



# 旺旺集团

## WANT WANT GROUP

2025 – 2026 English

WANT WANT GROUP



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# 旺旺集团

2025  2026

农历乙巳蛇年



# Want Want

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# A Brief Introduction to Want Want

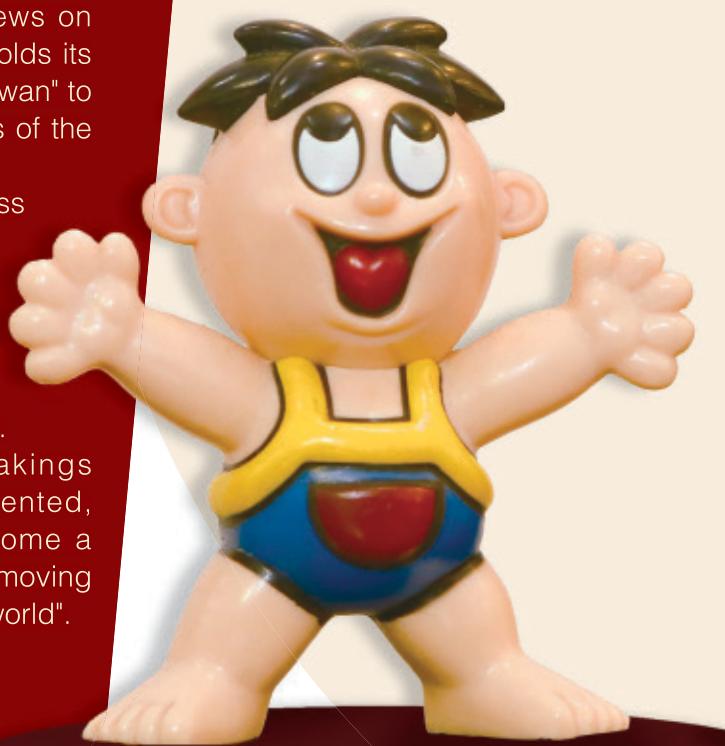
Want Want Group was founded in 1962, formerly known as I Lan Foods Industrial Co., Ltd. Want Want Brand was created in Taiwan in 1983. In the early 90s, we ventured into the PRC and invested in factories. After many years of development, the Group now has a presence in 70 countries and regions in Asia, Africa, North America, Central and South America, Oceania and Europe.

In 2008, Want Want China Holdings Ltd. (ticker: 0151.HK) was listed on the constituent stocks of the Hang Seng China Enterprises Index under the food and beverage segment. In addition to food and beverage business, the Group also extends its business to media, insurance, health care, hotel and many other industries, moving toward a diversified development.

In 2008, the Group took over Taiwan's media group-China Times Media Group and established the largest media platform among Chinese all over the world-Want Media Group. Want Daily was founded as Taiwan's first newspaper that specializing reporting news on Mainland China. Want Media Group always upholds its philosophy of "Truth, Rationality, and Love for Taiwan" to promote harmonious development on both sides of the Strait.

Want Want is continuously expanding its business territory, accelerating the expansion of overseas markets, pursuing more diversified industrial cooperation, and with professional R&D technologies and national production capacity, providing full-production-line OEM processing services and ODM customized products.

Want Want Group manages all its undertakings with the business philosophy of "People-oriented, Self-confidence and Unity", aspiring to become a "comprehensive consumer food kingdom" and moving towards the goal of "No. 1 in China, No. 1 in the world".





经营理念

绿  
幻  
大  
信  
国  
结





### People – Oriented



Hot-Kid's round head shape signifies "Congenial". Congenial in Chinese is pronounced as "Tou Yuan" and "Yuan" has the same pronunciation as Round in Chinese. The hair has just been washed, but not yet dry, so it is known as holding the hair. "Hair holding" comes from Zhou Gong's Quotation: "three times hair holding during one shower and, three times spiting in pausing during one meal. "Hair holding" have the meaning of eagerness to recruit talented people.

In Chairman's words: Our company cherishes talents very much. Our company is like a big family, since we are destined to be together, we should fulfill each of our duties here to preserve this family. We should continuously be in each other's heart and thoughts to appreciate this togetherness.

