



2019 Social Impact Report



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Social Engagement

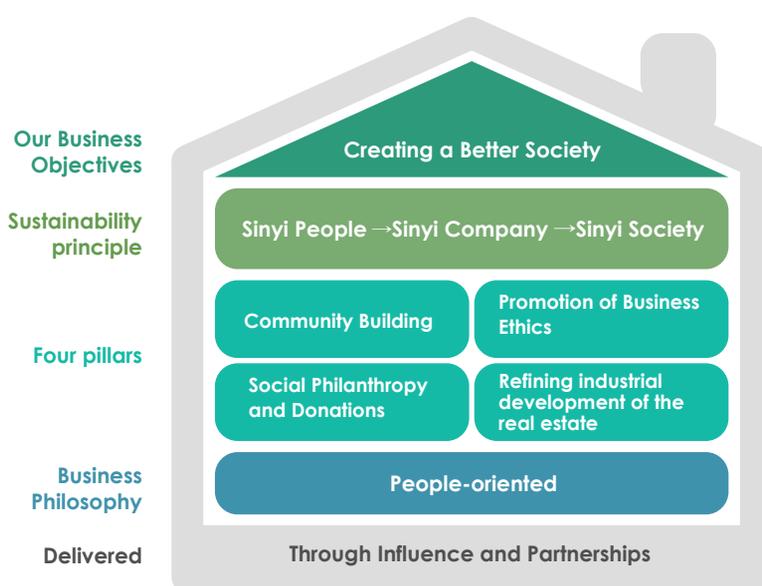
Our strategic alignment of community investment

Our social and CSR initiatives are based on our Sustainability principle of **“Sinyi People → Sinyi Company → Sinyi Society”**, (“SinYi” in Chinese means trustworthy), Sinyi has put people at the core of our business philosophy and in our implementation of our corporate social responsibility, we believe cultivating trustworthy people and fostering a culture in which value integrity and reliability can lead to a trustworthy society.

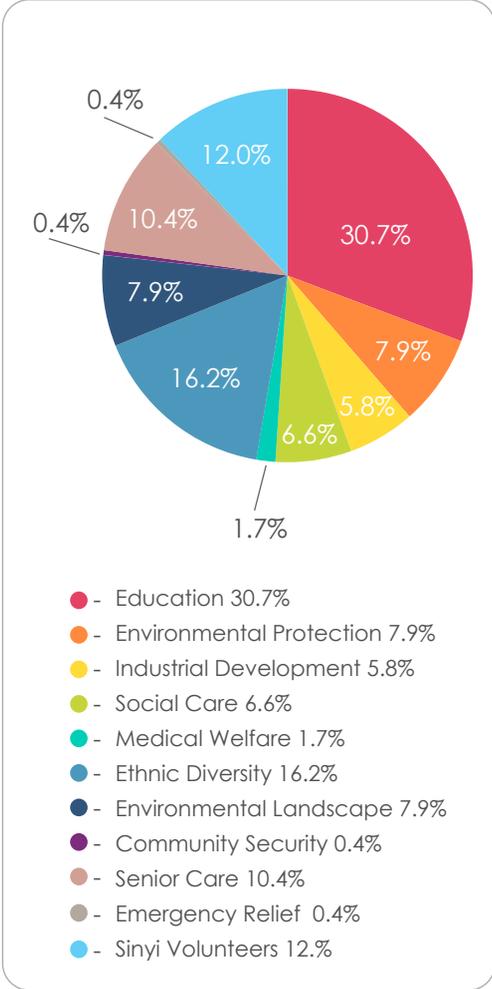
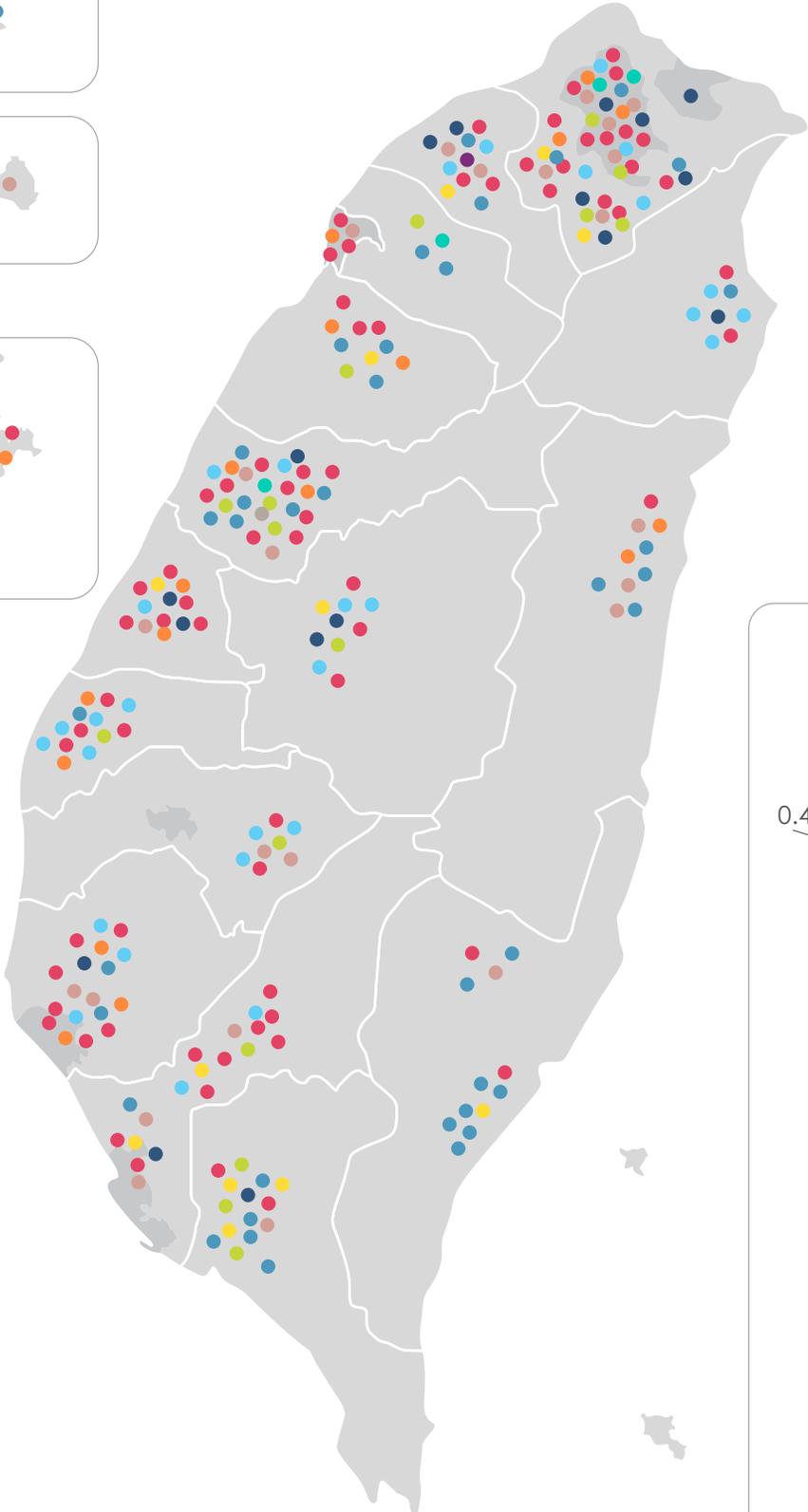
We respond to the most current issues of concern to the society, and promote long-term projects in response to the needs of the society. For example, in 2004, we launched “We are ONE,” a wholly public welfare-based community grant project, with a focus on solving social distrust in Taiwan after Presidential Election. When wealth gap become one of the most pressing issue in Taiwan, Sinyi Lecture Hall has opened the doors of knowledge and invited eager students from all around to partake in 2007, by providing equal learning opportunity can help alleviate this issue fundamentally.

