-owned subsidiary of Want Want China Times Media Group's Commercial Fimes. 8 ounded in 1+\*+, it was initially named as z; nformation 5 ulture 5 o., > t d. Š in 1++\* till now. Commercial Information Culture Co., Ltd. combines the media communication advantages of Want Want China Times Media 9 r o up in journals and books.; t is committed to proviart and culture, tourism and leisure, celebrity biographies, etc. to the entrusted companies, and has been well received for many years.

Publishing: The company has experienced professional text and art editors who require accurate and beautiful texts and elegant and generous art designs that ft the theme. Fhe and book publishing. They have compiled more than 500 series of books., including notable works like "30 Years of Turbulence" by former Chairman of the Taiwan General Chamber of Commerce, Zhang Pingzhao, the Chinese translation of "Digital for Good" by internation of ald gita Sustafnable Development pfeDigital F5-hrismance," "Zhanghua Manufacturing: Invisible Champion" by Zhanghua County Government, "Legal Handbook for Business People" by Huan Ying Law Firm, "Parenting Precision Strategies" by Taiwan Precision Child Health Association, "Economic and Trade Veteran: Advocate for Cross-Strait Affairs - The Public Service Career of Jiang Bingkun" by the former Chairman of the Straits Exchange Foundation, Jiang Bingkun, and "Quantum Technology Innovation" by the Taiwan New Economy Foundation.

Bidding cases: The company bids for the editing of a variety of periodicals and books published by the public service departments, including the New Taipei City Government's "New Taipei City Art Tour", the Hualien County Government's "Hualien Fun", and the National Science Council and the Ministry of Environment jointly published the "National Climate Change Science Report 2024: Phenomena, Impacts and Adaptations".







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Want Want China Times Culture Media (Beijing) Co., Ltd. was established in 2005. As the window of the media group in the mainland, it is mainly positioned in the development of culture, film and television, culture and exhibition, exchange and cooperation. It has held a number of international awards to incubate innovative and entrepreneurial talents. Including the Global Conference of Chinese Creative Writing, Times Young Creative Festival, Times Awards, Click Awards, TY Star, Cross-Strait Three-place Maker Competition, etc., to conduct market research, development and technological incubation for cultural and creative, green and innovative, agric









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- Website http://www.ad-young.com http://timesawards.com





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# H-H

# **時際**創意傳媒

Intertemporal Creative Media is a subsidiary of Want Want China Times Media Group. It also plays the role of public relations and media. It is the most creative integration platform. It is a self-run production and broadcasting platform for Dream Taochu PODCAST and China Times News Network CAMPUS. It is also

the driving force and leader behind the famous event in Taiwan - the University Expo, and aspires to become the most influential creative media on campus.







#### Service Items

**New Media Integrated Marketing Business** 

# Cultural exchange, activity planning and project implementation

/1 fi News planning! interview ing

(2) Production and broadcasting of PODCAST special program

(3) Press Conference/Symposia/Business Planning/Execution

# Event operation, exhibition planning, campus events, youth activities

/1 fi Arts and Arts 7 j hibitic Exhibition

(2) Campus brand activities/events/campus/training

(3) Various trade exhibitions (medical beauty/health/tourism)

#### Media research, industry trends, industry analysis

/ 1 fi 5 ompetitive 5 a tegory A (2) Media Research

#### Marketing Strategy Planning

Strategic planning and execution of integrated marketing activities

#### Creative media production

Provide media advertising project planning/execution and CF and PODCAST planning production

#### Alliance of different industries

Seek cooperation between various enterprises in different business forms and relevant units to host, co-organize and operate large-scale activities to create a win-win situation

#### Website

http://www.ctia.com.tw/index.php

#### - Campus -

https://www.facebook.com/campus.ctia/



#### **Business Features**

A cross-regional, cross-age, and cross-media PR and integrated marketing platform. Based in Taiwan, business also deeply rooted in both sides of the Strait, and expecting to expand to the world, we create win-win-win value for our customers in all aspects.

The most trusted integration platform of Culture, Campus, City, Commerce and Media.

Exhibition, training, event, forum, special report, topic marketing, innovative service, enterprise planning execution, sustainable development of enterprise brand characteristics.



#### **Television Business**





- 1+++, 5FH became the frst ; n stock market in Taiwan.
- In 2004, CTV expanded and added CTV News and CTV MyLife channels, and also stepped into the era of digital television.
- ; n \$"1\$, 5 F H : 6 was launched, highŽdefnition.
- •; n \$"1(, the entire 5FH family MyLife was renamed as CTV Classic, and CTV HD renamed as CTV Bravo.











#### Innovative and high-quality integrated channel

#### I. Social Responsibility of the News Media – Unbiased Facts

CTV takes on this social responsibility as a member of the public media, always upholding the policy of rigorous editing and interviewing process, with professional and multiple contents and bright rhythm. CTV gives priority to enriching the audio and video images, taking into account multiple viewpoints as news topics, especially caring for the disadvantaged, highlighting the bright side of the society, and in-depth topics. "CTV News Global Report" has been the highest in ratings for many years and has established a reputation. The news team meticulously planned in-depth programs such as Head of Common People, The Starting Point of Change and 60 Minutes to bring richer content to the audience from multiple perspectives.

#### II. Create diverse dramas - strive for excellence and innovation and attract more good plays

In recent years, it has created self-made brands, and successively launched "The Good Years", "The Age of Innocence", "Let It Fly", "Never Forget Then", "Taiwan X-Files" and "The Founder", etc., injecting high-quality content into Taiwan's local drama. It continues to produce TV movies every year, among which "Cigarette Ends", "Dawn / Spring" and "The River That All Flow By" all won the Golden Bell Awards for TV Award. In 2020, "Love Decerer" combined with hot Internet and community topics to set a new high for CTV's selfmade FH movies. ; n order to choices, high-quality ancient costume drama, Korean drama, idol drama and other different types of plays are carefully selected for broadcast, which are widely recognized by the audience and create good ratings.; n \$"1+, t h e One Day" was broadcast, with excellent ratings and public praise, and it was honored as the "God's Drama" of the year. In 2022, the self-made mystery criminal drama "Taiwan X- Files", the warm light comedy "Mr. Lighter" and the self-made full-time drama "The Founder" were successively broadcast in 2023, all of which had a



















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bright audience and caused media coverage.

