

## 5.2 Lifestyle Innovation

Since its opening in 2008, Park Lane by CMP, a symbiotic building with vertical garden growing 140,000 plants creating a lush green landscape on the interior and exterior walls, has become the center stage of LOHAS for Taichung locals and tourists. From the green building design to the operating model of the mall, every intrinsic detail reflected CMP Group's unique concept and value of eco-friendliness, artistic enlightenment, and connection with local cultures and humanities to shape a new lifestyle.

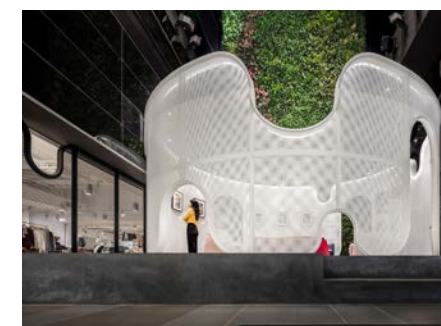
### ► Verdant Surroundings

Park Lane by CMP has been transformed from an abandoned sheet metal parking lot into a green building. Its five-story exterior wall measures 1,850 square meters and grows 140,000 plants, which reflect on the verdant surroundings of Calligraphy Greenway. Through the 3 km long water pipeline, the plants are looked after and watered regularly and the ecosystem forms a cycle that these plants don't need be replaced from time to time. This green wall is not only the outer clothing of Park Lane by CMP, but also a home to flowers, birds and butterflies. Walking into Park Lane by CMP, you will be impressed with a five-story high green wall standing like a piece of art at the center of the mall where most people pass by and shop. You will feel so relaxed and chilled upon seeing this lush landscape. This unique and excellent design won the Taiwan Real Estate Excellence Award in 2009. More than that, it won the gold prize in the FIABCI World Prix d'Excellence Awards, also known as the Oscars in real estate industry, in 2010, making Taiwan world-famous for our green design and creativity. Most importantly, the plants can absorb 200kg of CO<sub>2</sub>, and release 150kg of O<sub>2</sub><sup>25</sup> per day, and cool the building and reduce power consumption during the hot summer.

### ► Aesthetics for All

There are no barriers to art and aesthetics can be seen everywhere. At Park Lane by CMP, there are always interesting interactive art installations inside and out of the mall. In collaboration with CMP PUJEN Foundation for Arts and Culture, Park Lane by CMP puts art and cultural elements into its important activities, providing a platform for artists to perform and showcase their art works, so that Park Lane by CMP can not only cultivate more artists but also bring the art in daily life to the public. People can enjoy the art and culture easily, thereby achieving the goal of aesthetics for all.

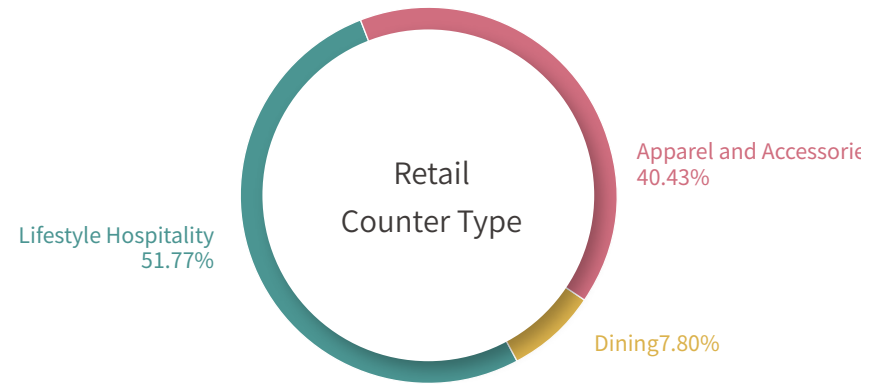
CMP Group continues to break preconceived lifestyle barriers and integrate the mall with nature, humanity and art, and local contribution, creating a brand new lifestyle for the surrounding communities and shaping a new perspective of aesthetics for Taiwan.