緣

### Self – Confidence



自信

Hot-Kid's smile reflects our belief in preparedness and confidence. We believe confidence derives from an organized preparation which brings a smile on our faces. The heart-shaped tongue represents our sincere love towards the company and to always be loyal to our leaders, be kind to our subordinates, and be sincere to our customers. This notion will definitely enhance our performance.



### Unity



Hot-Kid's open arms signify our team spirit. His welcoming left arm denotes our unity. We believe with the correct strategies and concerted efforts, we will be able to create infinite victories. If we all work as one, we believe our collective efforts will cause minimal deviations. Joined together, hand-in-hand, we hope to unite as a team and rise to the top.

大团结



經營指標

世界聚龍  
結合志同道  
高潤成果  
開創空手道  
公司旺旺大家旺





Elite Dragons of the World

精英聚龍



Hot-Kid's posture with welcoming arms signifies a calling to assemble a united family. Want Want brings together outstanding people with astounding talents from all over the world. Extending to different industries worldwide, we call ourselves the Elite Dragons of the World.

结伴志同道

United with People of Common Aspirations



High Margins, Great Success

高毛利高成績



Hot-Kid's eyes looking upwards shows that Want Want foresee a long-lasting prosperous future. Our management team aims high and achieves far. Through our wise management, our enterprise will nevertheless progress with high margins and sustainable profits. With great profits, our shareholders and employees will share this great success.

開創宏偉事業

Successful Business Ventures



Prosperity for the Group, Prosperity for Everyone

公司旺旺大家旺



Hot-Kid's bare feet signify the company being transparent. In order to acquire customer support and recognition, a company needs to be honest and sincere. To win both customers' and associates' support, every employee should be attentive and down-to earth when cooperating. This will inevitably lead everyone feeling prosperous and auspicious.





# 公司訓

有緣相聚

團結旺旺

努力工作

精神旺旺

堅守崗位

身體旺旺

一心一德

- 一、確實認識自己
- 二、切實反思自己
- 三、隨時提醒自己
- 四、篤實把握自己
- 五、絕對發揮自己

公司旺旺

甲子年春月

秦衍明題



丙子年仲秋於台北





### *Fate brought us together*

Want Want people give their hearts to you,  
 Fate brought us together  
 Life is given predestined  
 Faith and candor is vital  
 Want Want people give their hearts to you,  
 Fate brought us together  
 Let me give you my gratitude,  
 Life is better with you by my side,  
 Even though there were ups and downs,  
 With your support, you encourage me to strive,  
 Life is given predestined, Faith and candor is vital  
 Want Want people give their hearts to you,  
 Fate brought us together  
 Even though there were ups and downs,  
 With your support, you encourage me to strive,  
 Life is given predestined,  
 Faith and candor is vital  
 Want Want people give their hearts to you,  
 Fate brought us together  
 Want Want people give their hearts to you,  
 Fate brought us together  
 Fate brought us together



### *Victory comes from unity*

With fate and unity comes "Want" (prosperity)  
 Work hard with high spirit will give "Want"  
 Exert everything you got, always show your  
 confidence  
 Have one's heart fill with passion and pride  
 Want Want is a place to show your true self  
 Want Want people, we unite!  
 With heart, with soul,  
 We must build our confidence,  
 Fate is decided, Success is up to you  
 Victory Comes From Unity.

# Corporate Theme Songs

In order to enhance the cohesion force among employees, Want Want created three exclusive corporate theme songs: "We are a family", "Victory Comes From Unity" and "Fate Brought Us Together." "Victory Comes From Unity" expresses our energetic passion and liveliness within the company while, "Fate Brought Us Together" expresses a more subtle tone demonstrating Want Want employees' appreciation to the company.

