



## Social - External Stakeholders

Established on trustfulness and righteousness, aimed for perfection. Sinyi Realty is a member of the community, we strike to be the good life promoter. To customers, neighbors, and the society, we uphold the principles of "righteousness first, profit later," and "walk the talk." And we will be able to build a society toward co-existence, co-prosperity, and co-creation by promoting business ethics.

### Material Topic >>>

<b>GRI</b>	203 Indirect Economic Impacts
	416 Customer Health and Safety
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<b>Custom</b>	Promotion of Business Ethics
	Digital Resilience
<b>SASB</b>	Product Design & Lifecycle Management

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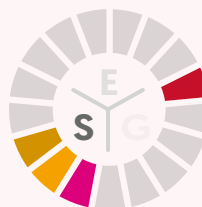
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## Core Target and Vision

Sinyi blends "people-oriented" concept into CSR, and through business ethics promotion, take into account the well-being of customers, neighbors, communities and society along the way of sustainability, we win mutual trust and help. People are happiest when others care. To realize our vision "Sinyi-people, Sinyi-company, Sinyi-society", and to reach our goal – being the #1 in living service brands, Sinyi will co-exist and co-create with the community for a better future.

## Corresponding to the Sustainable Development Goals (SDGs)

Sinyi supports the SDGs. These SDGs in particular are relevant to our work with external stakeholders:



### Contents

### Action Plans



4.3 | 4.4  
4.5 | 4.7

• Through Sinyi Lecture Hall, Sinyi School at NCCU and other charity donations, the concept of sustainability and ethics will be promoted to schools and society.

• Sinyi Culture Foundation  
• Sinyi School at NCCU

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10.2 | 10.3

• Provide scholarships to ensure that students in rural areas and underprivileged families have access to education.

• Scholarships  
• Gung-Ho Project

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11.4 | 11.7  
11.a

• To promote community building, connect local organizations and resources for cultural reservation, hard-ware renovation and local vitalization activities

• Community Building Project

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12.8

• Promote the concept of sustainability through various channels.  
• Work with the community to make clean products from renewable resources

• ISO 20121 sustainable events

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• Community Engagement

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## Strategic Goals

Long-term

### 2050 Goal

**Sinyi Sustainability Principle  
Co-existence, Co-prosperity,  
and Co-creation**

Mid-term

### 2030 Goal

• Continue to pursue a business model that comply with business ethics

Short-term

### 2022 Goals

• Guarantee service  
• Sustainable community engagement  
• Cumulative proposal coverage rate 99.88%

## 2021 Performance Overview

We integrate internal and cross-departmental resources, combine Sinyi's local advantages, and work with external partners to commit to innovative services. We link resources and partners to jointly promote the Community Building Project, and expand the influence of business ethics across the industry, government, and academic fields. Because Sinyi has enhanced the sense of happiness of residents in the society, it has also improved the satisfaction of customers.

✓ Achieved ✖ Ongoing ✖ Not Achieved

2021 Goal	2021 Performance	Achieved
<b>• Error Rate on Instruction of Real Estate 0%</b> We illustrate Instruction of Real Estate for every clients.	<b>• Error Rate on Instruction of Real Estate 0.002%</b> The current value of the announcement is compared with all case batches through the system to confirm, the contract transcript is compared and confirmed again.	✖
<b>• Customer Satisfaction Rate 91%</b> For striving to improve service quality and experience, we only take full marks into counting.	<b>• Customer Satisfaction Rate 91.62%</b> We have successfully surveyed 68,904 customers on phone-investigation.	✓
<b>• Community Engagement 10,000 times</b> Sinyi build a sustainable life with communities.	<b>• Community Engagement 11,788 times</b> Actively serves the community, and develops Sinyi's unique community links according to community needs and local characteristics.	✓
<b>• Cumulative proposal coverage rate 99.66%</b> community building	<b>• Cumulative proposal coverage rate 99.73%</b> With only Dongyin township in Matsu left.	✓

## Protecting Customers' Rights

416

417

418

Customers are at the heart of the long-term strategy for our business, therefore, we spare no effort to protect customers' rights. Sinyi always provides customers with quality and safe software and hardware services. In this digital age, the importance of information security has also risen. Sinyi will uphold our creed which is "To foster secure, efficient, and reasonable realty transactions through the synergy of expertise and teamwork." to innovate services for protecting customer privacy and related rights.

### Customer Privacy Protection

In order to protect the personal information of customers, we strictly set up some principles from collection information to write off documents. Additionally, we've founded Personal Information Protection Organization, which in charge of privacy protection and execute concrete policies to ensure all employees can be familiar with every rules and ordinances.