In 2012, Taiwan society experienced social chaos due to Food safety issues, Sinyi Realty and the NCCU College of Commerce joined forces to launch the business ethics focused Sinyi School at NCCU, using education, research, and promotional efforts to nurture future business talent with grounding in ethics.

Our corporate social initiatives concentrate on four pillars: community building, social philanthropy and donations, promotion in business ethics, and refining industrial development of the real estate industry. These initiatives cover 9 areas: the elders, education, ethnic diversity, social care, industrial development, environmental landscape, environmental protection, community security and medical welfare.



GEOGRAPHICAL REACH OF OUR CORPORATE SOCIAL INITIATIVES (2019)



INVESTMENT AND OUTCOMES

To continuously and effectively manage our community investment, impacts and the difference made, we continue to use the London Benchmarking Group (LBG) framework in 2019 to facilitate systematic analysis and LBG assurance. Assessing the quantitative effects produced by these social inputs and outputs will contribute to more efficient resource allocation in the future and ensuring planning of such continues to improve.

Resource and Manpower Input

In 2019 we input a total contribution to the community of NT\$111,425,710 (including management costs, accounted for 6.46% of individual operating gain). The following figure presents our cash input and Sinyi staffs man-hours across four pillars of community building, social philanthropy and donations, promoting business ethics and refining Industrial development of the real estate.

	Community Building	Promotion of Business Ethics	Refining Industrial Development of the Real Estate Industry	Social Philanthropy and Donations
Cash(\$TWD)	37,191,023	20,587,935	16,872,664	7,106,679
Time(hours)	40,250	365.5	48	0
Value in time (hours/\$TWD)	17,905,689	122,223	14,760	0
Total(\$TWD)	55,096,712	21,070,158 ¹	16,887,424	7,106,679

The following table present more details about resource and manpower Input across four pillars:

Unit: NT\$ million

Community Building

Financial: Community Building activity funding, Sinyi Volunteers Project funding, community service activities **55.10**
HR: Sinyi Volunteers, Community Building, and community service activities staffing

Refining Industrial Development of the Real Estate Industry

Financial: Sponsoring public associations, funding for industry seminars, funding for the NCCU College of Commerce Sinyi Research Center for Real Estate, funding for the Taiwan Real Estate Almanac and the Sinyi Realty Price Index, Real estate-related industry-university cooperation plan, interns plan and scholarship program. **16.89**

Promotion of Business Ethics

Financial: Sinyi School at NCCU, Sinyi Lecture Hall, various industry-academia cooperation development funds, sponsorship of research and education **21.07**
HR: Sinyi Lecture Hall staffing
In-kind: Sinyi Lecture Hall venue and equipment

Social Philanthropy and Donations

Financial: Moon Bus and social philanthropy related funding and sponsorship **7.11**

Management Cost

Social engagement and related project inputs, PR and communication costs, operating costs, etc. **11.26**

¹ Includes revenue foregone TWD\$2,160,000

Performance Highlights in 2019

Community Building

- ◆ **98.9%** Cumulative coverage rate of Community Capacity Building Project proposals: 364 townships across Taiwan
- ◆ **10,661** proposals have been received till 2019, and **2,376** communities were benefited.
- ◆ **55.9%** proposals from Tertiary Institutions with a cumulative total of 90 proposals from 161 colleges and institutions.
- ◆ In 2019, **983** proposals were made to the Community Capacity Building Project, and 197 organizations were selected by the jury to receive substantial sponsorships.
- ◆ In 2019, we held a total of 30 volunteer activities with **2,115** participants totaling **15,185** hours.
- ◆ We cooperated with CNEX in 2019, the local stories from We are One project were filmed in order to bring bigger impact for community capacity building.