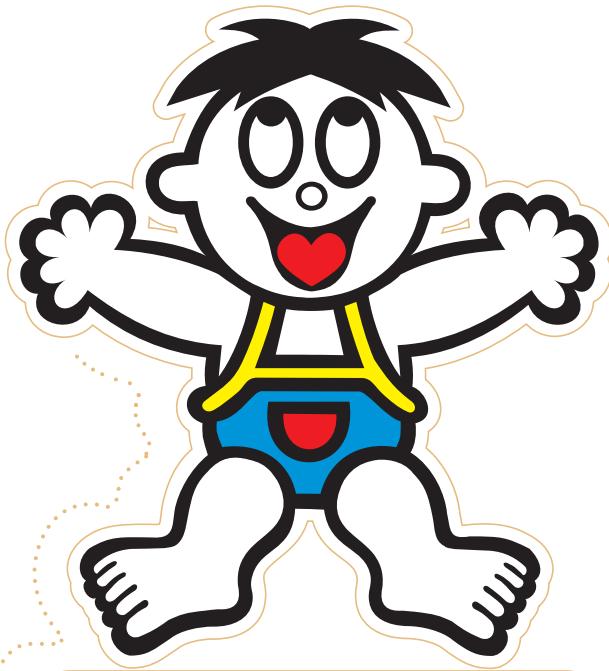


### *We are a family*

My happiness comes from your laughter  
 And if you cry, I will feel more sorrow than you  
 I need you to accompany me to complete my  
 dream  
 And your love for me gives me courage  
 Because we are family  
 We are grateful and relying on each other  
 Because we are family  
 We share our lives with each other



# History of Want Want



**1962**

I Lan Foods Industrial Co. Ltd.  
was founded in Taiwan.



**1976**

Mr. Tsai Ah Sze was appointed  
as Chairman. Mr. Tsai Eng-  
Meng was appointed as Special  
Assistant to Chairman.



**1977**

Mr. Tsai Eng-Meng was  
appointed as General Manager.



**1979**

The famous brand and mascot, Hot-  
Kid, was created and began gaining  
recognition in the Taiwan market.



**1983**

The company name, "Want Want", was officially registered.  
Want Want initiated its collaboration with Iwatsuka Confectionery Co., Ltd. The two companies successfully opened up the rice cracker market in Taiwan and quickly became the market leader.



**1989**

Want Want was the first Taiwanese company to apply for trademark registration in Mainland China.



**1992**

Want Want built its first factory base in Hunan, Changsha named Hunan Want Want Foods Ltd., which laid a solid foundation for Want Want future success.



**1996**

Want Want Holdings Ltd. was listed on the main board of the Singapore Exchange Securities Trading Ltd.  
Want Want headquarter was established in Mainland China.



**2005**

Want Want Holdings Ltd. was ranked top 20 most valued international companies among 100 companies and the first place in the Chinese market by the Singapore Association of Foreign Enterprises.



**2007**

Want Want Holdings Ltd. delisted from the Singapore Exchange Securities Trading Ltd. and restructured into two groups: food and non-food businesses.

## 2008

Want Want China Holdings Ltd. (ticker: 0151. HK) was listed on the constituent stocks of the Hang Seng China Enterprises Index. Want Want acquired China Times Media Group.

## 2009

Want Want China TDR (Taiwan Depository Receipts) was listed and it was delisted in October 2013. Want Daily was established

## 2013

ShenZhou Ten Spacecraft traveled through the Milky Way carrying Want Want products and the Want Want China flag around the universe.

## 2014

Want Want China Holdings Ltd. won the Largest Food and Beverage Enterprise Award in the Global Top 1000 Chinese Entrepreneurs by Asia Week. Chairman, Mr. Tsai Eng-Meng was ranked Top 100 CEO appraised by Harvard Business Review Magazine.

## 2015

Want Want China Holdings Chief Operating Officer, Mr. Tsai Wang-Chia, was honored with the "Chinese F&B Association of Science and Technology Innovation Award: Notable Youth Award."

## 2016

Want Want proudly obtains the title of "Consumer's Favorite Brand of 2016" for the food, beverage and dairy sectors.

## 2017

Want Want China has been selected as one of Taiwan's top 20 international brands for 9 consecutive years and once again ranked No. 3. Established financial sharing center to optimize resource and improve efficiency.

## 2018

Chairman Mr. Tsai Eng-Meng won the title of meritorious entrepreneur on the China's food industry reformation 40th anniversary.

## 2022

Want Want Group's 60th anniversary; Want Want Group's first factory in mainland China 30th anniversary. A new factory in Vietnam's Tien Giang province has been put into production, an important step forward for the "world dream".

## 2023

Want Want Group Won the "CHINA GRAND AWARDS FOR INDUSTRY" Want Want once again ranked in the top 25 of Candy Industry's Global Confectionery 100 list.

