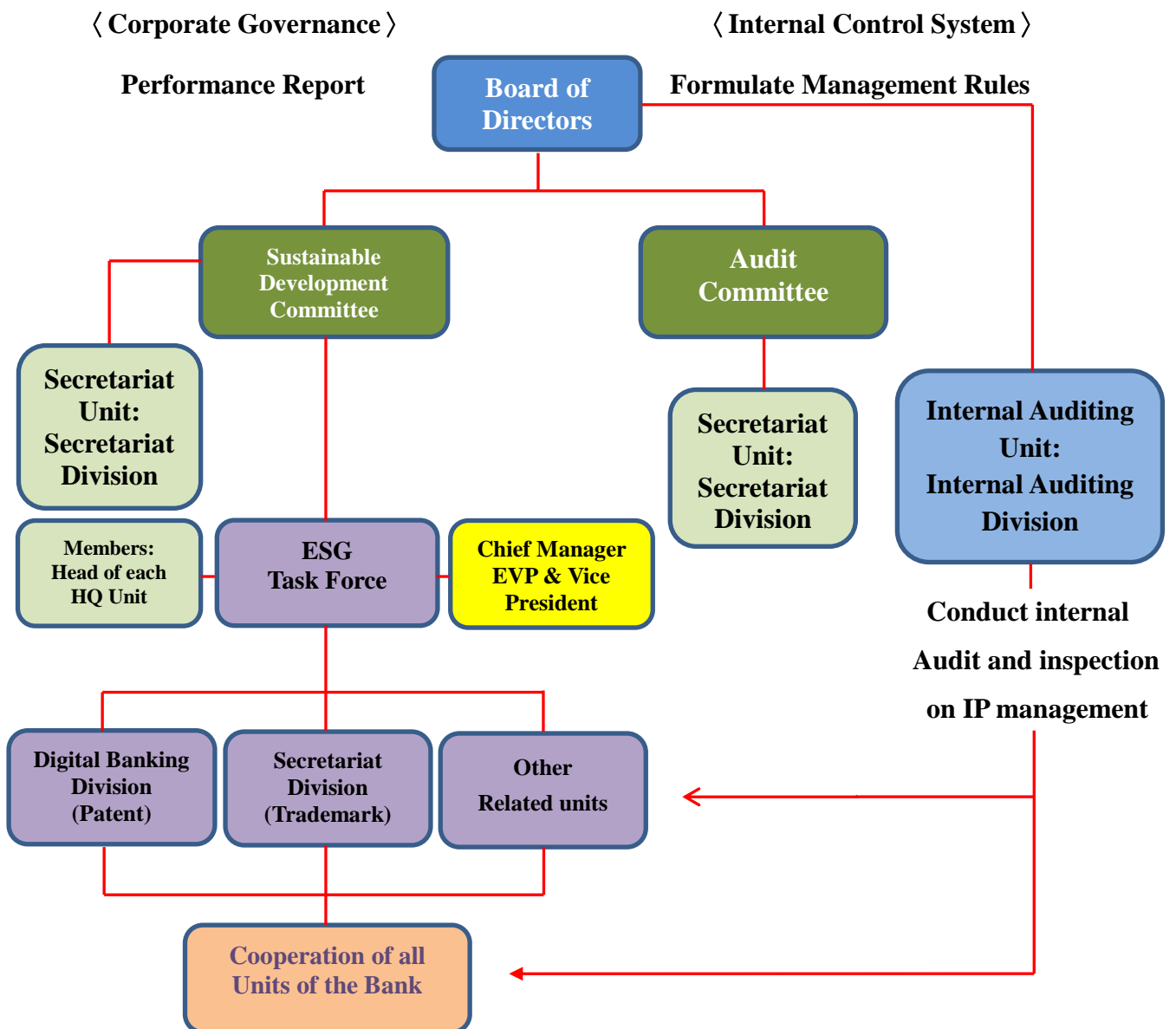


# CHB Management Plan and its 2023 Performance of IPs

For the sustainable development and continuous upgrade of corporate governance of Chang Hwa Commercial Bank, Ltd. (hereinafter referred to as the “Bank”). The Bank has adopted related management measures for IP (such as trademark、patent and so on) protection and maintenance, with systematized and electronic IP management system, and making a management plan (hereinafter referred to as the “Plan”) in accordance with its business strategies, with reference to the management norm of “Taiwan Intellectual Property Management System” formulated by IDB, MOEA. The Plan will be an important action plan with regard to promotion of IP management affairs of the Bank.

## A. Organization Chart of CHB IP management



## **B. IP Management Policies (2024)**

1. The Bank shall precipitate its IP management to meet several requirements such as achievement of sustainable development goals、combination with FinTech development、promotion of R&D efficiency and support for social development.
2. The Bank shall ensure its IP management systems formed follow a “Plan-Do-Check-Act, PDCA” management cycle.
3. The Bank shall value and actively manage its own IPs, and respect IP of others.
4. The Bank shall obey relevant IP laws、internal rules and contract terms.
5. The Bank shall take relevant measures to protect its own rights when IP infringement occurred or someone claim IP infringement caused by the Bank.