Actions	Methods	2021 Performance
<b>Protection of Personal Identification Discussion</b>	All workers conduct regular case studies in the first and second half of the year.	A total of 100 independent seminars were arranged by the business secret and personal information protection supervisors by units respectively. The general management office, affiliated companies, contract department (including branches) and administrative staff of each district have a completion rate of 96%.
<b>Anti-Money Laundering/Combating the Financing of Terrorism Training</b>	Guide workers of the branch to learn online by means of publicity announcements.	100% complete the online course on advertising compliance.

### Marketing and Labeling

Sinyi is continuously committed to providing real estate professional services, as well as accurate and sufficient information. Advertisements are reviewed by the store manager one by one, and the customer service department regularly checks and requests improvements. We believe that responsible labeling can promote the safety of real estate transactions and help consumers make wise choices.

#### 2021 Event Response

- There is a severe penalties because of ambiguous labeling. We will unceasingly remind employees with all the regulations and also collect cases for adjusting our marketing and labeling guideline to get improvement of our auditing mechanism.

### Guarantee Service



Sinyi provided escrow accounts in real estatetrans actions, guarantee against high radioactive, exposure guarantee against high-chloride concrete, no-leak warranty system for protecting customers' right.



For protecting rights of customers keeping pace with the times, there are more innovative such as guarantee service of stigmatized house compensation, and latest protection against pest-caused timber decay.

#### Sinyi's warranty service

Our no-leak warranty is different from other realty agency because of simple activating procedure. Besides, we provide the same warranty by each branch. No matter which branch customer goes to, they would enjoy the same protection. That's why I would like to be one of Sinyi, we always keep our promise.



Yi-xian Lin | Nanda Branch

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While we commit to protect the rights and privacy of our customers, we also aim to be the good life promoter in the community. CSR first "sees the needs of society." We must exert our local influences, and try integrate the UN SDGs into our daily operations through initiatives and education. When we work as a team and be the resources bridge, we will make "where there is Sinyi, there is happiness!" come true.

## Customer Satisfaction Rate

In order to protect the personal information of customers, we strictly set up some principles from collection information to write off documents. Additionally, we've founded Personal Information Protection Organization, which in charge of privacy protection and execute concrete policies to ensure all employees can be familiar with every rules and ordinances.



Customer Satisfaction Rate  
**91.62%**

## Digital Transformation

Digital Resilience

In order to improve our digital resilience, we actively promote digital transformation, build an information security framework that keeps pace with the times and optimizes information security. A flexible, stable and efficient digital platform could bring us a good technology innovation service development and building risk management policies.



## DiNDON Smart Viewing 2.0 – AI Viewing Properties with Voice-over

According to the statistic, nearly 80% of consumers use mobile devices to access our official website. In the light of user friendly, Sinyi initiated DiNDON 2.0 service which is a service makes users could catch a property's details such as location, remarks and features.

Be precisely, there are two ways users could choose. One is listening only, users could view details by their own path; the other is listening go with map. Moreover, Sinyi sets chatbot for more details revealed. Voice-over service allows users listen to a property without limits. In these two years, Sinyi provides DiNDON service such as 3D interior design and voice-over, when viewers are looking a property online, they would have an immersive experience.

Not only did they accumulate experience in home appreciation at home, which effectively shortened the communication time between buying and selling houses, but also hoped to provide good service, good work, and good quality. The corporate philosophy of life tells consumers to create a sustainable and good life.

## Community Engagement Echoes the UNSDGs

Sinyi holds painting competition with sustainability for children to think about how to love the earth from a young age Not only that, the concept of sustainability must be rooted from an early age. This painting competition is more integrated with the United Nations Sustainable Development Goals. It also encourages parents to lead their children to think about how to connect daily activities to the 17 sustainable development goals of the United Nations.



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As a happy group with "people-oriented" spirit, Sinyi is committed to innovative social participation, advocator for sustainability. We gather wisdom from various partners, connect with local community and organizations, and through learning and capacity building with each other, we create greater shared value.

## Community Building Project



"We are ONE" Project is the longest-running and largest corporate-supported project for building communities, having been in place since 2004. In 2015 it moved to "Community Building" project and encourage more young people to join, happen to be in line with local revitalization promoted by Taiwan government. In 2021, total we received 1,069 proposals, and sponsored 221 organizations. As end of 2021, 12,952 proposals have been received, covering 99.73% of Taiwan's townships and municipalities, and 64.15% of tertiary institutes(102 out of 159). A total of 2,829 proposals passed jury selection and got sponsored. The jury made selections based on engagement, creativity, impact, and project sustainability. The quality and quantity of proposals generally went well. And female participants were twice as males. Seeing local women participating in community building, founding social enterprises in innovative ways, and even helping to train new residents in community building, shows a diversity of the movement.



