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微型有溫暖、高齡有保障、全民樂開跑公益路跑園遊會





I. Boost Corporate Governance

- (I) The Company's management adheres to the management philosophy for "customer as the first priority, dedication to reliable, kind, efficient and innovative enterprising culture, and pursuing to be in line with the society", and sets the Company's annual business plan according to the government policy. Meanwhile, the Company will review the Company's business policies and performance of execution thereof periodically by taking the environmental transformation into consideration, so as to adjust the business strategies and mode of management in a timely manner.
- (II) The Company set up the President's Office to act as the unit dedicated to boosting corporate governance and corporate social responsibility.
- (III) The Company will call the management meeting periodically. The high-ranking management meeting will be chaired by the Chairperson on a weekly basis. The business meeting and department (office) meeting will be held on a monthly basis. The business review meeting will be called on a quarterly basis to enhance the interaction between the management and executive officers, and also to make decision and implement resolution.
- (IV) The Company provides the postal capital in the amount of NT\$1,609,400 million to support the government's major development projects and extend special loan per private investment plans.
- (V) A total of 42 directors and supervisors have attended the corporate governance courses offered by the Securities and Futures Institute, Taiwan Securities Association, Training Institute, Ministry of Finance, MOTC, Chinese National Association of Industry and Commerce, College of Management of National Taiwan Normal University, and Taipei Foundation of Finance in 2014.
- (VI) In order to facilitate the Company's well-founded management, the Company establishes the Company's internal control system to be followed by the board of directors, management and all staff, in order to ensure achievement of the following objectives:
 1. Promote the Company's operating efficiency and maintain the Company's asset safety.
 2. Ensure creditability and completeness of financial and management information.
 3. Compliance with related laws and regulations.
- (VII) The Company commissioned the "Taiwan Corporate Governance Association" to complete the "Life Insurance Corporate Governance System Evaluation" in June 2014.



Chunghwa Post was awarded with the "Special Contribution Award" in "2014 Golden Security Awards and Golden Quality Awards" sponsored by Joint Credit Information Center.



Fulfillment of Corporate Social Responsibility

- (VIII) Produce the digital courses for business ethics, management ethics and service ethics, and install them on the "Postal Service e-University" learning website to help all staff learn online.
- (IX) An employee who has gained the physical achievement for fulfillment of corporate ethics may be recommended by the unit head to attend the Company's outstanding postal service employee competition or the model public servant competition held by MOTC.
- (X) In the "Golden Safety Award and Golden Quality Award 2014" organized by Joint Credit Information Center for credit rating, the Company was awarded the Special Contribution Award for helping collection and inspection of personal credit report on a commission basis and thereby greatly upgrading the convenience for the public to apply for credit report.
- (XI) In "The Most Influential Brands in Taiwan" investigated by Business Weekly and Ipsos, the Company's name ranked 2nd place of Taiwan original brand influence and 10th place of the overall ranking, and ranked 1st place for transportation and logistics business, which contributed to its excellent performance.

II. Maintain Social Public Welfare

- (I) The Company has provided the Ministry of Interior donation accounts with the exemption from service charges permanently, and also established and implemented the "Guidelines for Promoting Social Welfare Postage Discount" to benefit disadvantaged groups. The discounted postage totaled NT\$9,240,000 in 2014.
- (II) In order to maintain the financial order and trading safety, a total of 502 scam cases were prevented, valuing NT\$121 million in 2014.
- (III) In order to help handicapped people to use the ATM, the Company installed barrier-free ATMs at appropriate locations. By the end of December 2014, a total of 831 sets of ATMs have been installed at 680 locations. Meanwhile, in order to help the blind access the ATMs, the Company continues to install 9 sets of ATMs equipped with voice mail function. In the future, the Company will continue to install additional ATMs at appropriate locations.
- (IV) The Company continued to boost the "Post Office Care for Solitary Elderly Event" to encourage postmen to care for solitary elderly life when delivering mail. A total of 69,391 elderly have been served in 2014.