25. For calculations, please refer to: "A Woman that Sells Oxygen" Pg. 41, Park Lane by CMP: the green wall measuring 2000m<sup>2</sup>=0.2 hectares, absorbs 0.2\*900=180kg/day of CO<sub>2</sub> emissions and generates 0.2\*600=120kg/day of O<sub>2</sub> amount

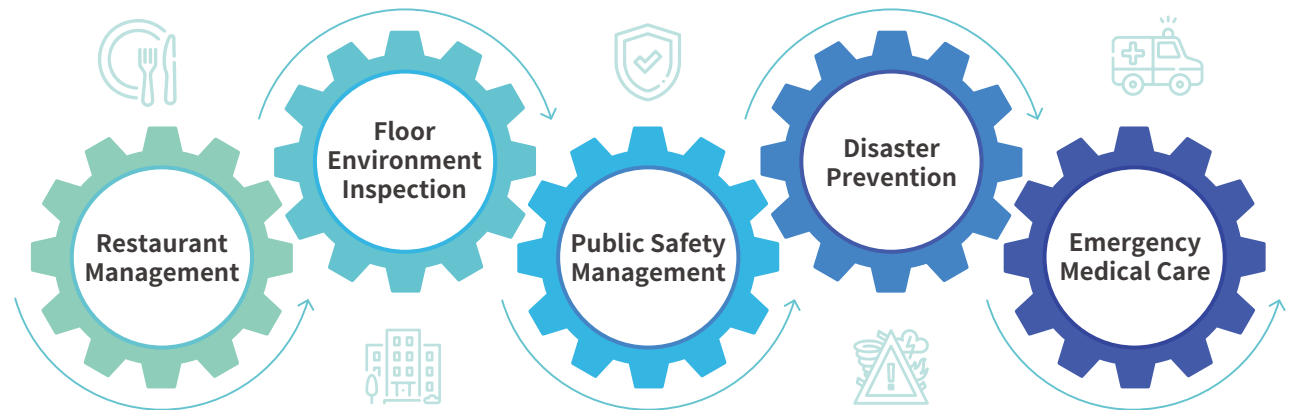
### ▼ 5.2.1 Retail Counter Management

Products sold in Park Lane by CMP are mainly provided by individual retail brand. CMP Group strictly selects suitable brands to set a counter in Park Lane, and all products must comply with the existing laws and regulations. CMP Group also reminds the counters and employees to adjust and improve in a timely manner based on their operational condition such their quality and employee performance by monthly audits, CMP Group also actively looks for eco-friendly or locally-renowned shops to cooperate so that we can provide more diverse and eco-friendly shops for customers as our feedback toward their support. In 2023, there was a total of 141 retail counters in Park Lane by CMP, divided into three categories: apparel and accessories, dining, and life and leisure. The counters of apparel and accessories account for the most, not only including international brands but also local brands created by Taiwanese or independent designers. As for the eco-friendly and local products, most of them fall under the category of daily necessities. CMP Group will continue to invite more companies and shops that support environmental sustainability and can benefit society to be part of the Park Lane by CMP family.



### ▼ 5.2.2 Product and Service Safety

Park Lane by CMP's takes operational safety as the top priority. CMP Group strictly clean the environment of the mall, maintain and manage the public facilities and equipment, and ensure food safety. These are all what we attach great importance to. CMP Group's safety management covers five main categories. Through regular building inspection and maintenance, and personnel training, and education, CMP Group hopes to prevent accidents from happening and minimize the damage and injuries in case of accidents.