Promotion of Business Ethics

- ◆ Sinyi Lecture Hall provided **90** free seminars with a total of **15,439** participants. Accumulative total of **792** lessons have been held, with as many as **131,755** participants in Sinyi Lecture Hall Lessons.
- ◆ **799** students participated in the 9th National Intercollegiate Business Ethics Case Analysis and Microfilm Competition.
- ◆ **74** Teachers participate in National Business Ethics Teachers Summer and Winter Training Camps. Teachers have engaged in **129** educational cases, **263** teaching demos, and **24** experience sharing conferences.
- ◆ Sinyi School at NCCU College of Commerce cooperated with TAISE to organize corporate sustainability training courses, training a total of 124 people.
- ◆ Sinyi School shared business ethics and sustainable operation concepts with 4 universities and a total of 312 students were benefited.

Refining Industrial Development of the Real Estate Industry

- ◆ **24th** Year of Publishing Taiwan Real Estate Almanac. Each quarter, Sinyi Realty publishes the **National Housing Price Index** for Major Cities, providing objective indicators on actual trends in housing prices.
- ◆ We launched the **Greater Taipei Metropolitan Area Housing Prices Monthly Index**, helping those interested stay on top of changes in the housing market as a supplement to the quarterly index.
- ◆ We work with 10 schools and departments, to improve research into the industry and promote the development of both the study of the industry. **97** students participate in our internship programs. **541** students participate in corporate visits.
- ◆ We assisted NCCU Research Center for Real Estate in holding conference, a total of 203 people attending.

Social Philanthropy and Donations

- ◆ A total of **5,217** students received Sinyi Charitable Grants.
- ◆ Accumulative total of **2,000** Creative Ideas for youth-elderly joint project launched through "Gung Ho Project".
- ◆ We recruited creative ideas and proposals, focusing on active ageing activities. 39 projects were funded and implemented.
- ◆ We held remote rural elderly care concert in Tainan Jingyi and Guye communities. Take the elders on a journey through time when they were young.
- ◆ Together with the Dr. Red Nose Association, we sent a few two-person groups to the National Taiwan University Children's Hospital to provide impromptu performances twice a week, bringing joy for young patients and their families while also promoting child-friendly medical treatment.

Responding to SDGs

Our operations of over 30 years began with the philosophy: "Established based on trustfulness and righteousness, our pursuit of them is endless," as framed by our founder Mr. Chun-chi Chou, who is committed to providing customers with responsible products and services. Through the "innovation in line with business ethics" model, in the face of environmental, economic, and social issues and impacts, we continue to exert influence in all aspects of "residential lifestyle." We use different projects to achieve a sustainable society and improve the quality of life.

Community Building

Making Community Building a National Movement to Maintain Closer Relationships



Promotion of Business Ethics

Deeply Cultivating Ethics and Promoting Lifelong Learning



Refining Industrial Development of the Real Estate Industry

Refining Industrial Development of the Real Estate Industry



Social Philanthropy and Donations

Seeing Social Needs and Reducing Disparities



In the following section, we will disclose clear description of activities and investment about our projects across four pillars of community building, promoting business ethics and refining Industrial development of the real estate social philanthropy and donations.

For each pillar and project that is featured, we highlight:

OUR COMMITMENT presents Sinyi's position towards the topic.

KEY FACTS to give you an overarching idea of scale, timescale and our cash input.

CONTEXT including some background to the issues as well as why Sinyi involved in that project.

PARTNERS we worked with, as well as co-funders.

PROGRAM activities and how we run the project.

ACHIEVEMENTS to show the activities delivered and numbers reached.

BENEFITS to tell you the changes that happen to individuals, organizations and the company, in the short or longer-term, include environment, business and community impact.

Community Building

Making Community Building a National Movement to Maintain Closer Relationships

We are ONE (Community Capacity Building Project)

Sinyi Volunteers



OUR COMMITMENT

Our hope is that our long-term sponsorship of community building will help make communities and society better by expanding the concept of “home” to include neighbors, communities, cities, and even the country. Through ongoing community-building efforts, we plant the seeds of care in communities, thereby expanding the scope of each person's attention from the home to the community, and ultimately to all of Taiwan.

KEY FACTS

The We are One project is the longest-running and largest corporate-supported action plan for building communities, having been in place since 2004.

CONTEXT

The issue

Taiwan society experienced social chaos in the end of April 2004 after the presidential election. Neighborhood and communities was torn and barriers divided the society.

The benefits

Through this project, we will address interpersonal alienation by building community capacity with our own distinctive cultures and ecologies.

Partners

Ministry of Culture, Sparke Studio Co. TICE, etc.



We are One

Community Capacity Building Project



PROGRAM

2015 was the beginning of the second ten-year of “We are One project”. It not only extends the spirit of the first ten years, but also requires everyone not just to focus on community building, but also to promote social transformation. To take home as the starting point and community as the bridge, calling on the public to participate in public affairs, and put forward innovative proposals to reshape Taiwan's new vitality and sustainable development niche.

ACHIEVEMENTS

After more than 10 years of promotion, we have seen changes in society with time, and proposals have evolved from simple improvements to community facilities to promoting human interactions and spontaneous investments in cultural heritage.

In 2019, there were a total of 983 proposals. 197 were selected by the jury to receive substantive funding, 92 of which won the Best Model Award (including the first prize), and 105 won the Community Seed Award.

As of 2019, **10,661** proposals have been received across four major categories, namely Ethnic Diversity, Industrial Development, Social Care, and Youth Participation, covering some **98.9%** of Taiwan's townships and **55.9%** of tertiary institutes. Of these, **2,376** passed jury selection and received funding support.



To see home town in Taiwan

SINYI VOLUNTEERS

By volunteering, we integrated the project into the daily business. We invite our staffs to share in social prosperity through bringing together our core competencies to provide help to society where it is needed.



KEY FACTS

Sinyi Volunteer Services began in 2007, and every Sinyi employee enjoys a one-day paid volunteer leave once a year.