5 reating a unique stmyd metŽ tvhærifertsyt choice for real Make innovation and change, and set up variety entertainment index. During the prime time of the weekend, the program types of "Mr. Player" and "The Hunger Games" with both reality and intelligence are deeply loved by the young ethnic groups. Since the broadcast, the ratings have been constantly updated, and "The Hunger Games" has won the Golden Bell Award for the most popular variety program award. On Saturday night, a large-scale variety show "I Love Bingbing Show" was self-made at 8 o'clock in the evening. With the combination of strong singers, the variety show queen will create a new singing feast, and the ratings will be promoted, creating a new force for the weekend variety t is a 9olden 4ell Awards for FH Award show. quality 9uessš, zAne ?illion Starš zSuper ?odel 9 u e s s Star-Š and ternational content as the epraordoucits on the and rocaldocias etion q IV. From Taiwan to Across the Strait - Globetrotting TV Shows

The Great China Discovery is the only travel show in the history of television to remain on air for over 30 years, the content focuses on in-depth humanistic. Another excellent travel show, MIT Taiwan takes viewers into mountains and villages to show its viewers different sides of Taiwan. The rich image data is also a precious cultural assets.

V. Emphasis the importance to education and traditional arts – take into account the rights and interests of children and cultural inheritance

During the week, the cartoon *Little Maruko-chan*, which emphasizes family affection, friendship and life, brings warm and joyful childhood memories to the childrenys audience program *OSSO! Nature*, the program is to convey the latendary of convey of the latendary of conveyed and broadcast every year, the stage design and program performances are with both innovative and traditional concepts, leading the audience to re-understand the beauty of traditional arts, by getting close and learning it, it will achieve the purpose of passing on the heritage.

## Awards

; n \$ "t1h&e, report on a pair of siblings without household won a special high-quality news award. And *Cigarette Butt* won Best Supporting Actor in a Mini-series/TV movie, and *Spring* won Best Supporting Actress in a Mini-series/TV movie for the 49th Golden Bell Awards.



- ; n \$ Tha I (land of River Flow won 5 awards including Best Mini-series/TV movie, Best Directing in a Mini-series/ TV movie, Best Writing in a Mini-series/ TV movie, Best Actress in a Mini-series/TV movie, Best Supporting Actor in a Mini-series/TV movie.

  And idol drama, The Day I Lost U, won 4 est Support in g Actres Bell Awards.
- ; n \$"On the Underprivileged Side-Charity Hand-in-Hand" won the 1" the name Awards for Public Service News, and the "Extreme Challenge next Wu Lai" won the Delta Energy and Climate Special Award. "The Medical Staff and Dust Explosion Documentary" won Taiwan Medical Quality Image Reporting Award. "Who Make the Children Cry" won Best Quality News Award.
- ; n \$ "The Secrets You Should Know when Drinking Milk" won Consumers' Rights Reporting Award. "Rescuing the Giant White Tower, Reform Should be Completed" won Taiwan Medical Quality Image Reporting Award. Make in Taiwan once again won Best Natural Science Documentary Show Host and "Mr. Player" won Best Reality or Game Show Host for the 52nd Golden Bell Awards.
- ; n \$ Reporting Early for Duty Small Strides, Big Steps won Taiwan's Special Medical Reporting Award. Not Guilty?! Innocent Without Compromise won the Journalism for Justice Award. The Kingdom of Locomotive Deadly Killer won Consumers' Rights Reporting Award. Mr. Player once again won Best Realty or Game Show Host for the 53rd Golden Bell Awards.
- ; n \$ Dedoding Swine Fever Epidemic Prevention Battle won the "2019 Modern Financial News Award" TV Finance Special Award. Setup a Special Law, Nutritious Lunch Revolution won the Consumer Rights Reporting Award Winner. The Great Reversal of Cultural and Creative Leadership was awarded the Cultural and Creative Industry News Deport Award. < ames Fai won the \$"1+ Industry Quality Meteorological Broadcasting Selection.
- In 2020, "Statute for Expediting Reconstruction of Urban Unsafe and Old Buildings, Old Building's Dawn?!" won the Financial TV Topic Outstanding Award. Love in the Country-side, Medical Attention Can't Wait won Taiwan Premium Report Award. Deformity Fighters won "2020 Taiwan Rotary Charity News Golden Wheel TV Media Report Award.

#### **Television Business**



In the challenging year of 2024, CTi News took "KEEP FIGHTING" as the annual spiritual slogan. All colleagues continue to adhere to the concept of zFrue >aw for Deason, Frue >ov the ideal of fairness and justice to make Taiwan people live a good life and strive for the restoration of CTi News.

An 6ecember 11, \$ " \$ " 5 F i Ne ws rights.; n \$"\$1, 5Fi News began ing to zbreak through diffculties second year of transformation, CTi News proclaimed "2022 is the year riding the wind and waves, full on evolution" In 2023, the News Department unanimously voted for "KEEP GOING" as their guiding spirit, bravely moving forward together. For 2024, "KEEP FIGHTING" was chosen as the annual theme, symbolizing staying true to the original aspiration and persisting in the struggle to the end.

At the end of 2020, CTi News switched from a traditional cable TV platform to a digital network platform, breaking through the traditional one-way message delivery framework and innova interact with viewers online. The lively news broadcast operation model has been well received by netizens, made an eye-casting new record in the frst year and became the largest more than 1.% million subscrip CTITV Channel Group within one year, and it's Taiwan's YouTube audience subscription ranks frst among nev the "Annual Digital Transformation Award" to CtiTV. In 2023, the number of subscriptions of CTi TV Channel exceeded 3 million at the beginning of the year, frmly establishing itself To date, the CTi YT family channel has a total of 5 million-level subscription channels with nearly 3 billion annual views. The number of subscriptions 5Fi FH channel has ranked frst third consecutive year, continuing to maintain its leading brand position as a news media on YouTube.