• Restaurant Management

<p><b>Food Safety Inspection</b></p>	<p>Apart from establishing and practicing the food safety inspection standard operating procedures (SOP) for many years to ensure food safety, CMP Group also includes the food good hygiene practices (GHP)<sup>26</sup> and self-management checklist as part of the daily inspections of five main categories: i) kitchen hygiene management, ii) employee hygiene management, iii) restroom hygiene management, iv) dining place hygiene management, and v) kitchen waste sorting and cleaning with 35 checkpoints. The floor personnel will randomly inspect these areas and report to the supervisors of each unit every month. We will gather all restaurant supervisors, who need to report their inspection and improvement results, to promote the importance and some points of food safety and review the monthly self-management condition for hygiene. In 2023, there were no failed self or government inspections. In response to the special requirements of theme restaurants, they were requested to arrange vector prevention and control on their own once a month.</p> <p>Conduct daily self-inspections based on the “Sanitation Management - Site Assessment Log”. The staff need to randomly assess those items based on the assessment criteria. In 2023, there were no material weaknesses among the various brands during the self-inspection.</p>
<p><b>Restaurant Hygiene Self-Inspection</b></p>	
<p><b>Inspection During Non-Business Hours</b></p>	<p>For those themed restaurants that have an independent kitchen, the staff need to check each item every day based on the checklist during non-business hours. The list include various items such as energy conservation, equipment safety, cleanliness of the kitchen, and the mall security guard will conduct a second inspection during the graveyard shift. The list is then submitted the next morning to a supervisor for review and follow-ups and to ensure that the inspections are duly performed.</p>
<p><b>Maintenance and Cleaning of Oil Traps and Kitchen Exhaust Pipes</b></p>	<ol style="list-style-type: none"> <li>1.The professional cleaning service company will remove oil, oil sludge, and fertilizer in the oil traps monthly.</li> <li>2.The electrostatic precipitator in the mid to end part of kitchen exhaust pipes will be cleaned on a regular basis by the cleaning service company, including cleaning the electrode plate, oil filter, and high-voltage electrostatic equipment.</li> </ol>

## • Floor Environment Inspection

<p>Public area cleaning</p>	<p>We implemented cleaning items according to the approved daily, weekly, monthly, quarterly, and semi-annual processes. The scope includes the cleaning work for entire building's public walkways, stairs, elevators, escalators, toilets, pools, window glass, waste concentration areas, and outdoor sidewalks. We also provided flexible backup based on operation requirements totaling 5,179 times in separate areas this year.</p> <p>Since 2020, we have responded to the pandemic by disinfecting and wiping escalators, elevator handrails, toilets, nursery room counters, and other locations that have frequent contact with customers 6 times every day totaling more than 10,950 times, and using steam to enhance disinfection in specific areas such as toilets, urinals, flushers, and diaper stations to provide customers with a safe shopping environment.</p> <p>We introduced robots to assist in cleaning work three times a day on January 18, 2023. The cleaning functions also included ultrasonic atomization and sterilization. It has been performed more than 1,044 times throughout the year to improve disinfection and sterilization.</p>
<p>Environmental cleaning and infection prevention</p>	<p>Regularly appoint agencies approved by the local competent authority are contracted to carry out dust removal, cleaning, disinfection/sterilization, and vermin elimination operations for all business floors: windows, restrooms, passenger and staff elevators, freight elevators, escalators, fountains, escalators, sidewalks surround the properties, garbage trucks, and waste (kitchen waste, oil) separation and recycling sites as scheduled. We maintained two rounds of cleaning each month and used bait and residual drug spraying to prevent the infections and the results were good.</p>

## • Public Safety Management

In 2023, we contracted a professional security company to conduct daily inspections of the building in cooperation with our responsible units, including security checks at closing time to ensure safety. The city government audited the process and verified compliance. There were no public safety incidents this year.

🔧 Central Region Electrical & Mechanical Technology Consultants Co., Ltd. prepares quarterly inspection reports on electrical equipment and annual inspection reports on high and low voltage equipment. The reports are sent to the Company for the seal and then sent to Taiwan Power Company and Taichung City Government for inspection and to property management for record.

🔧 Annual reporting of fire safety equipment and evacuation for buildings (public safety reporting)

<p>Mechanical and electrical safety operations</p>	<p>We appointed a professional electrical &amp; mechanical technology consulting company conduct quarterly inspections of electricity equipment and annual inspection on high and low voltage equipment. The reports are sent to the Company for the seal and then sent to Taiwan Power Company and Taichung City Government for inspection and to the Property Management Section for recordkeeping to ensure the safe use of electricity on the premises.</p>
<p>Building Public Safety Operations</p>	<p>In compliance with government regulations, we appoint an architect approved by the central competent authority of construction to conduct public safety inspections of the entire building once a year, and all declarations are completed in compliance with regulatory requirements.</p>