Seeing that many community members have excellent ideas but cannot realize their dreams due to lack of manpower, in 2007, Sinyi colleagues took the initiative to propose "Sinyi Volunteer", and received numerous responses internally. From environmental green act, beach cleaning, to elders care, etc., Sinyi volunteers serve Taiwan society with practical actions.

PROGRAM AND ACHIEVEMENTS

Each month, we hold at least two volunteer activities aimed at serving the needs of society, generally seeing spots fill up almost immediately upon announcement of each new activity.

In 2019, we held a total of **30** volunteer activities with **2,115** participants totaling **15,185** hours.

Since 2007, we have had a cumulative total of **22,030** participants in **163,145** hours of volunteer service, and we intend to continue these efforts to give back to the community over the long term.



SDG 4.7

By 2030 ensure all learners acquire knowledge and skills needed to promote sustainable development, including among others through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development



Happily reading in the remote community



SDG 11.4

Strengthen efforts to protect and safeguard the world's cultural and natural heritage



Beach cleaning day

Benefits

Benefits on Environment

Since 2004, Sinyi has received 10,661 proposals and sponsored more than **NT\$400 million** in these 15 years, funding support **2,376** communities to make their dreams come true.

Among them, **414** of the award-winning cases are environmental protection related, and the sponsorship amount exceeded **NT\$ 55 million**. These projects include **providing non-toxic food sources, windmill wind power, conservation wetlands, build green living, farmland recovery, environmentally friendly packaging design**, etc. These sponsored communities continue to promote environmental protection throughout Taiwan and continue to share their green experiences.

I am very sorry to see that there were a lot of unimaginable garbage on the beach. In the future, I will use bottles and straws more cautiously, because there were really countless plastic garbage on the beach, and I will remind myself to reduce the amount of garbage as much as possible. It will support the cleanliness of the community and take the lead.

I also look forward to more people joining the environment protection together so that the beautiful coast can reproduce its most natural appearance.

Tian-Mu branch, Manager Chang Han-wei



Benefits on Society

- **Empowering participants through workshop:**
88.% of the participants were satisfied with activity process and arrangement.
- **The youth to return home for services:**
Many young people studied and lived in cities have returned to their hometown with culture, industry, environment and humanity ideas and trying to activate their hometowns with such ideas.
- **Driving other stakeholder participation in social engagement:**
Being inspired by us, our suppliers also built a team to develop charitable activities and provide professional help to community.
- **People participate in the community building in a younger age:**
In 2019, a group of "Middle School Teachers and Students" was expanded, and the performance of the students was really amazing. Through their creativity, the community building power was enhanced.



Beach cleaning day

Benefits on Business

- Achieving our business objectives of creating a better society:**
 More than 85% participants considered living in the active communities are the happiest.
- Enhance corporate image and social reputation:**
 More than 92% of the participants agreed to feel the respect and trust of Sinyi.
- Continually giving back to and maintaining relationships with the community:**
 96.2% of the participants affirmed that Sinyi is a good example of giving back to the society by sponsoring the community, and we build positive relationships with local residents and create a virtuous cycle that gives us a competitive edge.
- Operational improvements:** The "Sinyi Jiating" project, which was officially started in Shanghai, was the first to introduce the spirit of "We are ONE" into mainland China.
- Domestic influence:**
 Sinyi Realty was **the first Presidential Cultural Award recipient from the private sector because of the We are One project.**
- Impacts on International Society Established Tsinghua-Sinyi community building research center" in Beijing, becoming the first platform for cross-strait cooperation.

Benefits on Media

Sinyi and Commonwealth Magazine jointly organized the "Cultivation and Development towards Sustainability together Forum", inviting four local practitioners of different types of "community reengineering". Through their practice process and the innovative thinking, made the almost withered communities seem to be reborn, and moving towards sustainability. These were great examples for us to learn.



信義房屋 cnex

活動時間：
12/19 19:00-21:30
18:30開放報到進場

活動地點：
信義學堂
台北市信義區信義路五段100號81(松智路上)

線上報名 活動免費




- Enhance employees ability and career development potential: By promoting Sinyi Volunteer Activities, we foster among the participant staff a deep sense of appreciation for reaching out and helping others, which also shows in their customer service.

"Red Box" is the effort of director Yang Li-zhou, shooting the life story of the national treasure puppet master Chen Si-huang, and shooting with an attitude of reverence to record the final image of the master.

The essence of the traditional skills and inheritance of the puppet show are retained by the camera.