Since it was founded in November to become the best model of rotenemegol competition in Taiwan in the past 30 years, CTi News has always adhered to the due supervision responsibility of the media, provided the audience with the "true voice", became an important medium for the public to obtain current affairs, showed strong me force for the public to speak and criticize the current disadvantages. After being forced to shut down at the end of 2020, it transformed into digital me-dia, strengthened CTi's role of "supervision", and became the leader of Taiwan's YouTube network playing. At present, CTi News focuses on providing high-quality online news and comments, including "CTI Evening News", "Big News and Big Breakings", "Hit the Headlines", "Global Vision", "CTi Talk", "Strategic Highland", "Global Political and Economic Weekly", "CTi Talk Network Forum" and "Ancaster Mission" series, etc., which are deeply supported and af to current political content, CTi continues to explore entertainment, health, and social search for strange content, and also tries to operate more digital platforms to reach more people. Provide more high-quality choices for neti-

At the end of 2022, CTi News network-Ctinews.com was launched online. which is the only platform of CTi News. Since then, CTi News YouTube, CTi















































































News family Facebook community, CTi News network & app have formally formed an iron triangle, strengthened the ability of image and text communication, and made CTi News's "supervision power" stand more stable and stronger - CTi News Network's own platform, a new round of growth opportunities for the digital economy will also be brought about. Integrated with various digital platforms of CTi News, the CTi News website designs different activities to enhance the liveliness of interactions between the CTi News app and its users. During the 2024 Lantern Festival, it launched a Sky Lantern Blessing event, combining the CTi News network app with the CTi News YouTube channel, innovating the digital media interactive mode.

#### [CTi Comprehensive Station] leads the trend and creates outstanding achievements

"Kang Xi is coming" is one of the most representative variety shows on CTi TV is hosted by Kevin Tsai and Hsu Hsi-ti. Known for its distinctive style and candid discussions, the program is highly popular among Chinese audiences worldwide.

"Super Entourage" is the show after "Kang Xi is coming", co-hosted by Jacky Wu and his daughter Sandy Wu, the program has maintained high viewership since its debut. It won the "Golden Bell Award for 4 est Hariety Show: ost Šin \$" \$", reaffrming its strongryappeal "Student" is a brand-new self-made variety show of CTi TV, hosted by Ken, Amber An, and Natto, the program targets the younger generation and features a diverse array of global guests, expanding viewers' international perspectives.

#### [CtiTV Entertainment Station] Relaxed and pleasant, and stress-free, an integrated channel suitable for the whole family to watch

CTi Entertainment Station aims to produce and broadcast all kinds of programs suitable for the whole family to enjoy. Over the years, the most powerful dramas and variety shows in the Chinese region have been introduced. Recently, hit Mainland Chinese dramas like "Can't Stop Keeping Secrets," "In the Name of Family," "Joy of Life," "One and Only," and "Forever and Ever" have successfully achieved high viewership ratings, generating continuous buzz! This year's lineup will feature "The Heart of Genius", "Nothing But You," "Love as a Business," as well as top-tier historical dramas like "Dreams of Peace Like Dreams," and "Long Wind," offering premium entertainment choices tailored for the Chinese-speaking audience! Moreover, the highly-watched selection of Korean drama "The Second Husband" has sparked a craze, with upcoming releases of well-selected works such as "The Third Marriage," ensuring audiences stay tuned to the latest trends in Asian cinema and television. It provides round-theclock, diverse entertainment options that cater to families!



#### **(**

#### **Television Business**





























Founded in Los Angeles, USA, Zhong Want TV, Inc. has been broadcasting in Southern California for over a decade, and beloved by the community for its high Žquality contents. Since \$g"e1)o, utL WoFfH Shoaucern California and began broadcasting to the entire U.S. and Canada through the most popular set-top box platform in North America. With all its co-channels—CTi Channel, cable system, satellite system, and set-top box platform, Want Want

China Times Media Group has the widest coverage in North America amongst Chinese TV channels. As for new media, in \$"1+, Lhong Want also developed the zLh simultaneously achieve TV and streaming TV synchronization, so that viewers can turn on Zhong Want TV to watch it anywhere.; n \$"\$\$, Lhong Want FHIs high Ždefni broadcast through the website and mobile app of the cooperative platform, and has expanded its viewing channels in North America.

In terms of programs, we have gathered all the units in the group to create. Our lineup includes popular shows such as "Commoner's Big Family" and "Focus on New Asia," alongside news that brings audiences the latest updates closest to home, including Real-time news and Asian news. Our in-house productions like z 5 F i 5 h i n a Want America News Šand z 5 h i n a Want 7 j pressaudiences, delivering news reports and lifestyle information.

Zhong Want TV tailors the most effective publicity plan for advertisers in North America. Effectively use the channels of television communication or Zhong Want new media to implement advertising consignment for customers, or place deep-impact programs, or create consumer impressions through program naming.





#### **Entertainment Agency Business**

EeLin Entertainment is the largest entertainment agency, event planning, and TV production company in Taiwan. Over 70% percent of Taiwan's celebrities and models a r e r e p r e s e n t e d b y 7 e > i n - nowned, comprehensive entertainment company.

EeLin Entertainment also collaborates with international agencies around the world, including those in Milan, Paris, London, New York, Japan, Singapore, Hong Kong, which has resulted in the launch of successful international careers for super models including Patina Lin, Shating Chang Silvin Wang, LICANG Vieng, etc.

tina Chen, Silvia Wang, HSIANG Xiang, etc..

Wen Shenghao, Cai Shuzhen, Li Xing, Zhang Yanming, Cheng Yuqiao, Anne, Sun Zhan, etc. over 40 Taiwanese artists have made impressive appearances across various dramas and programs. Cai Shuzhen won the 58th Golden Bell Awards for Best Actress award for her role as Dr. Xiaoliu in "Mad Doctor." In the realm of music, besides jointly training and launching the idol strength boy group noovy with Sony Music Japan, synchronized releases in Taiwan and Japan, they have also successfully promoted Xiaopang Lin Yu, appearing on world stages such as the United States, Germany, South Korea, and Japan.