**99.73%**

Cumulative proposal coverage rate  
(Goal: 99.66%)



**1,000**

Received more than 1,000 proposals  
per year for two consecutive years



**4**

Four community bases have been set  
up across Taiwan to cultivate local  
talents and form ecological parks

Community Building Project <https://csr.sinyi.com.tw/en/society/community.php>

## Donut Planet Project

In 2021, our Community Building Project focused on "local action with global connection". We set up a special section sharing UN SDGs on our official website, and provide information and cases for communities to learn. When they submit proposals, they can try to examine practical ways to link with SDGs. Training lessons help the community understand the SDGs and the proposed action plan echoes, enhance the community's international perspective, and work together to create a sustainable good life.

To integrate sustainable action into daily life, we joined a survey called "Donut Planet: 100 sustainable new life actions" hosted by SE Insights, United Daily News Group, and DBS Bank. Our community partners were invited to do the survey. Through cognitive questions, action questions and thinking questions, we can understand the level of awareness of sustainable development among our partners. Overall, the vast majority of community partners are sustainability-conscious and willing to take action to link the SDGs.

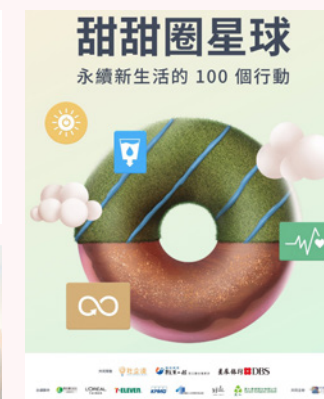


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## ● Taiwan Regional Revitalization Foundation SDG8.3



In order to make a greater impact, Sinyi Realty formed TWRR in 2021, a public-private partnership aiming to revitalize regional economy through job creation in the rural area of Taiwan. We strive to create a comprehensive gateway for inspired entrepreneurs and young business owners in the countryside to access the cutting edge toolkit to develop and manage sustainable and profitable businesses of the 21st century.

For more information: TWRR <https://twrr.org.tw/en>



## ● Gung-Ho Project SDG10.3

Sinyi Charity Foundation launched the "Active Ageing – Gung Ho Project" since 2016 to respond to the challenges of aging society and declining birthrates. We committed to long-term care and support for the elders through creating shared value, empowering elders with their own abilities to innovate and to realize the independence in their life. We encourage the new model of co-creation and cross-generation cooperation, therefore, successfully collected 5,036 ideas as of 2021.



**5,036**

Cumulated creative ideas  
Increased over 1,000  
ideas in one year



**540**

Cumulated number of  
proposals implemented



**33**

33 concerts were held  
for elders in 4 years

“

### Interview with the Winner of Gung-Ho Project

In 2021, Silver Award was specially set up for elders above age 65, and attracted 25 participants. They all showed up at workshop in September, presented their proposals by themselves to the jury. Mrs. Ko, who aged over 70, was the winner for these 3 years. When she won the Silver Award this year, she thanked the foundation for supporting her to make her dream come true. She encouraged the audience: "you want to do something, do good things, and do things right, just come and join Gung-Ho competition!"



”

### Co-existence Community

#### To learn with our partners, and make greater social impact

Taiwan is facing a super-aging society, and "co-existence community" is one of the important solutions to this challenge. With years of experience in promoting cross-generation and cross-field learning, Sinyi Charity Foundation assists local communities to develop sustainable model as benchmark cases. 4 workshops were held to cultivate future community practitioners and help make communities be more integrated and co-existed for people to live with.



Sinyi believes that through the investment and promotion of cultural and social education, and collaborate with like-minded partner, we can not only put business ethics and the UN 2030 SDGs into our daily practices, but also can make positive impact and perform corporate citizenship responsibilities.

## Promote Business Ethics Together

Besides the Business Ethics Education Rooted Program initiated by Sinyi Cultural Foundation since 2004, we also partner with the Chinese Business Ethics Education Association from 2009 to make greater impact. We have been holding summer and winter training camps for teachers since 2013, and due to Covid-19, the 2021 summer camp was cancelled. The target for training a total of 150 teachers was therefore not reached.