Public service activities: Road running



"Care for Taiwanese farmers, care for local produces." - supporting small farmers with positive steps

- (V) The Company organized the care for community event "Postal Service Heartwarming Community". Each of the post offices organized the various public welfare activities including mountain cleansing, beach cleaning, charity bazaar, musical concert, volunteer medical consultation, mountaineering and care for middle-and-low-income households.
- (VI) From February 9 to March 28, 2014, the Company organized the national blood donation activity for "Winter Heartwarming Blood Donation and Postal Life Insurance Blood Donation Month". As a result, a total of 31,815 bags of blood were raised (250CC per bag).
- (VII) The Company offered the "Postal Life Insurance Clients' Children Fellowship" in 2014. The fellowship totaling NT\$4,806,000 was awarded to 2,883 winners.
- (VIII) The Company organized the "2014 Postal Life Insurance National Child Creative Life Drawing Competition". A total of 7,268 entries were contributed. The extraordinary entries were compiled into a book for appreciation and collecting.
- (IX) In June 2014, the Company organized the "2014 Postal Life Insurance Cup National Physically and Mentally Disordered Table Tennis Competition". A total of 18 teams consisting of 247 players and crew participated in the event.
- (X) The Company concerned about the marketing of agricultural products very much, and integrated the virtual and physical marketing channels and home-delivery system services, in order to help the farmers of Dashu District market Yu He Pao litchi. The farmers also donated NT\$10 per box sold for public welfare in return. The proceeds gained therefor, NT\$187,570, were donated to the "Genesis Social Welfare Foundation, Kaohsiung Branch".

III. Develop Sustainable Environment

- (I) The Company provides employees with safe and health workplaces. The offices are equipped with central air conditioning system, sufficient light, adequate and comfortable work spaces, and emergency evacuation and exit. Elevators are maintained periodically. Fire protection equipment is installed and fire protection drill will be held periodically. Access control is applied.



Fulfillment of Corporate Social Responsibility



Caring for living-alone elders while posting mail items

- (II) In order to upgrade the safety of the Company's working environment, the Company will advise contractors of the "Advice on Contracted Project Environment and Hazardous Factors" when any construction is required, so as to mitigate occupational disasters. Meanwhile, the Company will organize the "General Labor Safety and Health Education Training" periodically to boost employees' awareness toward safety and health.
- (III) Cleaning, disinfection and disease prevention are carried out at the office premises periodically. Waste, plants and pot cultures, and office environment will be disposed of, updated and beautified frequently. Dedicated personnel are sent to patrol the environment to enhance management.
- (IV) The Company has delegated personnel dedicated to cleaning, disinfection and disease prevention at the office premises. In 2014, all of the employees also attended the environment education training for 4 hours.
- (V) To deal with the Government Green Procurement Policy, the Company's achievement rate for green procurement was 96.6% in 2013, beyond the annual goal (90%).
- (VI) The Company implemented the E-operation, established the "Public Key Infrastructure", promoted online approving, and fulfilled the paperless policy.
- (VII) To deal with the "National Movement Plan for Cleaning Homeland" boosted by Environment Protection Administration, Executive Yuan, the Company will visit the status of implementation at various post offices (centers) periodically, and also demand that each post office should participate in community environmental protection and work with neighbors to maintain the environmental cleanness together.
- (VIII) The Company replaces T8 lights into LED lights step by step, and updates the air conditioning unit of the central air conditioning system and cooling air conditioner in the control room to upgrade the utilization efficiency of the equipment and save electricity expenses.
- (IX) The Company establishes the energy-saving and carbon-reduction strategy and implemented the same strictly. The electricity and water reading consumed by the Company in 2014 decreased by 24,505,709 degrees and 140,228 degrees, i.e. 16.49% and 17.39%, compared with the base period (2009). The procured paper decreased by 5,715,905 pieces, i.e. 16.34%, compared with 2013.
- (X) The Company boosted the policy for care free day on Mondays and adopted e-bills to save resources with the wide customers.

IV. Protect Customers' Interest and Right

- (I) In consideration of people's livelihood, social stability and national policy, the Company provides the public with services related to mail, banking and life insurance. Therefore, the information security



control measures adopted by Chunghwa Post Information System aim to protect the confidentiality, accuracy and availability of important personal and trading information. Meanwhile, it also enhances information security management, ensure safety of information, system, equipment and network, creates reliable trading information environment, dispatches innovate information security protection technology, fulfills promotion of information security management operation, and provides fine-quality services.