To keep up with the trends from new media, EeLin Entertainment is assertively in training KOL streamers who are active in major beauty and fashion events and new media placement to delin began to partner with Taobao, T-Mall and China Mobile from Mainland China for e-commerce live

streaming.

i n  $\$  " 1 ( , the z7e > in 5 ollege Wu University of Science and Technology, to deepen its roots in the campus, promoting industry-university alliances, and actively cultivate talents to be in front of the scene and agents to be behind the scenes.

Adhering to the concept of "all-star development, star dreams come true", EeLin has been holding *EELIN STAR* e v e r y y e a r s i n c e \$ " 1 \$ is the most iconic performing arts selection competition in Taiwan.









#### **Digital Media Business**



Filmes; nformation 50., >td. was founded in 1+\*+ by- Ku 8 a pany in Taiwan to obtain a value-added network service license. At present, business information data, information service and news production system are the three major development axes. Times Information Co., Ltd. cooperates with Faiwanis most authoritative fnancial and economic pcomplete fnancial and economic pcomplete fnancial and economic provides fast and stable real-time commodity and stock market quotation, presenting the most accurate and comprehensive market appearance for users. At the same time, Times Information has a strong ability to integrate information and knowledge. It has developed a number of market-leading technologies, including the creation and maintenance of news, advertising, data platform in tegration and content crun by the Times Information, is also the leading news aggregation platform in Taiwan in terms of traffcand number of unique visitors.; n-ad es a comprehensive multimedia platform to live broadcast major global events in real time and plan various types of multimedia content to meet the needs of different demographics.

Main business of Times Information

— Website — https://www.infotimes.com.tw/



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nce 1

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Intelligence

Winners

Intelligence Winner is the only information software on the market that integrates news and financial database s, allowing uselyze market trends. The news includes the Financial Real Time News and the China Times Media News 6 at a base from 1++& to database covers the financial information of listed companies, stock market updates, bonds, funds, exchange rates, Taiwan's overall economy, and market prices for thousands of commodities. The software also offers various charts and graphs to facilitate users in analyzing information.

China Times Infortimes -CIP

The CIP provides quotes for over 5,000 types of raw materials, making it the largest professional commodities market database in the country spanning across various industries. It has a long-standing history of data collection, with some items having historical data going back up to 30 years. Additionally, it offers data on customs import and export, industrial production statistics, price indices commodity market data.

KMW- Knowledge Management Winner

Knowledge Management Winner is an all-round news database and digital reading platform, which contains news reports of national Times, Commercial Times, China Times

Evening News since 1 + + & / the end of the which was stopped in 2005), and Wint Daily since 2009. It also provides instant news of the day, images of the latest weekly newspapers, and precise keyword search services for news and images s

Authorization of news and pictures

Authorizes pages from the *China Times*, *Commercial Times*, and *Want Daily*, among others, including real-time financial news from the China Times, Commercial Times, and Want Daily, and can customize news according to keywords. The China Times Image Database includes various categories of reported or unreported news photos from the China Times, with a total 1 "of" "o" ver- 1".

ing back to the 1+'"s.

# **\***

# 中時新聞網

z5hinaFimes.comŠ is Faiwanıs frst i Chine Times Electronice Newispaper" outlet founded in 1++'fi. As of \$"\$%, the official website avera over 1.' billion page views / PHfi. Fhe app garners over page has nearly \$.\$ million followers, and the KouFube dustry is most trusted comScore traffic monitoring, -5hina site in Taiwan.

In addition to aggregating the print and real-time news of the Want Want China Times Media Group's newspapers such as "China Times", "Commercial Times", "Want Daily", and "Want Weekly", China Times.com also features specialized sections including Politics and Economy, Cross-Strait Relations, Lifestyle (covering life, health, fortune, and internet trends), Local and Social Affairs, Entertainment, Sports, Fashion and Consumer Trends, and International Military Affairs. Each section is overseen by seasoned media professionals with extensive experience in mainstream media both domestically and internationally. The Politics, Lifestyle, and Entertainment channels each average over 20 million PVs monthly, while the recently established Health channel has also garnered nearly 6 million PVs monthly over the past two years.

Furthermore, ChinaTimes.com collaborates strategically with international corporations such as "Yahoo Taiwan", "LINE", and "MSN". News content is simultaneously featured on these platforms, enhancing its global reach and infuence across the 5hinese Žspeaking market worldwide.





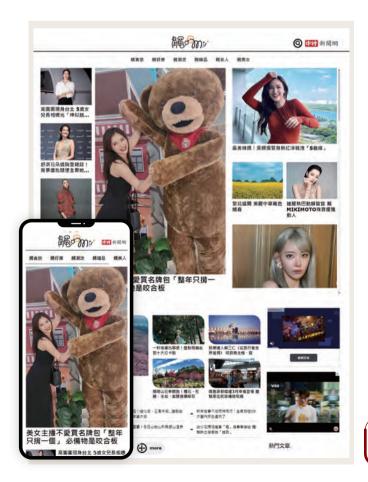


z Wantrich Š fnancial subsidiary of Want Want China Times Media Group. The professional personal financing platform has the following 5 characteristics:

- The most complete and immediate stock market information.
- Rich graphical illustrations to visually guide users to target investment direction.
- The most diverse investment information, including the latest global instant news.
- Providing in-depth stock market and ETF analysis.
- Member function, can collect news, set up keyword subscription, and original "Financing Assistant" function.

Website

Website https://wantrich.chinatimes.com/





"True Mii" is a brand-new fashion consumption website launched by ChinaTimes.com. It presents a variety of interesting content with carefully designed pages, including the fashion of entertainment celebrities from Taiwan, Japan, and South Korea, the latest trend, good deals consumption information, trends in or appreciation of high-end products, as well as emotional topics like relationships. It covers both domestic and international lifestyle events, accompanied by stunning visuals. Readers can easily access news on food, clothing, housing, transportation, education, and entertainment from various devices (PCs, mobile phones, Pads), regardless of their location.