For more information: CBEEA <https://csr.sinyi.com.tw/en/society/businessethics.php>



## Innovative Communication

Using the emerging media - podcast to advocate for business ethics and sustainability. Co-hosted by the chairman of CBEEA, Mr. Shih-Chun Hsu, and the professor Hsiu-Hwa Hu of Ming-Chuan University, the first 12 podcasts showed the variety of business ethics and sustainability through experts and leaders from different areas. Through their humorous conversation, ESG and SDGs become easier to understand and to respond by each one of us.

**13,637**  
number of listeners  
12 podcasts  
from July to Dec., 2021

Business Ethics Podcast

Apple podcast <https://reurl.cc/EnVedk>  
Spotify <https://reurl.cc/XWYyME>



## Sinyi Lecture Hall SDG4.7

Opened in 2011, Sinyi Lecture Hall promotes business ethics, culture and lifestyle, environmental protection, community care, and stylish living spaces etc., through speeches and volunteers engagement. Less than 90 planned sessions were held, but to move our sessions on-line was speed up. The topic of the online sessions adheres to the spirit of sustainability, with the theme of "online education, art promotion, food viewpoint, architectural design, grass root of Taiwan". Continue to deepen along the axis of the six series, we uninterruptedly pass along the passion for knowledge. Facing the epidemic, we turned to real-time online sessions. Sinyi Lecture Hall will embrace the uncertainty and constraints posed by the challenging environment, and will demonstrate sustainable resilience via various ways.



15 on-site  
sessions

**4,000**  
participants  
37 sessions in 2021



22 on-line  
sessions



## First in Taiwan-Business Ethics Officer for Micro Enterprises

In 2021, Sinyi Realty firstly offered "BEO for micro enterprises", a free, 3-year capacity building program with Sinyi Culture Foundation and SE Insights. Gathering experts from industry and academia to form a group of lecturers to help small enterprises and young people aspiring to start a business to strengthen organizational operations and ethics.

The first year course will teach how to write business code of conduct, articles of associations law compliance, etc. The second year course will share accountability, staff development and pay roll, energy efficiency. And the third year course will share some international regulations such as ISO, financial accountability, and how to write an impact report etc.

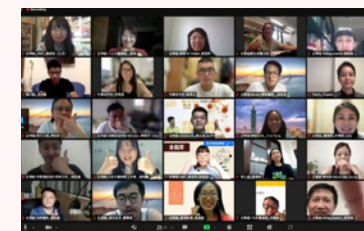


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As an industry leader, Sinyi is very willing to share real estate expertise with the public. It is believed that the more popular professional knowledge, the more it can help to promote a reasonable, secure, and efficient industrial environment and build a trustworthy society

### ● Recording the trajectory of Taiwan's housing market



#### ■ Taiwan Real Estate Almanac

Sinyi Realty has published Taiwan Real Estate Almanac since 1996, and published the 26th almanac in 2021. More than 100 copies were freely given to universities, libraries, government official and experts for research purpose.

#### ■ Sinyi Realty Price Index and Sinyi Real Estate Review

Each quarter, Sinyi Realty publishes the National Housing Price Index for major cities, providing objective indicators on actual trends in housing prices. This is the only collection of long-term data on the second-hand market from the private sector. Each quarter we disclose Real Estate Review, and share market information in details. Trust the transparency will help in industrial development.



the **26<sup>th</sup>** almanac

Published in 2021

For more information: <https://www.ncscre.nccu.edu.tw/annual>

### ● Deepening Industry-Academia Cooperation and professionalism



政大商學院信義不動產研究發展中心  
CNCCU - SINYI Research Center For Real Estate

#### ■ Sinyi School at NCCU

In 2012, Sinyi Realty and the NCCU College of Commerce joined forces to launch the business ethics focused Sinyi School. It also manages forward-looking research on real estate, and serves as a reference for policy formulation and a driving force for the healthy growth of the industry. In order to enrich the content of the almanac, we entrust NCCU to be responsible for the compilation work.

#### ■ Industry-Academia Cooperation

Sinyi works with a number of schools, setting up internship programs, designing real estate courses, providing speakers, and offering corporate visits. Through this effective integration of resources, we can promote the study and the development in this area. For example, Sinyi School offers both scholarship and intern opportunity for students, who can rotate at different unit within Sinyi Group in 1st year after graduation. Build personal career development through hands-on experience.

#### ■ Information Hub

In addition to regularly maintaining and updating policy laws, research reports, market news and related seminars, we issue "Realty Watch" weekly to provide subscribers with better information and knowledge.