## • Disaster Prevention

<p>Disaster Prevention Drills</p>	<p>Every year, fire drills are conducted twice for CMP employees or staff of the name-brand counters to familiarize how to extinguish fires, guide customers to follow evacuation routes, and to properly handle the wounded.</p>
<p>Fire Safety Equipment Maintenance Reporting</p>	<p>We appointed a professional fire safety company to inspect and report fire safety equipment. It reviews deficiencies and implements improvements for inspections by the fire department thrice every year. The property management team also implements improvements for the deficiencies found in the reports. As parking lots (Category C sites) are large and have more equipment, we began filing separate fire safety inspection reports for parking lots starting from 2022 to ensure safety. In the inspections in 2023, the security doors could not be closed and there were gaps in the door that could not block heavy smoke. Therefore, the competent authority required improvements within a time limit. If it could not be completed within the time limit, fines would be imposed in accordance with the law.</p>

• Emergency Medical Care

First Aid Equipment	Two automated external defibrillators (AED) have been duly installed on the B1 floor and the third floor of the mall. The service counter must be equipped with an first aid kit in the event of an emergency.
First Aid Responder	In addition to accredited AED administrators, a number of employees who have completed first responder safety and health education and training assist in emergency situations.

First Aid Procedure for Customers

Upon receiving the information that a customer or staff is injured or unconscious, immediately report to the floor supervisor and evacuate the crowd. When delivering preliminary emergency treatment, check whether the patient has spare medicine. If the situation is critical, the service counter will call 119 and ask an ambulance to send the patient to the hospital. The total number of injuries and illnesses in 2023 was 13. The details are as follows:

1. There were three emergency incidents in which customers fainted in the mall. When the accidents occurred, onsite personnel immediately called for an ambulance to take the customer to the hospital. They also helped pick up the customer's items belongings and later called to make sure the customer is safe.
2. The height difference at the exit of the men's restroom on B1F caused a customer to fall. However, he was not seriously injured and we provided follow-up care. Relevant units were also requested to make markings on the ground more prominent to prevent the recurrence of similar incidents.
3. An elderly male customer lost his balance when walking on the stairs near the south entrance and fell directly onto a product display cabinet. He suffered an injury due to the impact on his head and we called an ambulance to take him to the hospital. We must remind companies that hold exhibition and sales events to pay attention to the spatial requirements and collision prevention and buffering design for stairs in the design of display windows to prevent similar accidents.
4. A total of two accidents occurred in the parking lot. One involved a customer who fell while riding a heavy motorcycle and suffered abrasions, and the other was a fracture suffered by a customer who tripped and fell while picking up his car. In addition to assisting in sending customers to the hospital, the Company also assisted in seeking compensation and follow-up care from the parking lot management unit.
5. When a child fell, he hit a screw on a counter fixture, causing a bleeding injury on his forehead. He was given a simple hemostatic bandage at the service desk and received follow-up care.
6. Accidental injuries in the bookstore on the 3rd floor: There were 3 cases in total. They were caused when customers scratched themselves on the sliding trays of bookcases which injured their heels, and injuries caused from tripping due to protrusions on the ground. After providing simple bandaging at the service desk, the bookstore was asked to verify the locations and improve the on-site environment. In another incident, a customer experienced numbness in his hands and vomited. On-site staff called an ambulance to send him to the hospital and provided follow-up care.
7. A customer tripped while riding the escalator with her child in her arms, resulting in two injuries. The customer bought medicine and applied it on her own, and the floor manager visited her at home for follow-up care.
8. The floor of B2F became slippery after cleaning, causing a customer to slip on the floor. Fortunately, he was not seriously injured. The cleaning crew was informed to pay attention to the cleaning process, and place notices to prevent the recurrence of similar incidents.

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graph LR
    A((Report to the floor supervisor)) --> B[Assess the injury]
    C((Evacuate the surrounding crowd)) --> B
    B --> D((Administer first-aid))
    D --> E[Check whether patients have personal medication]
    E --> F((Contact Ambulance))
    F --> G((Follow-up on customers' condition))
    
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### ▼ 5.2.3 Customer Service