PROMOTION OF BUSINESS ETHICS

Deeply Cultivating Ethics and Promoting Lifelong Learning

Sinyi Lecture Hall

<https://www.sinyischool.org.tw/>

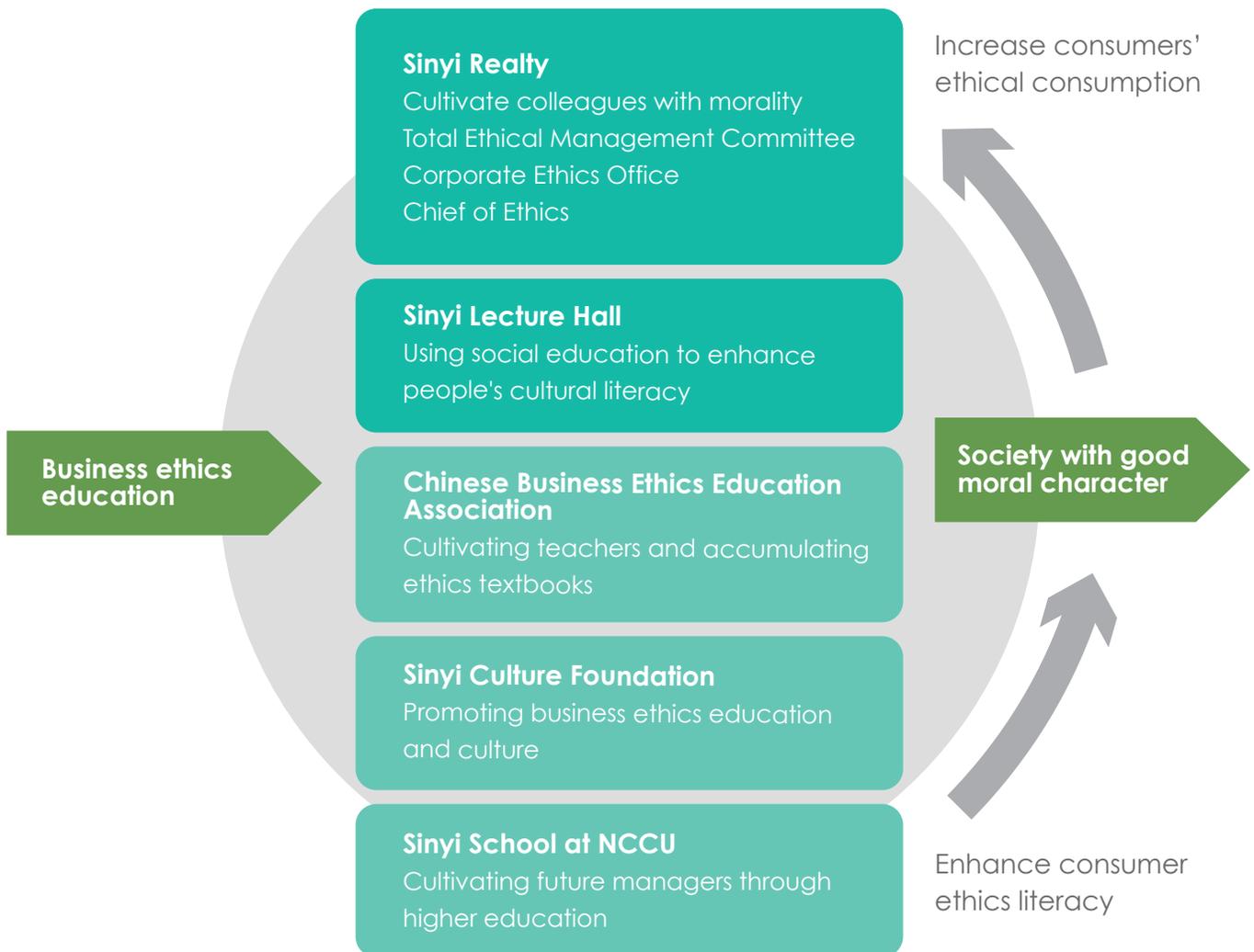
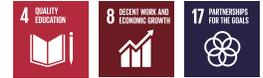
Sinyi School at NCCU

<http://www.syschool.nccu.edu.tw/>

Chinese Business Ethics

<https://www.cbeea.org.tw/>

Education Association CBEEA

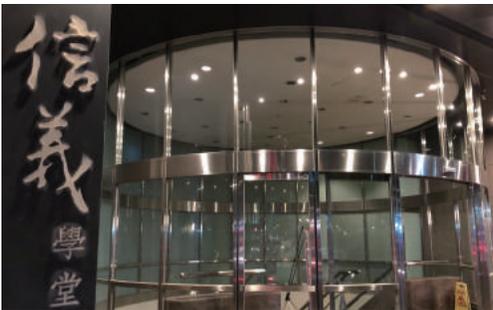


OUR COMMITMENT

"Righteousness, Trustfulness, and Ethics" is our core value and core competence. Since the inception of our business, we have believed in the philosophy with which we were founded: "Established based on trustfulness and righteousness, our pursuit of them is endless." We began with ourselves, and started by internalizing ethical education, establishing an ethical culture, and ensuring that business ethics are implemented in all aspects of our operations. The values generated by the enterprise are closely related to the "ethics" of people's lives. We know the importance of social ethics education and know that it begins with personal education, and that is the only way. Therefore, we promote the concept to the public, establish ethical social concepts to enable consumers to engage with ethical values, and aim to form a moral society and choose an enterprise that conforms to ethics, thus creating a cycle of goodness.

Sinyi Lecture Hall

In order to expand the scope of influence, Sinyi Lecture Hall invites the public to participate in its studies, to achieve the goal of "Keep learning and sharing a good society" through social education



Sinyi Lecture Hall



Free Lessons

KEY FACTS

Since April 2011, the Sinyi Lecture Hall have opened the doors of knowledge and invited eager students from all around to partake

CONTEXT

The issue

When wealth gap become one of the most pressing issue in Taiwan, Sinyi Lecture Hall have opened the doors of knowledge and invited eager students from all around to partake, by providing equal learning opportunity can help alleviate this issue fundamentally.

We define the Sinyi Lecture Hall as a platform for the promotion of our CSR and the facilitation of exchange of information. We hope to achieve the purpose of knowledge interflow through the two-way process of teaching and learning.

Partners

Sinyi Culture Foundation, The Real Estate Association of Republic of China, Crown book, etc



PROGRAM

We cooperate with like-minded external partners to enhance synergy, work together to create a sustainable learning journey. Each week, we continue to engage with audiences, promoting public awareness of business ethics, culture and lifestyle, environmental consciousness, community care, residential spaces, and happy families.

ACHIEVEMENT

In 2019, Sinyi Lecture Hall provided 90 free lessons for a total of 15,439 participants with an average of nearly 200 per lesson. Overall, a total of 792 such lessons have been held, with as many as 131,755 participants

BENEFITS

- Fostering concerns within the public for business ethics, environmental consciousness, community care, and residential spaces.
- Enhancing social stability through improving the overall civic literacy of civilized society.
- Strengthening social education , and investing in future social justice needs.
- Providing a platform for knowledge exchange and corporation opportunities.
- Through warm-hearted stories and learning through exchange, the Sinyi Lecture Hall has passed on much-neglected values of ethics.
- Sinyi Lecture Hall are gradually becoming an influential brand in community education.