### CNCCU – Sinyi Research Center for Real Estate

In order to enhance the professional development of real estate operation and management, and to improve the quality of living in the society, the Center was donated by Sinyi in 2000 and is affiliated to the Business School of Chengchi University. We expect to promote the balanced development of the industry through the cultivation of real estate finance and operation professionals, research and seminars, thereby enhancing social well-being.

We co-hosted with Chinese Society of Housing Studies and held a seminar in 2021. The housing market boom, economic uncertainty, and impact of Covid-19 have drawn attention from the public. Governor of Central Bank of the Republic of China, Chin-Long Yang, was the key-note speaker of the seminar. A total of 228 people attended the seminar and another paper published forum. The joint efforts from the government, industry, and academia will continue promote the sustainable and stable development of the real estate industry.



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CSR is also "seeing the needs in society". With the power of the company, we work together to deliver care to those in need or in trouble. In 2021, the world still faced the impact of Covid-19 and of climate emergency. We will continue to connect like-minded groups and to take necessary steps to extend the power of charity, and face new social issues together.

## ● Care for disadvantaged

### ■ Dr. Red Nose Program

Sinyi Charity Foundation cares not only about the elderly, but also about the future masters of the country. We support Dr. Red Nose Program since 2016, hoping to bring strength to encouragement through magic performance to sick children, their families, and the hard-working medical staff. The program begins to expand services to nursing home seniors. Video interaction (4 days a week) from May to Aug. in 2021, and face-to-face service after mid-Aug., aiming to revitalize the minds of the elderly.

4,700  
people benefitted



### ■ Sinyi Scholarship

Since the 921 earthquake, 1999, we have launched Sinyi Scholarship to support earthquake-affected middle schools in Nantou county. Till today, the program continues help disadvantaged students there. Accumulatively, total of 5,427 students, 20 schools were benefitted.

### ■ Environmental Education and Adaptation Strategy to Climate Change

The latest UN report pointed out that protecting biodiversity is one of the indispensable and necessary measures to build climate resilience and ensure that the ecology can support human life. Sinyi echoed the mission of "The Dr. Cecilia Koo Botanic Conservation Center", and supported 5 species of its "100 Species for Conservation Action". Besides, we support an ecological rehabilitation park in Changhua "Hwa-hu bank". The bank maximizes the benefits of the park, offers ecological education courses from nearby schools and invites the community elders to joint care. Visitors can also learn about the relationship between humans and the environment from the growth of endangered plants, and jointly protect the natural ecology.



## ● Sinyi Volunteers

There were 1,484 Sinyi volunteers participating in a total of 6,601 hours in 2021. Very few services were done due to the threat of Covid-19 still there.



Sinyi volunteers worked with the teachers and students at Chen-kuang elementary school. They turned the flag into backpacks and aprons, and from the sale of the product could support a graduation trip.



Sinyi volunteers rolled up their sleeves and assisted Hao-Shou elementary school in the renovation of the school's wall. The children also joined in and gave the school a new look by painting.

## ● Sinyi Community Engagement Goes with Significant Events

### A trilogy of epidemic prevention - serving the neighborhood

Sinyi has branch stores in the local communities around the island. When the outbreak of Covid-19 began, people were panic and didn't know how to do. At this stage, Sinyi provided alcohol spray bottles, anti-bacteria detergent, soap, etc. to help environmental cleaning, and shared information with the communities.

To provide cleaning and disinfection companies filed by the government, or where disinfectant water and anti-bacteria soap can be obtained. Sinyi staff also took the initiative to roll up their sleeves to assist the community in environmental disinfection and cleaning.

After the epidemic gradually eased, we encouraged children to show us their completed home work, and they can join the soap DIY activity. We reminded children to wash hands frequently in order to prevent infection by Covid-19. And once the soap being used, they can get the little doll inside the soap out.

For more information: <https://csr.sinyi.com.tw/en/client/community-service.php>

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Corporate social responsibility is also "seeing the needs of society". With the power of the enterprise, we will work together to deliver care to those in need or in distress. In 2021, all parts of the world will continue to be impacted by the new crown pneumonia epidemic and the intensification of climate change. We will continue to connect like-minded public welfare groups around the world and take necessary actions to extend the power of public welfare without interruption and jointly face social issues.

● We referred to the structure and calculation method of LBG to get our social input and output in 2021.



● Community- Film Festival Went Online with Sinyi Lecture Hall

Sinyi cooperated with CNEX, a well-known documentary creation team in Taiwan, to record a series of documentaries from "We are One" project. To demonstrate community building and local vitality to all, we plan three themes in 2021 "Community – film festival":

- Passionate love for hometown
- Strong vitality
- Guarding cultural power.