#### • Membership Management

Park Lane by CMP highly values the service and the interaction with consumers in the hope of building a strong customer base to create a sense of inclusion through the project on making life more convenient. In 2013, CMP Group issued “Park Lane Loyalty Card” for the CMP Group membership program. In particular, the Chinese name of the member card, using the pun, called “Chi Tien Card”, which sounds almost exactly the same as “Sunny Day Card” in Chinese. Additionally, it is hoped that the card name can give our members the images of blue sky, sunny day, green space, and nature, always putting them in a good mood. The Park Lane Loyalty Card was designed based on the premise of promoting a “creative life” to set the six major member benefits. Park Lane by CMP has also continued to expand the membership benefits by partnering with various shops in the neighborhood, such as cultural groups, and companies in different industries. In 2023, Park Lane by CMP achieved all its goals set in the previous year, and our membership rose by 15% while the membership App 2.0 launched in July 2019 continued to be favored by most customers after a small-scale update. In 2023, approximately 170,000 new members signed up for membership through the App, a 32% increase. Turning the physical member card into an App can reduce the pollution from printing and it has replaced printed and physical cards as the main channel for membership. It increases the security of member assets and convenience and it allows members to use electronic vouchers and digital member vouchers with the new POS update. It effectively provides customers with a more convenient and eco-friendly shopping experience. In 2023, approximately 92,000 vouchers were redeemed online.

Launched the member login tool → member data integration platform

We integrated multiple sources of membership applications into the CDP<sup>27</sup> platform to collect more comprehensive membership data. We also use the platform’s built-in automated marketing module to achieve more accurate targeted marketing. Customer lists can be directly imported through the platform, and permissions for data storage and sharing can be set to ensure that data can only be viewed by authorized personnel and reduce the risks in personal data transmission.

#### • Upgraded services and mobility

To make the customer membership services more convenient and easily accessible, CMP Group started planning the Application version of membership in 2016 while also adding on the electronic voucher option to the membership benefits. In November 2017, the “Electronic Shopping Voucher System” and the “Membership App” were officially launched. In 2022, we used the subsidies from the small and medium enterprise mobile smart application program for the implementation of the “Calligraphy Greenway ecosystem” neighborhood development plan to expand development outwards from Calligraphy Greenway to neighboring areas in the shape of leaf veins. We launched the “Green Ripples Festival” neighborhood walk map in 2012 to promote the regional characteristics of Calligraphy Greenway and partner with the stores and public education institutions (National Taiwan Museum of Fine Arts and National Museum of Natural Science) outside the area. We established a neighborhood management system by introducing digital technology, sharing membership resources, planning marketing integration, and promoting media platforms. We developed a business image for external promotion, and achieved internal consensus and sharing to integrate groups, share resources, and maximize synergy. The membership App has provided more comprehensive services after the upgrade.

🔗 Establishment of the membership ecosystem: We created a common membership service system for the commercial district so that customers can use mobile phones instead of actual membership cards. It is expected to reduce the printing of approximately 30,000 plastic cards every year. The “Parklane loyalty card system and Parklane loyalty card App” used by Park Lane by CMP and Park Lane by Splendor are used as the basis for additions and upgrades of functions. We linked 200 unique stores in the region and helped stores in developing new member management solutions.

🔗 Community task function setup: Planning guided tour routes for in-depth city travel  
We used data from malls and stores in the neighborhood for cross-analysis to identify the connections between stores and planned a guided tour route for related stores.



27.CDP: Customer Data Platform



- ☞ Merchant App development: Marketing with points creates common prosperity in the commercial district and replaces the printed vouchers. It is estimated that CMP Group can reduce the usage of paper resources by 250 thousand vouchers. We can also use system management to increase security in the shopping experience. We used Sunny Day points for joint marketing with stores in the area to expand the use of member points. Stores in the area can distribute and redeem points through the merchant App, and provide consumer profile information to participating stores on the platform.
- ☞ Sunny Day mall: The point mall promotes popular products of stores in the area. It gathers unique products of the stores in the area to create a point exchange platform. Parklane loyalty card members can redeem points for products and use them in real life. It helps stores in the area increase their brand visibility and expand their product channels and supports local stores in Calligraphy Greenway in Taichung. In 2023, we focused on the two major themes of “Parklane Coupons” and the Christmas “Parklane Gift Exchange” and connected 50 stores in the Green Ripple Life sustainable ecosystem to launch the exchange for approximately 12,000 products. This activity provided members with more diverse use of member points and helped members understand the characteristics of the store and promote local sustainable development.
- ☞ AI data sharing site setup: Sharing AI data in the commercial district creates value for services. After aggregating data from multiple sources, it feeds consumer profile information to the participating stores on the platform. It also uses AI marketing automation for the system to automatically find the targets, help stores manage membership, and help direct customers within the commercial district, which can help stores introduce new types of marketing campaigns and share data.
- ☞ Added membership management tool LINE OA. We commenced operations on a new social platform and completed the development of the member binding function, providing existing members with binding options and new members with the ability to directly register and obtain a simple membership card. It also provides the functions of redeeming accumulated points and using coupons. At present, the cumulative number of effective users is approximately 160,000, and the number of bound members is approximately 19,000.



