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Yuanta Recognized by Arts & Business Awards for 3 Years Straight for Charity Efforts in Arts and Culture, Integrating Social Care to Create Fertile Ground for Culture and Arts

Yuanta Financial Holdings and Yuanta Cultural and Educational Foundation (Foundation) have been engaged in social welfare through practical actions on an ongoing basis and have been proactively combining arts and culture with social care. The awards ceremony for the 16th Arts & Business Awards of Taiwan's Ministry of Culture was held on November 16, 2023, and Yuanta Foundation was awarded for the third consecutive year. This was also the first time Yuanta was honored with the "Sponsorship Gold Award," which is a great recognition of Yuanta's charity efforts in the promotion of arts and culture.

The Ministry of Culture's Arts & Business Awards not only give commendation to companies and groups that support culture and arts, but also serve as an opportunity for the world to witness the essence of Taiwan's culture and arts. In order to inspire the artistic and cultural literacy of children, Yuanta Foundation has integrated the promotion of arts and culture into social care and has invited children from remote areas to visit the National Museum of Natural Science and the Carton King Creativity Park in Taichung for this year's "Yuanta Happiness Day." The event included a series of DIY handwork activities, with the hope that children would find interesting knowledge and wonders through the games. Yuanta has also organized the "LOVE Book FUN" book donation campaign for six years, inviting colleagues to donate their used books at home to elementary schools in remote regions, as well as giving drama performances to provide an immersive experience to make the learning process more interesting for the children.

NEWS RELEASE

Yuanta Foundation has launched the "Dream Big Project"- Yuanta social welfare dream-fulfilling program since 2016 to help groups and organizations in every corner of society, and has teamed up with art groups to bring students to learn more about the arts. This year's Dream Big groups, New Taipei City's Long-an Community Development Association of Pingxi District and Local Industry and Village Development Association of Nantou County, connected the elderly with youths and children through the arts and food and agriculture schooling. The Taiwan Yin-fen Village Environmental Art Association introduced the Kusama-style art from Japan to bring about art for older people, working together to develop the characteristics of the local tourism industry and cultural preservation. The Down Syndrome Caring Association R.O.C. and the Taoyuan City Private Heart Light Home for the Intellectually-Disabled used a wide range of methods, including painting, pottery, taiko drums and dancing, to bring out the artistic potential of children with Down syndrome and physically and mentally challenged children through adaptive development.

The chief executive officer of Yuanta Foundation, Robert Yang, said that by supporting arts and culture and inviting charity partners to respond to the feast, Yuanta hopes that these modest efforts will get the ball rolling and will encourage other companies and groups to invest in Taiwan's arts and culture industry to revitalize arts and culture. Nourishment of culture and arts requires the accumulation of every little effort. Yuanta Foundation will uphold its original intention of giving back to society and make arts and culture a part of this process, continuing to take practical actions to engage in charity work and responding to the development of arts and culture to create a better society.

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Photo: Yuanta Foundation has been awarded for three consecutive years for its charity efforts in the promotion of arts and culture.