- (II) The Company respects customers' personal privacy, and collects, processes, uses and protects users' personal information in accordance with the R.O.C. "Personal Information Protection Law" and the Company's personal information protection policy.
- (III) Establishment of postal service establishments: As of the end of 2014, there were totally 1,327 self-management establishments, 630 post agencies and 566 stamp-sales agencies), i.e. a total of 2,523 establishments.
- (IV) To make "non-economic mail user area" service prevalent, the Company provides real-time, reliable and effective services and sufficient mailing facilities and reasonable postage in cities/townships, outlying islands and rural areas. There are about 350 post offices in the non-economic mail user areas throughout the nation.
- (V) In order to protect mail users' interests and rights, the Company provides various SMS reference services, including:
 - 1. Collection of delivery mail & credit to account SMS feedback service:

The collection of delivery mail will be accessed on Internet and sent to the sender by SMS immediately after the payment of goods is credited into account.
 - 2. International express import taxation mail SMS service:

Before dispatching the international express import taxation mail, the system will notify the recipient of the amount of tax by SMS automatically to help the recipient prepare the payment of tax and accelerate the mailing operation.
 - 3. Defective express mailing SMS service:

If any express mail is not dispatched, or is dispatched to any person other than the recipient (e.g. mail room of a building), the recipient will be notified via SMS.
 - 4. Postal VISA ATM card renewal SMS service:

As of June 1, 2014, customers will be reminded of change of cards when engaging in transactions via ATM, or be notified via email, SMS or tangible written notice, within 3 months prior to expiration of the ATM card.



Fulfillment of Corporate Social Responsibility



Chairperson Philip W. Ong donated to the Kaohsiung Branch of the Genesis Social Welfare Foundation. The donation was received by Ms. Lee, Deputy Secretary General, on its behalf.



Chairperson Philip W. Ong and Director Yui Tan Chang of National Museum of History jointly donated to Taiwan Foundation For Rare Disorders with the income of charity bazaar from the stamp folio depicting Ancient Chinese Art Treasures Postage Stamps – Blue and White Porcelain

- (VI) Since March 20, 2014, idle passbook saving accounts have restored interest accrual again. Application for termination or transfer of joint passbook saving accounts may be filed with any branches. Meanwhile, report for loss of passbook or specimen seal and settlement after change of the same may be processed by any branches (unless in the case of accounts other than joint accounts).
- (VII) The Company set up the "consumer information section" at the Company's website to provide information about consumers' interest and right and introduction to business lines, including interest rate, foreign exchange rate and various rates, etc.
- (VIII) Work with National Police Agency 165 anti-fraud hotline to provide the latest anti-fraud information and disclose the same on the foreign exchange rate board LED.
- (IX) The customer service center provides the national with 24-hour service. Customers may state their complaints and suggestions about postal service online immediately, and also fax the same in writing to the relevant responsible unit, so that the unit may feed the status back to customers.
- (X) The Company defines various standard contracts required by the competent authority. The Company already set specific standards about the years of incorporation, capital and turnover for the Company's commissioned sale business. The review on products sold on a consignment basis shall meet the Commodity Labeling Law, Law Governing Food Sanitation and other related government laws and regulations, and be certified or inspected as required. After the products hit the market, the Company will conduct random checks from time to time each year to protect consumers' interest and right.
- (XI) Since March 1, 2014, the Company has conducted telephone interviews with the proposers or insured who were enrolled into simple life insurance riders in the process of concluding the insurance contract, recovered the effect of contract and contract for change of the proposer (exclusive of inheritance), and the insured of contract for change of beneficiary. Since September 15, 2014, the Company has added random telephone interviews with borrowers who applied for a loan secured by the insurance policy at the counter.

V. Implement Care for Employees

- (I) Status about the Company's compliance with related labor laws and regulations, protection of employees' interest and right, and establishment of adequate management method and procedure:
 1. The employees' interests and rights are expressly defined pursuant to laws. The Company establishes the work rules and various HR regulations according to the Labor Standard Law, and



maintains the public servant and teacher insurance, labor insurance, national health insurance and contribution of pension fund pursuant to laws.