• B1F public toilet space optimization

In 2023, we renovated the B1 toilets and install new environmentally friendly and energy-efficient equipment to support national policies and the international initiatives for attaining net zero emissions.

1. Renovation of the ceiling, floor, and walls
2. Bright space design
3. Odor improvement
4. Increase the number of toilets



• Customer Interaction

Park Lane by CMP

Setting up the “Parklane” inspired by creativity to provide friendly services for the community

In 2022, we tried to connect friendly stores along Calligraphy Greenway with publications, visual design, and resource sharing. We integrated internal and external resources to draw public attention and encourage people to visit Calligraphy Greenway. “Green Ripple Life” is the integrated team for business promotion of Calligraphy Greenway in Taichung. It combines visual design, theme curation, and column writing to connect neighborhood stores to show Calligraphy Greenway’s unique site characteristics and street view impressions, and also plans summer and Christmas events. The two major annual celebrations stimulate unlimited creative energy and help create an atmosphere of harmony and fun in the neighborhood to enhance different levels of tour routes and experiences. They also integrate media resources to create generate buzz, increase the number of visitors, and promote the diverse and sustainable development of the area.

| Green Ripple Life Mid-July SUMMER SPLASH |

The Civic Square is located on the axis of Calligraphy Greenway. It is one of the top choices for Taichung citizens for leisure. They can have a picnic and walk their dogs here. The Mid-July event is planned to extend the spirit of relaxation and fun and combine artistic creation. We combined art creation with fun life experiences to create a series of super parties with big fountains and water themes. We transformed a green park into a water paradise by creatively assembling a vibrant space through a variety of media. In addition to large-scale water fights, we also organized grass volleyball, community performances, and dynamic physical activities. With the participation of local brand in markets and workshops, we have turned “water play in the park” into a shared memory for everyone.



| PARKLANE CHRISTMAS |

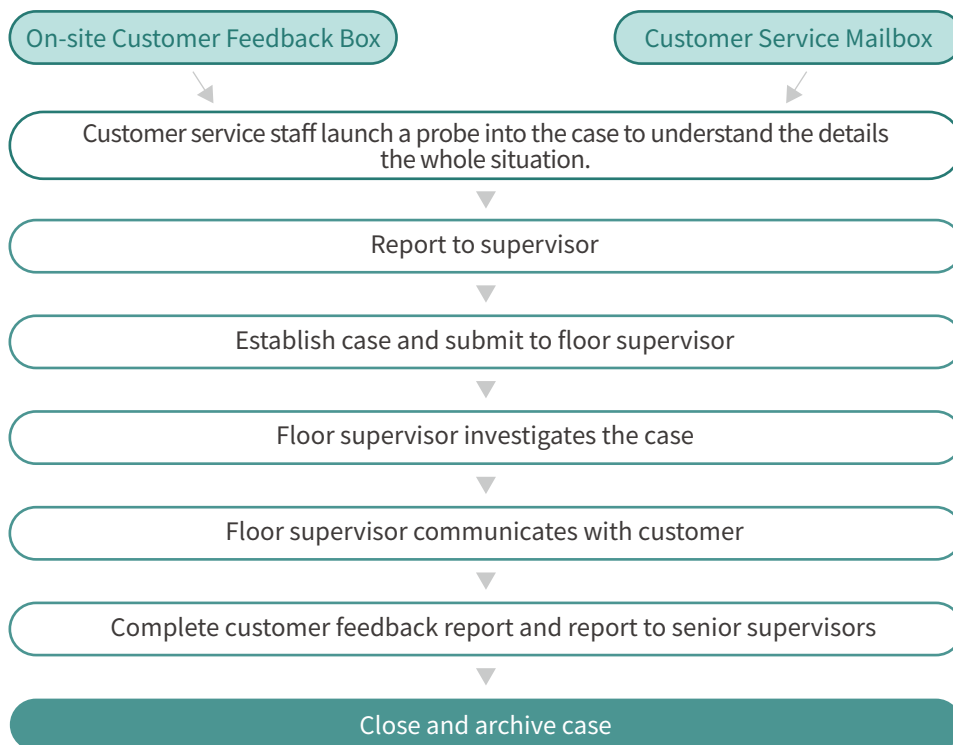
We extracting the local cultural characteristics of Calligraphy Greenway as the core idea of a series of activities, including strong artistic creativity and street performance energy. We organized the OPEN CALL small bonus subsidy system with related activities and supported and encouraged small shops in the neighborhood to hold independent exhibitions, workshops, dinner parties, and markets to attract more people to visit the neighborhood and experience the charm of Calligraphy Greenway through different types of activities. In addition, local Taichung street artists and professional performing arts teams were invited to perform, and the stage and lighting and sound hardware equipment enhanced visual, auditory, and emotional feelings, bringing the performers closer to the public and breaking the constraints of the standard stage model. It allowed the public to become a part of the performance, opened channels for creative communication, and injected a new look into the neighborhood.