## 2024

Want Want Group was awarded the first Zero Carbon Factory Certificate. Want Want Group was selected into the "70 Brands in the Development of China Food Industry"



# Want Want

**is a people-oriented corporation.**

We believe every encounter with every individual  
is a beginning of a strong and long-lasting  
relationship...

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## Want Want Products

Joybuy



T mall



Want Want products are of excellent quality and variety. Want Want Group always adheres to the strategies of product differentiation by constantly pursuing innovation and developing new tastes and product features, in order to make each product healthy, delicious, and provide each consumer with the best consumption experience.



### Rice Noodles

Air-dried rice noodles—healthier and lighter with a chewy, spiny bite. Ready in a minutes ! Giving you a wholesome, tasty meal you can enjoy anytime—completely guilt-free.



### Instant Beverage

Warm Comfort, Anytime Ready in minutes for a quick pick-me-up. Delicious flavor, nourishing ingredients, and instant warmth—made to fuel your day with ease.



### Bean Snacks

Pick Bean snacks, uses the best quality beans, bring you the best taste sensations for your mouth.



### Cakes and Biscuits

Crafted from selected ingredients, baked with care. Rich taste, delightful flavor—beloved memories for all, timeless childhood nostalgia.



### Ball Cake

Small Ball Cake Raw material upgrades, using antibiotic-free egg for our Ball Cake, baby's happy nutrition.



### Milk Beverages

Our famous Hot-Kid Milk advertisement slogan: "Take another look and you will have to drink me up!"



### Drinks and Beverages

From fruit milk drinks, fruit juices to energy drinks, our multiple product lines provide healthy and nutritious drinks!



### Rice Cracker

Got Rice, is the slogan for our rice cracker products, all products are made from rice that I love to eat! Our persistence to use premium-selected nutritious ingredients with strict production quality controls creates products that are No.1 in taste, No.1 in freshness, and first No.1 in quality, bringing satisfied smiles to our consumers! Want Want rice cracker, your best choice for nutritious snack!



### Fried Snack

Rice Cracker, Golden Crispy, Satisfy Big Bites. Tiny Crispy, Golden Crispy, each bite is crispy and fragrance.



Chewy Milk Candy

Using high-quality imported milk source, sweet and non-sticky teeth, Hot-Kid milk candy, full of vigor.



QQ Gummy

Classic childhood memories with many different bite sensation new products. From soft to super chewy QQ gummy that will satisfy the liking of the entire family. Adding real juice flavors, healthy and delicious, share the sweetness anywhere anytime.



Press Candy and Milk Tablet

YA-MI bubble candy, daily YA-MI delivers happiness. Hot-Kid milk tablets, chewable Hot-Kid milk.



Ice Popcicle

Want Want Ice Popcicle are ice products that can be stored at room temperature! After being frozen, Want Want has fine texture crystals when frozen; the milk-containing Smoothie is like ice cream after being frozen; the fruit juice Smoothie becomes sorbet after being frozen; and the suckable jelly becomes more chewy after being frozen! Dong Chi, Ice Cream Bar, adopts aseptic packaging with a unique easy-tear opening design, and it becomes ice cream after being frozen. Want Want Ice pioneers trendsetting ways to enjoy ice cream.



Alcohol

The best alcohol collection with aromas to create the perfect atmosphere.



### Cold Chain Products

Joint venture with Japan Morinaga Milk Group Co., Ltd. to jointly build Want Want cold chain factory. With advanced technology to ensure that the production of dairy products meet high standards of safety level, with advanced automation equipment at home and abroad for production. At the same time, the storage and distribution of products are managed by full low-temperature monitoring to ensure that every drop of yogurt and every bite of frozen dessert in consumers' mouths is safe and delicious.



### Jelly

Jelly Drink contains real fruit pulp, 0 sugar and 0 calorie konjac sippable jelly, large coconut nata cubes in coconut QQ jelly, rich fruit in large cup-sized pulp jelly. Also, pioneering powder-dipping rocking jelly that is both delicious and fun, tender pudding as a delightful dessert, Want Want Jelly, colorful jelly, making your heart throb with Want Want's fun.