Sinyi School at NCCU



企業倫理講座

KEY FACTS

In 2012, Sinyi Realty and the NCCU College of Commerce joined forces to launch the corporate ethics focused Sinyi School, using education, research, and promotional efforts to nurture future business talent with grounding in ethics.

CONTEXT

The issue

In 2012, Taiwan society experienced social chaos due to food safety issues, people began to pay attention to the issue of business ethics. Business ethics and corporate governance are closely related to corporate development. It is imperative to integrate ethical and moral sentiment awareness into current business management education.

PARTNERS

National Chengchi University
College of Commerce



PROGRAM

Education

The Sinyi School assists the NCCU College of Commerce in planning specialist courses in ethics, including both academic and corporate ethics, and having these courses listed as required subjects for students of business at the Bachelor's, Master's, and doctoral levels, as well as for EMBA students, to cultivate future leaders with corporate ethics and sustainable knowledge. We also set up scholarship to encourage student to be volunteer in social work and welfare activities.

Research

We assist domestic scholars in writing research papers and case studies relating to corporate ethics, systematically improving the quality of said research. We also send teachers abroad for intensive studies, hold teaching workshops, and set up events to share and refine teaching methods, cultivating higher-quality corporate ethics teaching and resources.

Promotional Efforts

Working with international schools and departments, we hold corporate ethics exchanges, and in cooperation with other businesses, organize seminars and forum on the subject, offer special internships, visits, and career activities, comprehensively working to boost the focus on corporate ethics.

ACHIEVEMENTS

Since 2012, Sustainability Scholarship has sponsored 51 students, subsidize 142 students with volunteer activities; conduct 74 corporate sustainability related forums or workshops, attracted 4,295 participants from teachers and students, domestic and foreign scholars, and industry elites, developed and assisted 38 business ethics cases and established 2875 CSR reports databases.

BENEFITS

- Strengthen the integration of ethical and moral sentiment awareness into current business management education.
- Enrich domestic business ethics teaching resources.
- Cultivate domestic corporate business teachers.
- Promote student to be participate in social work and welfare activities.



2019 Asia Pacific "The Fifth Taiwan Sustainability Report Analysis Conference" was hosted by NCCU Sinyi School and held in Taipei. 230 sustainability experts attended.

Chinese Business Ethics Education Association CBEEA

中華企業倫理教育協進會
Chinese Business Ethics Education Association

KEY FACTS

Through implementation, cultivation and accumulation of the "Root-laying programs in corporate ethic education", Sinyi founded the "Chinese Business Ethics Education Association" to launch hands-on promotion of corporate ethics education in 2009.

PARTNERS

National University of Kaohsiung

Leadership and Contribution to Ethics Education

By regularly sharing thoughts and observations regarding the implementation of business ethics through columns in major media, our founder, Mr. Chou has also showed his commitment to promoting and practicing sustainability. In 2016, 124 of his columns were brought together and published as an anthology. He has devoted himself to promoting business ethics education and establishing Chinese business philosophy by setting up the "Sinyi Professorship of Chinese Management" with the University of Cambridge in 1996. Furthermore, in 2018, cooperate with China University of Technology, we established "Sinyi School at China University of Technology". Believing business ethics is the key to national competitiveness, his donation help business ethics take firmer root with young entrepreneurs. In 2019, Mr. Chou supported the establishment of the "Chia-lun Lo International Sinology Lecture" by National ChengChi University,

hoped to lead Taiwan in international Sinology field, and becoming one of the most important places in the world.



PROGRAM

Each year, we hold National Business Ethics Teachers Summer and Winter Training Camps on corporate ethics, taking an interactive and shared approach to education in order to stimulate innovation in the teaching of corporate ethics in Taiwan.

In 2019, we organized the "9th National College Ethics Case Analysis and Micro Film Competition" in cooperation with Tsing Hua University. Through pre-match workshops, case analysis and micro film shooting, students understood corporate ethics and practice. "Case Analysis in English" was added to attract foreign students to participate in the competition and diversify perspectives.

ACHIEVEMENT

- In 2019, 74 teachers took part in National Business Ethics Teachers Summer and Winter Training Camps. Teachers have engaged in a cumulative total of 129 educational cases, 263 teaching demos, and 24 experience sharing conferences.
- 799 students participated in the 9th National Intercollegiate Business Ethics Case Analysis and Microfilm Competition.

BENEFITS

- Fostering concerns within the public for business ethics.
- Creating a Platform for Exchange among teachers.
- Cultivating teachers of business ethics -- the concept of ethnics may be profoundly implanted into the mind of school students.
- Elevating the quality of research.

Refining Industrial Development of the Real Estate Industry

Taiwan Real Estate Almanac
Sinyi Realty Price Index and Sinyi Real Estate Review
Policy Communication
Industry-Academia Cooperation



OUR COMMITMENT

With high real estate prices having attracted much attention in society in recent years, the gaps in the market system are being highlighted. We will continue to pay close attention to major development topics in the industry and will continue to remain involved in joint activities among industry, academia, and government to enable robust industrial development.

Taiwan Real Estate Almanac

KEY FACTS

Sinyi Cultural Publishing has, since 1996, published an annual Taiwan Real Estate Almanac. In August 2000, we worked with National Chengchi University to set up the CNCCU-Sinyi Research Center for Real Estate. Sinyi input over \$TWD38,000,000 in this project accumulatively.

PARTNERS

National Chengchi University

PROGRAM

Though publishing annual Taiwan Real Estate Almanac, we provide an objective and rigorous record of the Taiwanese housing market which serves as an important reference for industry, academia, and government regarding trends and changes in the real estate industry. NCCU becomes our partner on compilation and publication of the almanac since we set up the CNCCU-Sinyi Research Center for Real Estate. Sinyi Realty licensed the full two decades of collected data to the Research Center for use in planning and to provide more joint resources for reference.