The website of True Mii includes six categories: Touch Food Travel, Touch Good Deals, Touch Trends, Touch Boutique, Touch Beauty, and Touch Relationships. This specially tailored entertainment and lifestyle hub is designed for our readers, it is designed to help you live more chill, with more joy and less hassle. It accompanies readers to enjoy every

leisure moment to the fullest.

Website https://truemii.chinatimes.com/



YouTube Video Platform

There are YouTube channels, such as "ChinaTimes.com", "Wantrich", "Entertainment of ChinaTimes.com", "Happy at 8 p. m.", "True Mii", "You're pissing me off," and "Health Interviewing Room" and so on.











https://www.youtube.com/@Wantrichchinatimes





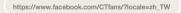
https://www.youtube.com/@chinatimesent

Managing the fan base with Nearly 3 million followers

"ChinaTimes.com", "Entertainment of ChinaTimes.com", "True Mii" and so on.







https://www.youtube.com/@ChinaTimes





https://www.facebook.com/wwcte/?locale=zh\_TW





https://www.facebook.com/truemii2020/



















### **\***

### **Digital Media Business**



# **CTWANT**

CTWANT is a comprehensive news website founded by Want Fai? edia 5o., exclusive news and rich content for the digital editions of *Want Weekly* and *China Times Weekly*. Diverse and ejciting topics, either app, you can always keep up to date of the latest information!

The company has always adhered to the concept of original content, providing the most professional, sharp, in Ž depthand frstŽhand newseparation of editors and professions, [Editor] has a group of reporters, editors, and web editors with many years of experience with the most attractive topics, digging unknown insiders, news content information is fast: rich, and in-depth news content. [Industry]: The strong IT, PM, administration, business and integrated communication departments provide strong backing to partners using highly effective and topical marketing methods.

Also because of the professionalism, the content such as eating, drinking, playing, entertainment, beauty, taste, and videos are readily available. Through the rich textured content and interactive presentation methods, readers of all ages have access and rights to knowl-Not only that, edge. more attentive. In addition to enriching the audio and video reports with news content, it also digs out heartwarming stories from different levels of the society, so that the society can be full of positive and warm energy. 5 F WANF continues to create tinue to climb higher. Readers attachment are extremely high,, delivering impressive results. We look forward to forging an even brighter future.

https://www.ctwant.com/





# styletc

In May 2020, styletc was established for the ones of life enjoyment, spreading the concept of "Live Your Own Life Attitude".

Advocating attitude comes from unique and the choice of fne work and fne life-enjo

craftsman's soul, constructing your life aesthetics, and exuding your own personal life style!

Fhe website classification into these sections, fashion, bivideo.

Since the establishment of the website, the average monthly PV has reached more than 800,000, the average time spent

on a single page is more than 3 minutes, the number of Facebook fan

pages ejceeds 1\$",""", especial male to female readers on the website reaches 3:7, which is widely

favored by female users. It also cooperates with LINE TODAY, YA-HOO, GOOGLE and other media to promote the current popular news.

5 r e a t i n g t r a f f c f o r









Free newspaper reading
No. 1 APP



fngerti

Overseas Chinese all over the world can download the APP and get the lates to news at their Turn News APP is a news digital platform application launched by Want Want China Times Media Group, which provides electronic prototypes such as China Times, Want Daily and Commercial Times belonging to Want Want China Times Media Group every day. You can read the news on your phone, touchpad as if you were reading a printed newspaper, and simply and quickly grasp the big and small events at home and abroad.

### **Digital Media Business**



The Cti News family integrates all-round resources, combines traditional TV production and broadcasting specialties with new network communities and transmission platform media characteristics, and realizes a new integrated media platform of "resource sharing, information commonality and be neft sharing, if

### YouTube

### www.youtube.com/@CtiTv

We have the top-ranked YouTube channel in Taiwan for news subscriptions, known as the CTi Channel Family. This includes CTi TV, CTi News, CTi Entertainment, CTi Financial News, Global Vision, Taiwan Search, Hit the Headlines, Big News and Big Breakings, CTi Talk Network Forum, Unboxing Paper Event, Health Plus One, Invidious-Investigative Line with Old Z, Strange Typos, Civilian Investigation Team, CTi Deep Throat, Secrets of Relationships, I Love Big Cats, I Love Super Entourage, and Student, offering a diverse range of information platforms. We've pioneered interactive broadcasting models for Chinese news media and audiences.

### **\***

### CTi News Network

### ctinews.com

In 2022, the newly established CTi News Network combines audio-visual, text, images and other information elements to become a professional news information network platform with enhanced visual characteristics, and it is also a home belonging to CTi News. it has a youthful visual layout design using large graphics

, combined with the incentive interaction mode of members and Want coins, which has been echoed by many new and existing supporters. In less than days, it has achie∀ed lion views. On this emerging information platform, you can see the ultra-sensory vision of big news pictures, and you can directly watch CTi's important news videos and programs on the website, which is a one-stop wholly new experience, that becomes a new model for Taiwanese news websites. In 2023, the company launched CTi News app and established its own member system with its own platform, and enhanced interaction with members through activity design. It also established CTI Volunteer System through CTi News. It will combine the News app with Hurry Buy in 2024, integrating information and business, and providing readers with more complete one-stop service.

### **\***

### Multi-community platform

In addition to the main information media platforms of YouTube and CTiNews.com, CTi News also operates and develops social multimedia platforms such as FB, IG, Line Community, Toutiao Today, TikTok and so on, becoming a new force of Chinese media in all-round media integration.











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Hurry Buy is the exclusive e-commerce platform designated for CTi TV, offering a wide range of carefully selected products and attentive services to reward our loyal support-

ers. Hurry Buyprioritizes consumer needs by overseeing quality and providing excellent after-sales service, ensuring a positive shopping experience for all members. The website sells high-quality and cost-effective products in categories such as health and wellness, beauty care, fresh foods, home living, sports and leisure, home appliances and entertainment, as well as footwear, bags, and apparel. We continually introduce major brands to enrich our product offerings and enhance the joy of shopping.