2. In order to promote employees' physical and mental health, the Company organizes the health examination for employees periodically and provides them with mental health consultation service to protect employees' life and enable them to exert their talent without disturbance when working.
- (II) In order to enhance employees' expertise to upgrade their competitiveness, the Company offered various educational training programs per the annual training plan, and provided diversified online learning courses in Postal e-University, and also organized prestige forums and keynote speech.
- (III) The Company has well-founded remuneration system and fair promotion channel, as well as the concrete measures to train talents step by step (basic, middle-rank and high-rank management educational training programs and periodic post transfer), in order to recruit and retain excellent talents to work hard for the Company.
- (IV) The Company will call a labor-management meeting periodically, so that the management and labors may communicate with each other about improvement on labor conditions, employees' interest and right or benefits, so as to maintain the fair management-labor relations.
- (V) The Company established the Guidelines on Sexual Harassment Prevention, Complaint and Investigation and also formed the Sexual Harassment Complaint Investigation Commission pursuant to the Sexual Harassment Prevention Act and Act of Gender Equality in Employment, and would take appropriate preventive, corrective and disciplining measures to protect employees' interest, right and privacy.
- (VI) Implement newcomers' partnership:
In order to take care of newcomers' life and provide them with service information to help them adapted into the working environment and integrated into the units they are subordinated to as early as possible, and also to train their enthusiasm toward service to create fair interactive organizational culture, the Company implements the "newcomers' partnership" to enable them to succeed to the Company's cultural assets and practical experience, and also to increase the retention rate of employees and enhance the substantial effect produced by the Company's competitiveness.
- (VII) In order to provide employees with safe and healthy working environment, the Company provides necessary health and first-aid equipment and is dedicated to reducing the factors hazardous to employees' safety and health and preventing occupational disaster. The Company has established the "Labor Safety & Health Work Rules". With respect to the work safety and health standards,



Children from kindergarten visiting post office to learn how to write letters to their family



Upper: Blood donation Under: Mountain clean-up



Fulfillment of Corporate Social Responsibility

maintenance and inspection of various equipments, the Company will designate dedicated personnel to conduct labor safety and health inspection periodically to ensure that all equipments may operate normally, so as to reduce incidents and protect personal safety. Meanwhile, the Company will perform health examination for employees to ensure employees' physical health.

- (VIII) In order to maintain employees' safety and health, the Company's Department of Labor Safety has set up the labor safety section responsible for promoting safe and health business. The organization consists of one Type-A occupational safety and health supervisor, one occupational safety management specialist and one occupational safety and health management worker, which has been registered with Taipei City Labor Inspection Office. Two physicians by contract (providing service once per month) and full-time nurses are retained to provide services at Jinshan and Aikuo Buildings of Headquarters. Health service room and breast-feeding room are also set in the buildings.

VI. Enhance Information Disclosure and Others

- (I) Update the Company's Internet website; adjust the structure and classification of contents depending on various user groups; lead the public to view and search the various services provided by the Company by icons and sliding blocks, and increase the customers' convenience when viewing and searching the corporate websites, in order to deal with the mobile business era.
- (II) Expand the mobile services related to mail, savings and life insurance, and add the services including "mail order", "mailbox inquiry", "reserved enrollment into simple life insurance via mail" and "information about philately", etc.
- (III) Provide the mail and 3+2 postal code homepage interfacing inquiry and transcoding service; open for mail users to apply for the interfacing service and call the homepage program for said services to feed back the update mailing status of domestic mail and address and postal code after normalization.
- (IV) Add the "LED message" on the ATM screen to help announce suspension of services via ATM machines and reduce customers' complaints resulting from the lack of information.
- (V) According to the Regulations Governing Public Disclosure of Information by Life Insurance Enterprises, the "life insurance information prospectus" as prepared shall be posted at the "MOPS for insurance industry" of the Insurance Bureau and the Company's global official website, and the prospectus in writing shall be made available to the public at various branches.
- (VI) Certification standards about the Company's products or information services passing related certification entity:
1. Complete the installation of the "Personal Data Protection Management System" by phase. The first stage covered the certification of savings, life insurance and Ppost Mall. The Company acquired the BS10012:2009 personal information management system certificate conferred by BSI. The second stage extended to the various business lines throughout the Company and included printing envelope businesses into the scope of certification. In October 2013, the Company passed BS10012 international standards certification, and also the re-examination on a semi-annual basis to maintain the valid certification.
 2. The email printing envelope business continues to pass ISO27001 information security certification re-examination on a semi-annual basis.
 3. The customer service center passed ISO9001:2008 quality control system certification, and the certificate was conferred.
 4. The "Savings Operating System" acquired the BS7799 Information Security Certification in February 2005, and was updated to ISO27001 new version in January 2007. On November 27, 2009, the scope of certification was extended to the Taichung Backup Center, and the system passed the re-examination successfully to keep the certification valid.