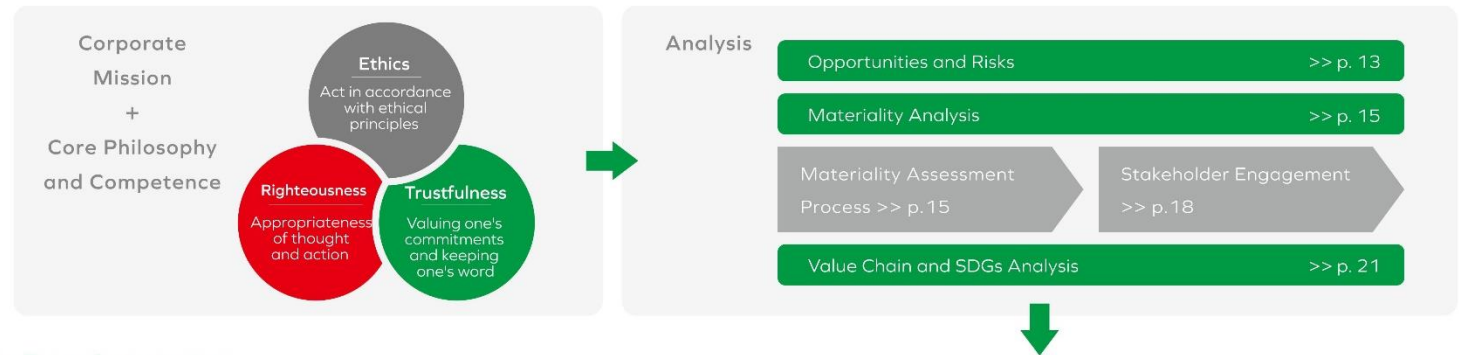


# Sustainable Innovation 2-6

## Innovative Services: A Purpose-driven Sustainability Strategy

Enterprises that are "purpose-driven" gain public support by providing proper care to important stakeholders. A good "corporate purpose" can take into account both "profit creation" and "social influence." We response to SDGs, it is through our focus on innovative ability based on purpose-oriented that we have been able to maintain our place at the top of the industry and stand out among our peers.

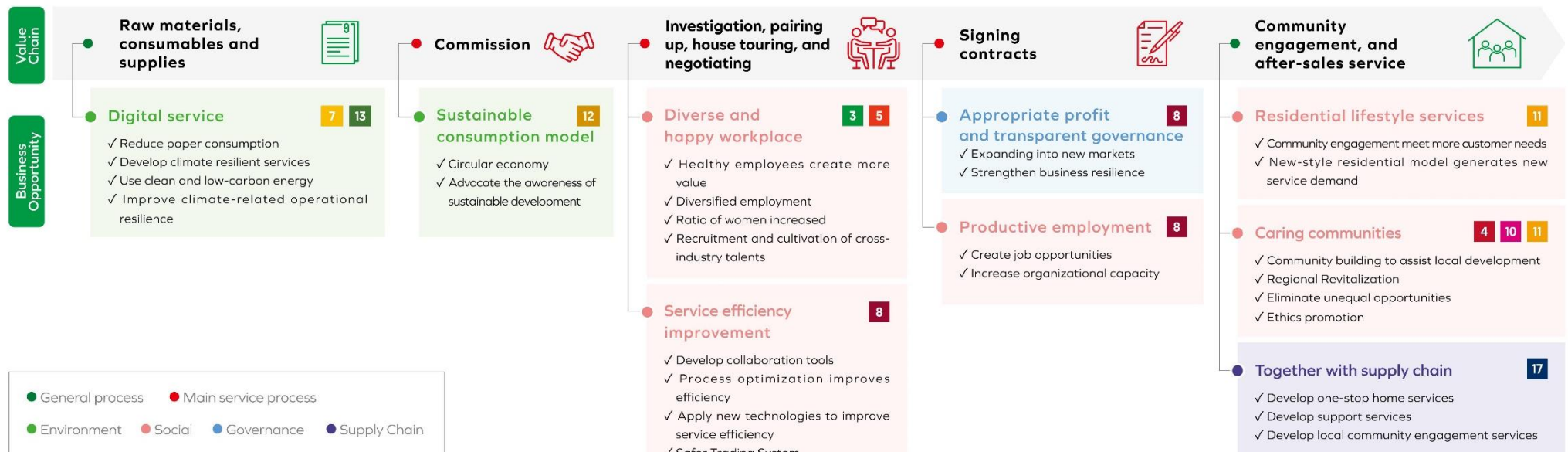


## Service Design Thinking for Sustainable Development

Sinyi develops sustainable business models and service design through our value chain. In response to global and social needs from the outside-in, we have designed Sinyi Sustainability Principles and actively responded to SDGs. Service design strategically considers sustainable development issues in response to the needs of stakeholders, optimizes service processes, and launches sustainable innovation projects.

### • Response Mechanisms

To capture market opportunities linked to sustainability mega-trends, we drive breakthrough innovation for SDGs to pursue growth opportunities.