### Seafood Snack

Premium selected natural ingredients, tasting the deep-sea delicacy.



### "Lonely God" Extruded Snack

Unique "DNA" twisted shape that ensures pieces don't break easily! A curled potato snack bring out taste with style!



### Mr. HOT

Mr. HOT, add some spiciness to your life!



Want Power

Want Power brand upholds scientific ingredients, creating a new track for beauty and food with makeup and food from the same source, providing quality, portable, and safe light, comfortable, and delicious solutions for global beauty elites.



Elder's Mark

Want Want Elder's mark focuses on the development of silver-age food. Integrating traditional dietary wisdom with modern nutritional science, we innovatively create multi-dimensional nutritional products featuring low GI and medicinal-food homology formulations. Dedicated to fulfilling our brand philosophy: "Vibrant Silver Age, Nourishment with Purpose."



Mr. Bond

"I'm young, I'm coffee"!



O Pao

Give me O Pao, I want to hug!



Want Want Big Gift Pack

Prosperous and festive Want Want year, joyful and prosperous year after year, Want Want Big Gift Pack, prosperous gifts and prosperous fortune through prosperous years, More prosperous with Want Want Big Gift Pack!



Baby Mum-Mum

Want Want became the first in China to obtain the infant food supplement rice cracker certification. Baby Mum-Mum is producing under full supervision and quality assurance, baby love, mother trust, Baby Mum-Mum has accompanied you for more than 20 years!



Fix XBody

Want Want's cutting-edge snack brands focus on people during the weight control period, advocate the diet concept of healthy and light life, and are committed to realizing the dream of a new generation of young people "snack freedom during the weight control period".



Sawow

We are committed to creating a new trendy drinking culture for women of the new era.



Bulk Section

Want Want on-the-go products to suit every lifestyle; Bulk weight packs provide a rich variety of snack types for all year round.



## Want Want Brands

Want Want has multiple brand development strategies for different group of people with different consumption habits. In addition to "Want-Want", brands like "Hot-Kid", "Yappy", "I~You", "Baby Mum-Mum" and others have already become classic brands that consumers trust.