In the two major events in 2023, Green Ripple Life in mid-July SUMMER SPLASH had a total of 59 groups of artists, teams, and ingenious store owners participating in turns to organize 7 ingenious exhibitions and activities. PARKLANE CHRISTMAS had 6 major decorative installations and nearly 30 themed activities. The star stage had a total of 13 performance groups which gave 14 performances, adding richness and social influence to the annual event through a variety of partnerships and participation. 200 stores participated in the neighborhood connection project, including large education and culture institutions such as the National Museum of Natural Science and National Taiwan Museum of Fine Arts, which increased the potential of sustainable development of the area. CMP Group has always supported art promotion. Each event was not just a major event for CMP Group but was held to nurture a different kind of creative energy in the neighborhood. We shall continue to cultivate local characteristics, promote energy saving and carbon reduction, and create value of the Group for the sustainable management of neighborhood culture.



• Customer Feedback Mechanism

CMP Group’s mission is to create a pleasant purchase experience for all customers. Hence, CMP Group pays close attention to customer feedback, because that is a key driver for us to improve our service quality. The floor supervisor is in charge of handling customer complaints and need to communicate with customers and review retail counters’ improvement. All the processes shall be resolved within three days and then the case shall be submitted to the senior supervisor for filing. Finally, the service counter then compiles all complaints and submit the report to the senior supervisor, and s/he will then discuss whether any further improvements can be made to prevent similar problems from re-occurring. In 2023, there was a total of 26 cases of customer feedback. Most of the cases were due to customer service mistakes, except for 1 cases complimenting our excellent service. We have asked the counter employee to optimize their service procedure and improve their attitude through further training and education. Finally, we will review their improvement results.



• Customers Privacy Protection

To protect customer privacy and information, CMP Group follows the current established rules of “CMP Customer Information System and Data Management Related Specifications.” In 2023, there were no cases of infringement of customer privacy or mismanagement of customer information.

Access to the Customer Information System

- Limit the access rights of the customer information system based on the nature of the work
- Employees must sign a personal information protection and non-disclosure agreement only if they manage customer service or work at the service counter; they are retail store managers or interns.
- Make a list of all users for management. Once employees resign, the access right of their accounts will be terminated right away.

Rules for Customer Information Use

- Customer information can only be used for sending SMS messages, physical DM, and electronic DM, each of which is sent via a separate system, platform or unit and regularly deleted and destroyed upon completion of sending.
- Specific departments may apply for a membership list, but only after approval will they obtain the list.
- Customer information reports are presented in encrypted PDF files.

Storage and Management of Customer Information

- Hard Copy of Customer Information: Membership application forms submitted within five years are placed in boxes and stored in a confidential archive.
- Digitalized Customer Information: Stored securely in an SSL server specifically for customer information.