

## NEWS RELEASE

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# **Spreading Warmth This Lunar New Year: Yuanta Happiness Day Cares for Underprivileged Students; Volunteers Accompany Children in Selecting Personalized Gift Packs, Transmitting Warmth through Love**

The Lunar New Year is Taiwan's most emotionally unifying holiday. To help underprivileged children experience the warmth of the festival and societal care, Yuanta Financial Holding Company (FHC) and Yuanta Cultural and Educational Foundation (Foundation) hosted two "Yuanta Happiness Day" events on February 4th and 5th. We invited 117 children from two remote elementary schools and an orphanage in northern Taiwan to visit a renowned sporting goods store. Accompanied by Yuanta volunteers, the children personally selected sportswear and shoes as New Year gifts. A total of 32 Yuanta volunteers participated in the event, allowing the children to experience the warmth and meaning of the New Year in advance.

Yuanta Happiness Day originated in the year 2012, just before the Lunar New Year. Mrs. Li-Chuang Tu, then chairwoman of the Yuanta Foundation—affectionately known as "Grandma Tu" by the children—noticed that for the youngsters, the happiest part of celebrating the New Year was putting on new clothes and shoes. She specially invited children from orphanages to visit department stores before the start of the new school term after the holiday. Accompanied by Yuanta volunteers, the children selected their own happiness gift packs, experiencing a New Year blessing tailored just for them. This meaningful event has continued to this day, distributing nearly ten thousand gift packs. Seeing the children's satisfied smiles after each event is the greatest motivation for the Yuanta Group to keep organizing Yuanta Happiness Day.

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These past two days, children have entered the store with beaming smiles, enthusiastically discussing their chosen treasures with classmates. Yuanta volunteers warmly accompanied them, generously offering styling advice, sharing life experiences and growth stories, and building genuine connections with the children. Yuanta Happiness Day is more than just a charitable event—it is a journey of growth alongside underprivileged students. Beyond providing material support, we hope that through small changes each year, the children will feel the power of being respected and valued.

Yuanta FHC has consistently fulfilled the commitment to corporate social responsibility, dedicating long-term efforts to caring for children and youth. Over the past fifteen years, we have organized 55 Yuanta Happiness Day events. With the warm companionship of 2,449 volunteers, we have distributed a total of 9,666 happiness gift packs. Through concrete actions, we safeguard children's needs, join hands with the public to spread happiness, and let love and companionship illuminate every corner of society.



Photo: Yuanta FHC and the Yuanta Foundation hosted two Spring Festival “Yuanta Happiness Day” events before the Lunar New Year, inviting children to celebrate the holiday with joy.

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Photo: The “Yuanta Happiness Day” event invited students to personally select sportswear and shoes as New Year gifts.



Photo: Yuanta volunteers warmly accompanied children, enthusiastically offered styling advice, and built genuine connections with them.