Hurry Buy exclusively sells CTi's cultural and creative series, offering consumers choices for collecting or gifting, conveying love and support for CTi. Following the spirit of 'KEEP GOING' from 2023, where CTi's cultural and creative brand stayed true to its original aspiration and moved forward with determination, in 2024 CTi introduces the 'KEEP FIGHTING' cultural and creative brand series. This series embodies the spirit of relentless struggle and steady progress, accompanying everyone to embrace challenges

and ` face lifers diffcult fght to the end! With a spirit of care and consideration, Hurry Buy is attentive to consumers' everyday lives. In 2023, Hurry Buy launched a series of health products including popular items like Food Technology Collagen and Kefir Probiotics, which have been well received and loved by consumers. Hurry Buy also regularly holds seasonal and major holiday promotions, offering consumers more high-quality goods for their daily needs! For 2024, to receive the latest product information and event updates Hurry Buy's official website as a member. You can also follow us on Facebook and LINE for continuous tracking and attention! Let Hurry Buy become your most convenient and considerate shopping companion in life!









### **Digital Media Business**





### Wednesday Unit: "Xiao Cosmos~ Xiaoxiao Asks Mr. Big"

In the time it takes to enjoy a cup of coffee, Xiaoxiao invites experts and leaders and Mr. Big from various industries for a chat about a range of topics: education, e j a ms, study methods, prosployment, global trends, competitiveness in the workplace, life management, and multi-disciplinary careers. Xiaoxiao poses questions, big clarify and enlighten.

### Friday Unit "Creative Time and Space"

Entrepreneurs from all walks of life or dreamers with creative and creative ideas share the hard work, interesting things and suggestions for people who have entrepreneurial dreams or new social dreams.





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> e c o i n Ne t work Platform was founded in \$" years. By the end of 2023, the platform has raised over 28 million New Taiwan Dollars in charitable donations. The initial concept of the platform stemmed from the goodwill of its founders, aiming to showcase corporate social responsibility. Through storytelling and other content, Lecoin aims to help more people, transforming small acts of kindness into-signif

ery deeper and farther corner of life.

Lecoin's services include facilitating Le money donation and Le goods donation, Le volunteering, and Le charity sales. Through various convenient donation methods, users can engage in practical acts of charitable giving. The platform integrates comprehensive services to

facilitate donations of funds and goods, recruit volunteers, conduct charity sales, and publish inspiring columns, aiming to assist more vulnerable groups in need of care. Lecoin invites everyone to spread kindness effortlessly, e n s u r i n q t h a t l o v e n e v e r s

— Website — https://lecoin.cc/





# ■ Chapter 5 Want Want Culture

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### **Story of Want Want**

### Golden Plaque

### The Pure Gold Hot-Kid Symbol

This golden plaque, measuring 107 centimeters in height and 34,400 grams in weight, is made of demonstrates Want Wantıs determination maintain this Golden Plaque.



### Experience the Want Jet

### Want Want Private Jet

With a total value of over 200 million RMB, Want Want purchased a Gulf Stream 200 and named the jet: "Want Want Private < et . Š Want Want Company in China to purchase a private aircraft and this was also the frst private from China to Taiwan in December 2008.



### Fate Brought Us Together

### "Fate Brought Us Together" Plaque

? r . ? a k i = e i s a k u b e l i e v e d s reason we are all gathered here today and is the reason we are all enthusiastically attached. Want Want people cherish this precious time together and believe i t i s v i t a l t o wo r k d i l i g e n



### Unity Wall

### "Want" Monument

The "Want" Monument displays a large word "Want" in Chinse which is formed by 1,110 small characters of "Want", all hand-written by one thousand one hundred and ten Want Want employees from Shanghai headquarters. Combining into a large "Want" creates the 1111th "Want" character. This large monument displays our unity and willpower towards Want Want. "Want" Monument is displayed behind the Golden Plaque, which indicates all Want Want employees frmly Plaque together as one.

suppo



When you drink from the stream remember the spring

"Father of Want Want"

4 a c k t h e n , ? r . ? a k i = e i s a ; wa t s u k a S e i k a 5 o . , - > t d . operation to our young Chairman Mr. Tsai Eng-Meng, which result in Want Want to success fully launched its rich Chairman Mr. Tsai Eng-Meng deeply appreciated? r . ? a k i = e i s a k u y s rtime and declared him as "Father of his career is the life. ? r . ? a k i = e i s a k u i Want Want employees as the "Father of Want Want."





### Appreciation

### Statues of Former Chairman & His Wife

Chairman Tsai has always believed in filial piety. If one plans to succeed in his or her career, on e must be obedient - ents. Chairman Tsai demonstrates these traits to all Want Want employees throughout his career. He teaches all of us that we should all appreciate who we have around us and show gratitude towards our parents.



### Responsibility

### Responsibility Wall

The word, "Responsibility", and the total count of employees displayed on the Responsibility Wall is a non-stop reminder that every Want Want employee has to tatheir own thoughts, words and actions. When one becomes responsible for themselves, one becomes more aware of the responsibility that surround them and the people who surround them. As Iong as everyone his or her own responsibility, Want Want will become prosperous for everyone.



### Loyal Dogs

### Front Door Guard Dogs

The two dogs sitting in front of the headquarter doors are made from copper. They serve as mascots to Want Want and symbolize protectors of the company. The male dog with mouth opened, represents stateliness, willpower and courage. The female dog with mouth closed, represents service- oriented spirit, cultural and compassion.

### WANT WANT —



### Auspicious Canine of Want Want

### Oil Painting of Happy

The canine presented in the painting is named Happy. When Chairman Tsai was 7 years old, Happy was always around to accompany Chairman Tsai. Chairman Tsai was deeply impressed by how Hapal ways so confdent, was, spite his petite size. Chairman Tsai declared Happy as the mascot of the company and expects everyone to embed similar fraits form happy into our management philosophy. Chairman Tsai loves Happy so much, he uses "Want Want" (the pronunciation similar to : appyıs barkfi which Chinese pronunciation is similar to "Want ~ prosperity". This gives the meaning that you are prosperous and we are all prosperous!