## Sustainable Innovation Goals and Achievements: Service Innovation that Takes into Account ESG

Opportunities	Category	Sinyi Sustainability Principles	2022 Sustainable Innovation Results	2023 Goals	Response to SDGs
<ul style="list-style-type: none"> <li>Digital service</li> <li>Sustainable consumption model</li> </ul>	E Environment	Get to Net Zero	<b>Green real estate service - Get to Net Zero</b> <ul style="list-style-type: none"> <li>Green real estate services p. 32</li> <li>Low-carbon operations p. 33</li> <li>Extension of green impacts p. 35</li> <li>Nature and biodiversity p. 36</li> </ul>	<ul style="list-style-type: none"> <li>Service carbon footprint ↓ 1%</li> <li>GHG emissions of electricity consumption per capita ↓ 4.2%</li> <li>GHG emissions (Category 1+2) ↓ 4.2%</li> </ul>	7 12 13
<ul style="list-style-type: none"> <li>Diverse and happy workplace</li> <li>Productive employment</li> </ul>	S Social	Co-existence, Co-prosperity, and Co-creation	<b>Establish a diverse and happy workplace</b> <ul style="list-style-type: none"> <li>Sinfu Coin - flexible benefits p. 45</li> </ul>	<ul style="list-style-type: none"> <li>Employees Satisfaction Score &gt; 4.0</li> </ul>	3 4 5 8
<ul style="list-style-type: none"> <li>Service efficiency improvement</li> <li>Residential lifestyle services</li> <li>Caring communities</li> </ul>			<b>Digital transformation, and caring communities</b> <ul style="list-style-type: none"> <li>Service process digitalized p. 52</li> <li>Community engagement services p. 52</li> <li>Flexible volunteer services p. 58</li> </ul>	<ul style="list-style-type: none"> <li>Customer Satisfaction Rate 91.24%</li> <li>3,150 proposals receive sponsorships</li> </ul>	4 10 11 12
<ul style="list-style-type: none"> <li>Appropriate profit and transparent governance</li> </ul>	G Governance	Creating a Sustainable Lifestyle	<b>Transparent governance, strengthen corporate resilience</b> <ul style="list-style-type: none"> <li>Performance evaluation strengthens ESG connection p. 64</li> <li>ISO 27001 p. 70</li> <li>Issue TCFD Report p. 108</li> </ul>	<ul style="list-style-type: none"> <li>Continue to maintain positive profit</li> <li>Corporate Governance Evaluation Top 5%</li> </ul>	4 8 12 13
<ul style="list-style-type: none"> <li>Together with supply chain</li> </ul>	SC Supply Chain	Building an Ethical and Sustainable Supply Chain	<b>Drive the supply chain to deepen sustainability momentum</b> <ul style="list-style-type: none"> <li>ESG performance p. 77</li> <li>Innovative way to Green p. 78</li> </ul>	<ul style="list-style-type: none"> <li>Key suppliers' inspection rate at 95%</li> <li>ISO 20400</li> </ul>	8 12 13 17



## Driving Revenues by Innovation: No. 1 in Revenue for 29 Consecutive Years

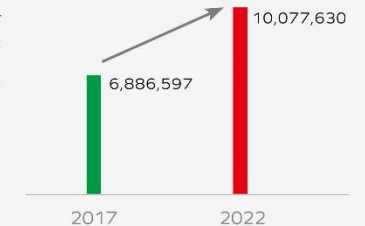
Sinyi Realty actively combines global sustainability issues with innovative practices which shows in our operating strategy and core capabilities, and specifically demonstrates the effectiveness of our positive financial and operational growth performance. Innovation with business ethics is the foundation of sustainable development. Sinyi Realty actively responds to the needs of stakeholders, our innovation not only creating the financial value, but also having positive impacts on the environment and society. We continue to promote various programs, and maintain the energy of innovation, bringing together the forces to drive the industry and the whole society to rise.

For 29 consecutive years, Sinyi Realty has ranked first in the real estate brokerage category in the "Commonwealth Magazine's Top 2000 Enterprises Survey." Its outstanding performance stems from the founding philosophy set over 40 years ago, which emphasizes earning reasonable profits while considering the rights and interests of stakeholders such as shareholders, employees, customers, and society. The goal is to ensure that both employees and customers have good jobs, good transactions, and a good life.

## Digital Net Zero Drives Sinyi's Growth

Sinyi Realty established the Digital Intelligence Center in 2018, and launch various innovative services to assist net zero digitally. At the same time, promote regional revitalization and enhance influence. Additionally, Sinyi actively cultivate digital talents. This not only strengthen organizational resilience, but also drive revenue growth.

Individual Operating Revenue (NT\$ thousand)



Extend the journey of buying and selling houses to the after-sales residential living services, build a growth engine for multiple services in the community, and create a sustainable lifestyle that takes into account ESG.

We have been carrying out various programs for a long time, maintain the momentum of innovation, and gather strength to drive the real estate industry and the overall society to become better.

### Business Model: From Good Transactions to Good Life