## **C. Goals of IP Management (2024)**

1. Enhancing IP education and training, and promoting related information of Patent and Trademark to employees of the Bank.
2. Certified by “Taiwan Intellectual Property Management System” (TIPS) to get “A” class certificate, with application for Patent and Trademark.
3. Upgrading systems for Patent management and Trademark management to improve the efficiency.
4. Actively apply the patent rights and trademark rights that the bank has obtained certificates to related businesses to enhance business satisfaction and brand value.

## **D. IP management mechanism**

1. The Bank shall formulate an IP management plan which is connected with its business goals, and that plan shall be reported to the Board of directors at least once per annum, and disclosed on official website、annual report or other channels.
2. The Bank shall provide appropriate manpower、resource and rewards with consideration of IP application、IP acquirement、IP operation、conclusion of internal audit report and implementation

of improvement measures.

3. The Bank shall conduct relevant education 、 training or promotion of IP and duty of confidentiality to new recruits when reporting for duty and all staff, in order to exalt IP concept of all staff and ensure the effectiveness of management system.

#### **E. Performance of the Bank (2023)**

Implementation of management for IPs of the Bank in 2023:

1. Improve the bank's staff's knowledge of patents and trademark rights
  - (1) Conducted one e-class of IP information for staff of the Bank, and one advanced e-class of IP management for IP administrators.
  - (2) Appointed 3 IP administrators to attend "2023 TIPS IP Management Training Program - A Class" authorized by IDB, MOEA, and 4 IP administrators to attend IP related classes held by TIPA.
2. Monitor the infringement of the Bank's patents and trademarks by others and the infringement of others' rights
  - (1) Investigation of patent and trademark infringement in 2023, no patent or trademark infringement has occurred so far.
  - (2) The Bank entrusts an external professional agency to conduct online detection of fraudulent use of the Bank's trademarks. If it is assessed that there is a risk of harm to the Bank, the bank will notify the agency to remove it; the Bank also attended "Financial Security Information Sharing and Analysis Center" (F-ISAC), members will share the information they learn about counterfeit media platforms to jointly prevent related intellectual property rights from being maliciously used by third parties. As of the end of November 2023, a total of 11 counterfeit or phishing websites using our trademarks have been informed, and all of them have been notified to the

agency for assistance in taking them down.

- (3) The Bank was indirectly notified by the public in May 2023, that a false recruitment message was posted on the Facebook (FB) website using the Bank’s trademark. After investigation, it was confirmed that the message had been removed.

3. Continuously improve the bank’s patent and trademark management systems and patent management system functions to enhance management efficiency

- (1)The Bank’s annual internal review of the trademark management system was conducted in June 2023, and the review results were all flawless.

- (2)Amendments to relevant specifications for patent management are expected to be announced and implemented after approval in the first half of next year; the upgrade of the patent management system has completed preliminary process testing and is expected to be launched in the first quarter of next year.

- (3)In conjunction with the inclusion of patents in the scope of TIPS verification in 2024, a new "Intellectual Property Management Information Board" will be built on the internal website with new-added patent-related information so that all units can quickly obtain IP knowledge needed.

4. IP portfolio and incentive for innovation

(1)Numbers of CHB’s IPs : (Nov. 2023)

Registered Trademarks		Patents Granted		
Domestic	Foreign	Invention	Utility Model	Design
38 (+1)	16	35 (+5)	228 (+23)	3
Total : 54		Total : 266		

Note1 : Compare with the same period of 2022, 1 trademarks and 28 patents added.

Note2 : 11 domestic Invention and 2 Utility Model patents are waiting for approval.

- (2) The Bank's trademark rights in the United States expired on June 10, 2023. After entrusting an external trademark firm to assist in applying for extension, the bank received approval from the United States Intellectual Property Office (USPTO) on September 29, 2023. The next expiration date is June 10, 2033; in addition, our Yangon representative office (Myanmar) and the Sydney branch (Australia) expected to be opened are also applying for trademark registration in the countries where they are located. The relevant progress will be reported separately in Annual Management Review Meetings in 2024.
- (3) As of November 30 2023, the Bank granted a total of 11 patent incentive measures (1 invention/10 utility models), and a total of NT\$69,000 in incentives has been issued.

5. Actively increase the frequency of media exposure of the Bank's newly registered and announced trademarks to enhance brand value

The newly registered trademarks of the bank in recent years were used in promotion projects such as "Core Power Intelligent Vending Machine Discount Only with Taiwan Pay", "Pingxi Very Happy Pay Enjoy 20% with Taiwan Pay" and "Chinese Enterprise Archery League season - CHB's Archery Carnival", it is also widely used in advertising on the bank's official website, social media and charity activities, which helps enhance the bank's corporate image and brand value.

6. Annual Management Review Meetings in 2023

The Bank convened a total of 3 management review meetings in 2023 to report to the intellectual property management representatives and CEO on the implementation of management objectives, the progress of establishing the patent management

system, annual internal audit results, etc., and drafted the 2024 annual intellectual property plan Management policies and objectives for approval.

**F. Certificate Awarded**

**The Bank awarded A-Class certificate of TIPS on Nov 4, 2022, and expiration date of the certificate is Dec 31, 2024.**

**G. This Plan was reported to the 3<sup>rd</sup> meeting of 3<sup>rd</sup> Sustainable Development Committee on Dec 8, 2023, and the 8<sup>th</sup> meeting of 27<sup>th</sup> Board of Directors on Dec 25, 2023 for reference.**