### **Corporate Website**

Corporate website is the best channel for our consumers and distributors to learn more about our corporate culture, brand concept and product information. It is also a great channel for investors to see our performance and investing opportunities.



http://www.want-want.com

### **Wechat Business Account**

In 2015, Want Want successfully launched our official Wechat Busiess Account. The group's corporate culture is promoted through Want's employees and distributors can scan the QR code or search for "S/Pinyin, wång Wechat to follow.



### **Corporate Internal Publication**

### Want Around the World

○Established in 2010

In line with the purpose of "letting distributors understand Want Want and letting Want Want sales approach distributors", the Group regularly gives customers free copies of Want Around the World, which introduces Want Want products and discusses marketing strat order to better interact with distributors. It was changed to an electronic publication in 2019.







# Want Want Monthly © Established in 1998

Want Want Monthly is an internal-use magazine which records every step of Want Want's journey. Everyone feels connected through Want Want Monthly as it refects and life of employees. It is also a great platform for the 9roupis i exchange and experience sharing in Want Want, which strengthens the company's team spirit.

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nterna

### WANT MEDIA



Want Media was founded in 2010. It is the only integrated media platform within Want Want Group. Their main mission is to record the evolvement of Want Want from a unique perspective, and adhering to the exhort ation of zinheritanceŠ, zknowledgeŠ and zcohesionŠ "Want Want Family".

It integrates Want Want Group's video, print, Internet, mobile Internet and other major media channels, and has a website, Want Media video channel, WeChat public account and other platforms to provide Want Want people and all consumers with high-quality content and services.

Internally, Want Media is to promotes the Group policy in real time, record the life of employees, and build the most high-quality comprehensive core media of Want Want with a humanity, broader vision and new fashion style. Externally, it leads the fashion trend of Want Want Products by creating rich and diverse contents that is uniquely targeted to different characteristics of audience and is deeply loved and favored by consumers.

Wang Media platform is not only rich in content, but also has a wide range of functions, including video production and dissemination. At the same time, it integrates professional content from different platforms to form a combined communication model of online and TV. providing Internet, mobile Internet and video users with rich content and information services anytime, anywhere. Content coverage including: Want Want factories, sales branches, Taiwan Want Want China Times Media Group, and Other investment businesses,

and at the same time has a large number of ejternal c



In 2024, the Group convened a "Dragon rise, Want Want creating new landscape" themed in the spring distributor motivational meeting. At the meeting, the company's products were fully promoted and introduced in combination with the New Year promotion policy. This motivation meeting enhanced mutual understanding and trust Between the Group and its distribution partners, providing strong impetus for conti in u e d market share granted the Group and dealer partners braved the challenges together, shoulder to shoulder, fully committed to fight the festive season.













Want Want attaches great importance to fate and cherishes fate, with a guiding principal that "Customer is kingŠ, we believe very much in sharin outstanding distributors. Only by moving together can we move forward steadily. "China First" is Want Want's persistent dream, Want Want's vigorous growth is inseparable from the hard work of every Want Want employee: ealth life. The health of customers is the responsibility that Want is willing to shoulder and the driv-Want Want ing force that keeps moving forward. has been ongoing for 16 years, continuously inviting high-quality customers of the Group to participate in the free and honorable health physical examination activities of Hunan Want Want Hospital, improving the confidence and loyalty of distrib establishing a close and stable cooperation relationship, and striving forward hand in hand. Guard your health, building dreams.

### **Want Want Annual Festival Activities**







The Group organizes events to celebrate traditional Chinese festivities e v e r y y e a r , s u c h Festival, Dragon Boat Festival, and Mid-Autumn Festival. The combination of traditional culture and Want Want culture bursts out strong vitality, unites the centripetal force of colleagues, enhance colleagues' confidence in growing together with Want Want.







### **Want Want Creative Spirit Exercise**

Cultural inheritance, innovation and breakthrough are Want Want employee. The Want Want Creative Spirit Exercise is an important part of Want Want culture, and also link of Want Wan<mark>t</mark>ı and cultural inheritance. Through Want Want Creative Spirit Exercise, we aim to rally employees' morale and strengthen their sense of belonging. Want Want Group's largest corporate culture event in 2023- Want Want Creative Spirit Exercise Competition—was successfully held. Over a hundred teams from across the Group registered for the event, the event lasted for six months. After rounds of preliminary and regional competitions, eighteen teams emerged as finalists. On the competition stage, contenders battled their strength. Want Want employees from all around the world participated in the event via live broadcast, experiencing the corporate culture firsthand and demonstrating the global presence of Want Want.

Through the Creative Spirit Exercise Competition, the spirit and capabilities of Want Want employees were showcased, igniting innovation within Want Want's traditions and swiftly spreading the company's cultural ideals world-















Every Want Want employee is a crucial component of Want Want, shining brightly in their respective roles-, e er it is the late Žnight fgures in the line, the determined gale of those d during negotiations, these feeting-mebrated.

In 2023, Want Want Group's large-scale corporate cultural event—the "Want Want Trailblazer" Photography Competition—was successfully held. Through this competition, the spirit of the new era Want Want employees was captured, freezing moments that reflect the essence of being Want Want. With enthusiastic participation of Want Want colleagues, nearly 14,000 entries were submitted. Afterrigorous selection of want Want Award, "unity Want Award," and "Want Want Award," with these photographs subsequently exhibited. Want Want employee, in their ordinary roles, achieve extraordinary things. By anchoring themselves firmly and moving forward together with Want Want, they showcase the spirit of the Want Want big family!







"Want Want Family Day" is a warm episodic festival that begins from fate and returns family, and it is a festival that belongs to every Want Want people. Want Want shows the vision of being willing to be the solid backing shield behind every ha" want Want Family".

Fhrough Want Want 8 amily 6 ay act effectiveness of employees and teams are displayed, the cohesion and centripetal force of employees are enhanced, the determination of employees if a milies to work toget enhanced, and the corporate culture image is enhanced.



### Wide variety of cultural activities of Want Want



In 2023, Want Want China Times Media Group held various exciting cultural activities, bringing employees together as a team and exchange cultures across the straits.