ACHIEVEMENT

- In 2019, we published the 24th edition of the almanac, inviting experts from industry, academia, and government to provide their insight into contemporary issues in the development of the industry.
- The almanac has been donated to the libraries of schools teaching real estate related areas to further contribute to the robust development of the industry.



2019 Taiwan Real Estate Almanac

Sinyi Realty Price Index and Sinyi Real Estate Review

KEY FACTS

Sinyi Realty publishes the National Housing Price Index for Major Cities. It is the only collection of long-term data on the second-hand market from the private sector.

Sinyi launched Greater Taipei Metropolitan Area Housing Prices Monthly Index since 2007. Sinyi input over \$TWD 3,485,929 in the project accumulatively.

CONTEXT

In the wake of the 2007 Financial Crisis, urban housing prices have experienced violent fluctuations. In response, Sinyi launched the Greater Taipei Metropolitan Area Housing Prices Monthly Index.

PROGRAM

Each quarter, Sinyi Realty publishes the National Housing Price Index for Major Cities, providing those involved in the real estate industry objective indicators regarding actual trends in housing prices. This is the only collection of long-term data on the second-hand market from the private sector, and as such has become widely used in industry, academia, and government work. Sinyi launched the Greater Taipei Metropolitan Area Housing Prices Monthly Index, helping those interested stay on top of actual, current changes in the housing market and reflecting the ever-changing market as a supplement to the quarterly index.

In addition, each quarter we also publish the Sinyi Real Estate Review, which includes macroeconomic indicators, real estate industry indicators, housing market analysis, trends in the real estate market, and news summaries, giving access to all this to clients, the industry, academia, and the government.

Policy Communication



Industry Issues Conference

Industry Representative

Sinyi participated in the Chinese Association of Real Estate Brokers, playing an important role and representing the industry in providing professional recommendations and fighting for stakeholder interests.

- Member of the Executive Council of the Complaints Review Committee: Arbitrated in real estate purchasing or leasing disputes; served as representative on the Taipei City Mediation Committee, assisting city government in resolving a variety of consumer disputes.
- Member of the Joint Regulatory Committee: Assisted brokerage industry in researching remuneration methods for services and representing industry to legislators and Executive Yuan in fighting for related rights. Also worked with Ministry of the Interior to update brokerage industry service systems and design new measures.
- Represented Joint Committee in meetings with the Ministry of Justice, helping with consultation and confirmation on applicable methods for prevention of money laundering in the industry and the scope of said methods.
- Represented Association in meetings on amendments to the Real Estate Broking Management Act.

PROGRAM

Policy Discussion

We participated in the Ministry of the Interior's Property Information Platform project review and social housing policy discussion, reflecting issues of concern in the industry and providing recommendations for future policy and project adjustments.

Industry Issues Conferences

We helped the CNCCU-Sinyi Research Center for Real Estate hold "Senior Care Financial Planning" and "How to create a living environment that is not afraid of flooding in the face of extreme weather" conferences

ACHIEVEMENT

- Industry Issues conferences attracted 203 attendees. The conferences helped promote industry-academia-government communication on them, with major abstracts and recommendations recorded in the almanac.
- In order to protect both the cityscape and the purchasing rights of consumers, we assisted members in communications with the city government to coordinate safe, thorough advertising principles, resulting in a marked reduction in penalties and greater protection of consumer rights.



Industry Issues Conference

Sinyi community seminars

KEY FACTS

We integrated resources to enhance the effectiveness of our services in 2019. By sharing industrial knowledge with the community residents is one of the way to upgrade our services.

CONTEXT

Diverse and friendly real estate knowledge lectures – Sinyi Lecture Hall

In addition to facing industry professionals and academia, real estate-related information and transaction procedures are complex to general public, and a certain degree of relevant knowledge is required in order to get a glimpse of it. In order for the general public to easily understand the relevant knowledge of real estate transactions, we hold real estate-related lectures through Sinyi Lecture Hall. Also we invite experts to arrange friendly and interesting lectures, including architectural design, environmental beautification, etc., to simplify tough issues.

First-line assistance to solve problems - Sinyi Good Neighbor's talk

In addition to holding lectures at Sinyi Lecture Hall, Sinyi also cooperates with local community through our branch stores to hold various types of real estate knowledge talk, topics including "Real estate tax ", "Leasing", "Guide to real estate in Japan", "Leak-proof and Interior Design", "Insects prevention and furniture maintenance", "Dangerous building reconstruction and maintenance", etc. To best meet the residents' living needs, we hold small talk sessions and interact with community residents to help with a quick and friendly solution.

ACHIEVEMENT

- Sinyi Lecture Hall promotes learning and sharing opportunities on public awareness of business ethics, humane lifestyles, environmental protection, community care, living spaces, and happy families. In 2019 there were 30 seminars about real estate and architecture, attracted a total of 3,906 participants.
- Sinyi Good Neighbor's talk : 31 talks were held and a total of 1,051 participants in 2019.

Industry-Academia Cooperation Education

KEY FACTS

In 2019, Sinyi input TWD25,769,656 in this project.

PARTNERS

YunTech and Songshan High School of Commerce and Home Economics, China University of Technology, and Takming University of Science and Technology, National Chengchi University, Fengchia University, and National Pingtung University



Real Estate Industry Courses

Offer a Real Estate salesperson license course in the cooperative schools, and attract students who are interested in real estate to participate in the full subsidy, and provide scholarship for the top three students in the class.

Internship Projects

Through internship project, students are able to get both theoretical and practical experience, as well as getting a broader understanding of the industry and its development.