## ■ Chapter 6 Want Want Philanthropy

-WANT

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- Want Want Culture & Education Foundation
- 88 ShiZhao Social Welfare & Charity Foundation







Since its establishment, Want Want Group has been committed to the production and research and development of high-quality food, and has taken it as its mission and delicious food to consumers. Through the collective efforts of all Want Want people, Want Want become a wellžknown has people throughout the country.

Mr. Tsai Eng-Meng, chairman of Want Want Group, inspired by the concept giving back to society Š others when they are drowning and hungry", founded the China-Want Foundation in 1997. With a high sense of social responsibility and a deep commitment to public welfare, the foundation consistently gives back to society. activities in China nationwide, Want Want collaborates with charitable organizations and community welfare groups to extend its care to disadvantaged and special groups such as the elderly, children, and the disabled, reaching rural areas and disaster Žstricken regions. Fhe rural revitalization efforts and focuses on vulnerable groups like children, sol populations, contributing modest efforts to promote sustainable development in rural areas.

While developing its own business, Want Want 9roup remains dedicated spreading warmth, and promoting traditional Chinese virtues while delivering compassion. This refects the company is stron and mission, contributing its own part to charitable causes.















# I. Provision of emergency assistance

Extending a helping hand to families facing s u d d e n u p h e a v a l s a n d ends meet, providing emergency relief funds promptly. It donates to approximately 300 disadvantaged families annually, reaching beneficial of the control of the contr

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# II. Handling Community Public Welfare

Caring for underprivileged students in the community, as well as families with disabilities, bereavement, and physical or mental challenges. Collaborating closely with social welfare organizations and sponsor community charity activities.





### III. Caring for the Vulnerable Ethnic Groups

Offering long-term support and care for vulnerable groups, aligning with government social welfare policies and partnering with outstanding social welfare institutions to sponsor charitable activities such as:

"Handcrafted gifts promotion for Mid-Autumn Festival for mental or physical disabled groups."

"Warm New Year's Meal Delivery" – a 17-year collaboration with the Taipei City Government.

z Sending > ove to Demote Ar assistance program. Š z Sendin Areas – medical aid program."

### IV. Sponsoring Public Welfare Activities

Organizing public welfare celebrations, caring for people with mental or physical disabilities, support indigenous communities, and provide living and educational support for underprivileged children. Expressing festive greetings to veterans and show concern for elderly living alone.

### V. Services and Achievements

CTV's charitable services receive widespread support and recognition from the public's charitable donations. As CTV Charity Foundation celebrates its 20th anniversary, upholding the mission of "real-time delivery of love, transparent management of donations," never faltering in the commitment.









Founded in 2012, with the mission of "helping the underprivileged, showing genuine love for Taiwan", the foundation advocates the idea of "don't wait till it's too late to show your love", especially to the elders living alone, homeless people, and those with lower-income that needs our special attention and love.

Actively participate in caring for the underprivileged, cooperate with universities and colleges across Taiwan to organize charity activities for young people to bring love to the countryside, to provide fnancial su such as during >unar New Kear, 6ragon 4 provide emergency assistance to those who have suffered from natural disasters or man-made disasters and cannot afford medical treatment.

Fhe foundation provides fnancial emergency rescues, it has been recognized by the Ministry of Health and Welfare as an organilation of ejcellent standards- and awar pled me ciation from multiple municipal governments and welfare institutes.



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Founded in 1992, it advocates the concept of "remembering the source of water and giving b a c k t o s o c i e t y  $\tilde{S}$  a n d i s e s t a b l i s h e d t o p r o m o t and promote the fine Chinese culture.

Sponsor and organize academic and cultural studies, domestic and international cultural and artistic exchanges and education, and other charitable activities of a public welfare and educational nature, with the mission of preserving cultural assets.

; mplement welfare and culturalt hwoerdku ctaot i porno mfoo and promote various leisure, health, cultural and educational activities that benefit the country and the people.

Advocating for flial piety eintsfaamnidiæcstivoirtgiaens for parents, using songs to spread the virtues ing positive societal energy.

Continued to sponsor a number of cultural, educational, charitable and public welfare activities, which were recognized by various county and city governments and social welfare groups, and received wide acclaim from the society.







# **ShiZhao Social Welfare & Charity Foundation**

ShiZhao Social Welfare & Charity Foundation was founded in 1989 by Chairman Mr. Tsai Eng-Meng and his family in memory of Chairman Tsai's parents, with the foundation named after the last characters from their parents' names.

Moved by the support and adoration from the public, the foundation pledges to improve with professionals from dif welfare groups for the charitable activities it organizes.

Provide emergency assistance to widows, widows and children, underprivileged, who are suffering from natural disasters and manŽmade disasters medical treatment.

engage in social-assistance work, regularly Actively dle the birthday celebration and festival care and condolence activities for the elderly living alone, continue to care for homeless people and provious holidays such as during Festival, and Mid- Autumn Festival, and also to provide them with medical supports. In cooperation with the China Times and Want Daily, they provide free newspapers for sale to our homeless friends and support them to become independent and face society again.





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# CONCLUDING REMARKS

Chinese attaches the most importance to traditional culture. In the Chinese Culture, "Want" is of great value because of its meaning - prosperous, flourishing and vigorous. It is also one of the most popularly chosen characters to use in mandarin-speaking communities. After more than 60 years of development, Want Want has formed its own unique brand culture. Bringing great meaning to everyone's daily lives, unit two "Want" characters to form today's "Want Want" brand name has tremendously impacted many consumers worldwide. Wherever Chinese communities exist on the world, you will hear the words "Want Want". It has become the most representative brand of Chinese culture, which makes Want Want People proud!

Want Want's destiny began in I Lan and has come a long way since then. Devote to the management philosophy, "People-oriented, Self-confidence, Unity", Want Want will continue to carry on its duty to bring together Taiwan and Mainland China and continue to mesmerize the world with its superb management. Under the leadership of Chairman Mr. Tsai Eng-Meng, Want Want People will keep pace of the development of the market, forge ahead, change and innovate constantly. At the new starting point, Want Want will surmount obstacles, execute obligations and make a profound transformation in the world.



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