Corporate Visits

ACHIEVEMENT

- In 2019, 2661 students participated in our Industry-Academia Cooperation related programs.
- Together with YunTech and Songshan High School of Commerce and Home Economics, we designed and implemented a curriculum of real estate studies.
- In cooperation with four schools (Chien Hsin University of Science and Technology, Chang Jung Christian University, Minghsin University of Science and Technology, and Takming University of Science and Technology) we provided full-time internships to train students who may be out future staff.
- Work with Fengchia University, and National Pingtung University, we provided these schools with industry speakers to teach lessons, as well as offering teaching internship opportunities.



Scholarship Program



Real Estate Industry Courses

THE BENEFITS

Real Estate Industry and Society Benefits

- Through effective integration of research resources, we are able to improve the study result of the industry.
- Promote the development of both the study of the industry and new techniques.
- We foster housing justice and industrial development, reducing inequality though policy communication.
- By refining real estate Industrial development and working hard to provide appropriate, safe, and affordable housing as well as basic services.

Business Benefits

- Enhance corporate image: Though policy communication, we safeguarded our stakeholders interests, and enhanced our cooperate image.
- Cultivate professionalism: Though industry-academia cooperation, our staffs shared their expertise with the students. and assisted cultivating professionalism.

School Benefits

- Though industry teacher cooperation, we can shorten the gap between industry and academia.
- Utilize corporate sponsorship resources to provide economic support to students in need.
- We assisted in industry research by sharing collected data.

Students Benefits

- Students can get a broader understanding of the industry and its development by corporate visit program.
- Through industry teacher cooperation, students are able to get both theoretical and practical experience.
- Scholarship program provides economic support to students in need.
- By participating in internship program, students not only get work experience, but also learn the skills and concepts needed for success and preparing themselves early for a career in the field, giving themselves a competitive edge.

SOCIAL PHILANTHROPY AND DONATIONS

Seeing Social Needs and Reducing Weak Disparities

Sinyi Charity Foundation

<https://csr.sinyi.com.tw/en/society/charity.php>



OUR COMMITMENT

In response to these social changes, we actively work to provide assistance to the underprivileged, caring for those on the margins while also alleviating the burden on the government, society, and families.

KEY FACTS

In response to changes in social structure, the Sinyi Charity Foundation was found in 2015, providing new immigrants, the elderly, rural students, children with rare diseases, and other underprivileged groups with assistance and support.

CONTEXT

- The number of "the elders" has increased year by year, Taiwan officially entered the ageing society in 2018, leading to new social issues.
- Due to the different languages and cultures, immigrants in Taiwan are facing adaptation problems, and affecting their second generation in learning and employment.

PARTNERS

Dr. Red Nose Association, National Taiwan University Children's Hospital, John Tung Foundation, National Chiayi University's Department of Horticultural Sciences



Sinyi
Charity Foundation

PROGRAM

Rural Students and Children with Rare Diseases

- **Dr. Red Nose Program:** Together with the Dr. Red Nose Association, we send two-person groups to the National Taiwan University Children's Hospital to put up performances twice a week, thus bringing some joy to the lives of young patients and their families and promoting child-friendly medical treatment.
- **Sinyi Charitable Grants:** Supporting outstanding students from elementary and junior high schools in Sinyi Township, Nantou, that were affected by the 1999 Jiji Earthquake.

The Elderly

- **Gung-Ho(Be better together) Activities:** We gathered creative ideas and action plans from the public to respond issues related to the elderly and new immigrants, and funding the projects implementation.
- **Idea Competition Project:** In the first half year, we gathered creative ideas and helped elders to dream for their ageing life with many possibilities.
- **Gung Ho Project:** In the second half year, we selected action plans based from the ideas gathered in the competition, and provided funding to winners selected from the final evaluation workshop.
- **Active Ageing Community Award:** through on-line charity voting and offered Active Ageing Community Award, we tried to attract more organizations or social enterprises to involve.
- **Co-learning workshop:** we provided training opportunity to groups from different background and with experiences. Through discussion and to learn from each other, we can help promote cross-generational cooperation.
- **Active Ageing Art Project:** we worked with artists to organize "Senior outdoor concert", "Percussion performance tour train", etc., in order to encourage elders to come out and interact more with outside world.
- **Building Green Community:** worked with National Chiayi University's Department of Horticultural Sciences jointly inaugurated the Mr. Lin Hung-Hsun Memorial Park in Guye Borough, Xinying District, Tainan City, creating a model for senior-friendly, low-carbon, sustainable community.



Active Ageing Community Award

THE BENEFITS

- Promote active ageing in the society.
- Promote child-friendly medical treatment.
- Bring joy into the lives of the young patients.
- Assist health care providers and family members to reduce stress.
- Help immigrants to integrate into society so that newborns can grow up in a healthy environment.
- Improve quality of life for the underprivileged in Taiwan.
- Enhance the mental and psychical health of the elders and promote their well-being.
- Reduce the burden of young generation in terms of elderly long-term care, and help to bring positive economic cycle in the society.
- Advocate for aging at local and help to build a sustainable elderly care system in the local communities.
- Promote cross-ethnic culture exchange as well as cross-generational communication, in order to increase harmony in the society.

ACHIEVEMENT

For more than four years,

Our Rental Subsidies assisted **240** new residents. Accumulative **2,384** proposals from the Gung-Ho project, came up with **2,000** creative ideas, and supported the implementation of **39** projects, involved 121 active ageing communities.

The active ageing issues spread out and **152,145** participants were touched, **1,490** volunteers involved.

The scholarship benefitted for accumulative **4,797** students.

The Dr. Red-nose project has an accumulative **12,246** impromptu performances, and brings joy to **16,000** families and touched almost **34,606** people.



Rural Elderly Outdoor Concert

We focus on elders who still have the ability to live independently.

The goal is to delay aging and maintain a good quality of life, and to call on people who want to work together, and to promote active ageing across generations, so that every elder in Taiwan can be confident and live a useful attitude towards life.

~ Director of Sinyi Charity Foundation
Tsai, I-Chen



SUSTAINABLE DEVELOPMENT GOALS

x



信義房屋
SINYI REALTY