吸吸冰®



桃“豆”®

杨梅冻™

厚烧海苔®

移棒®

Fix X Body

爱至尊™

仙貝®

水神®

旺~旺®

Sawow®  
莎娃

LONELY GOD  
浪味仙®

旺旺  
果粒多®

Q味面™

大禮包®

哎哟!®

無聊派™

WANT  
POWER™

黑皮®

巧乐兹®

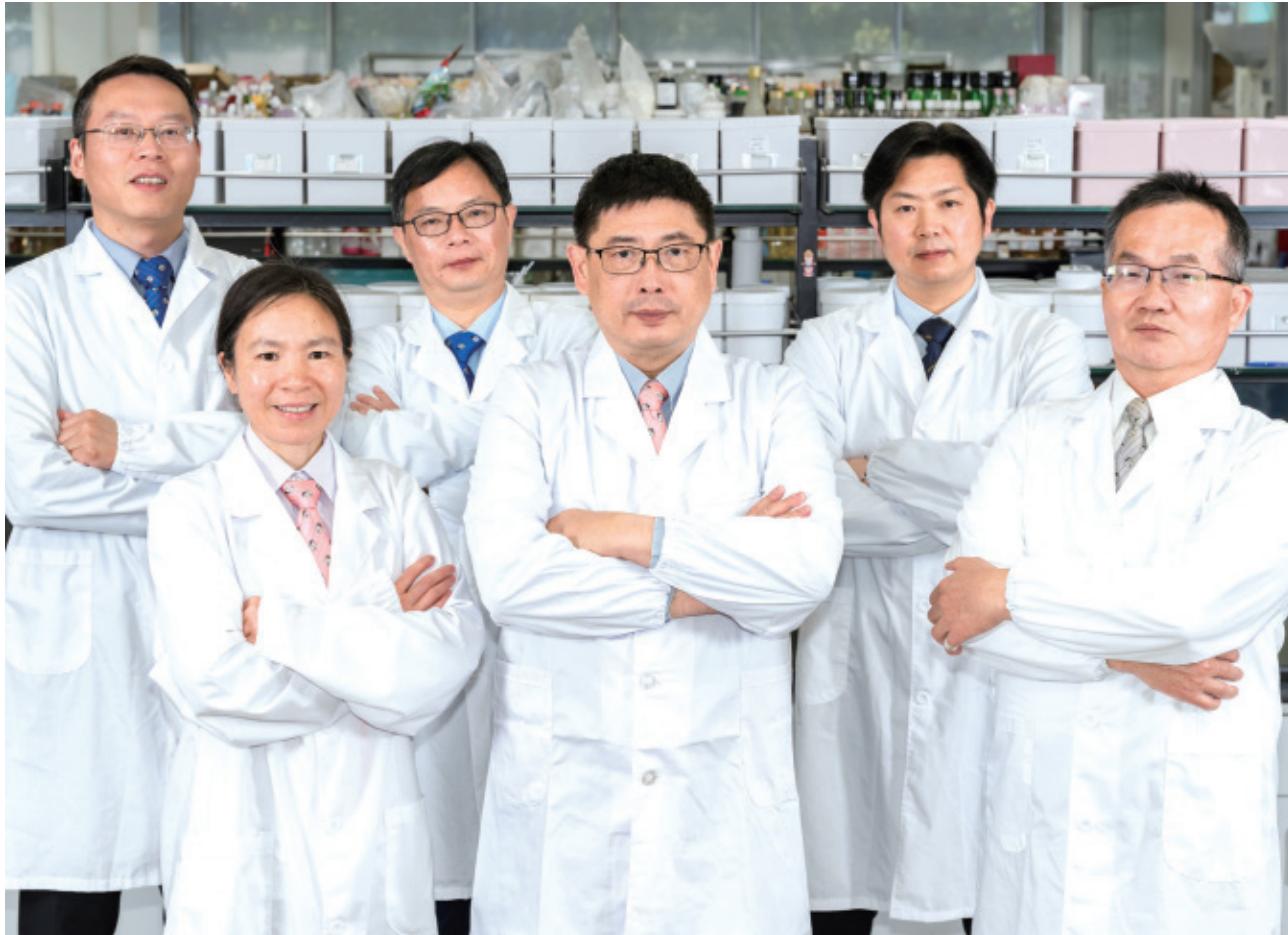


## Quality Management

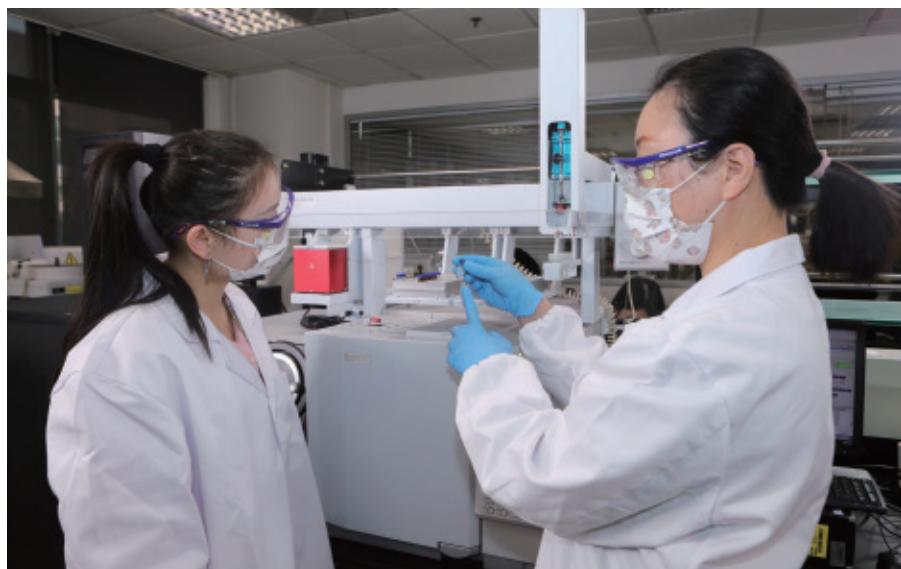
Want Want has advanced production technology and automated, digitalized production lines; under the intelligent management, we have a zero tolerance to product quality risk. We control each product starting from its origin, enforcing strict control of every process to ensure all products undergo the highest requirements from production to delivery. Our product quality standards are our way to uphold our commitment to consumers.

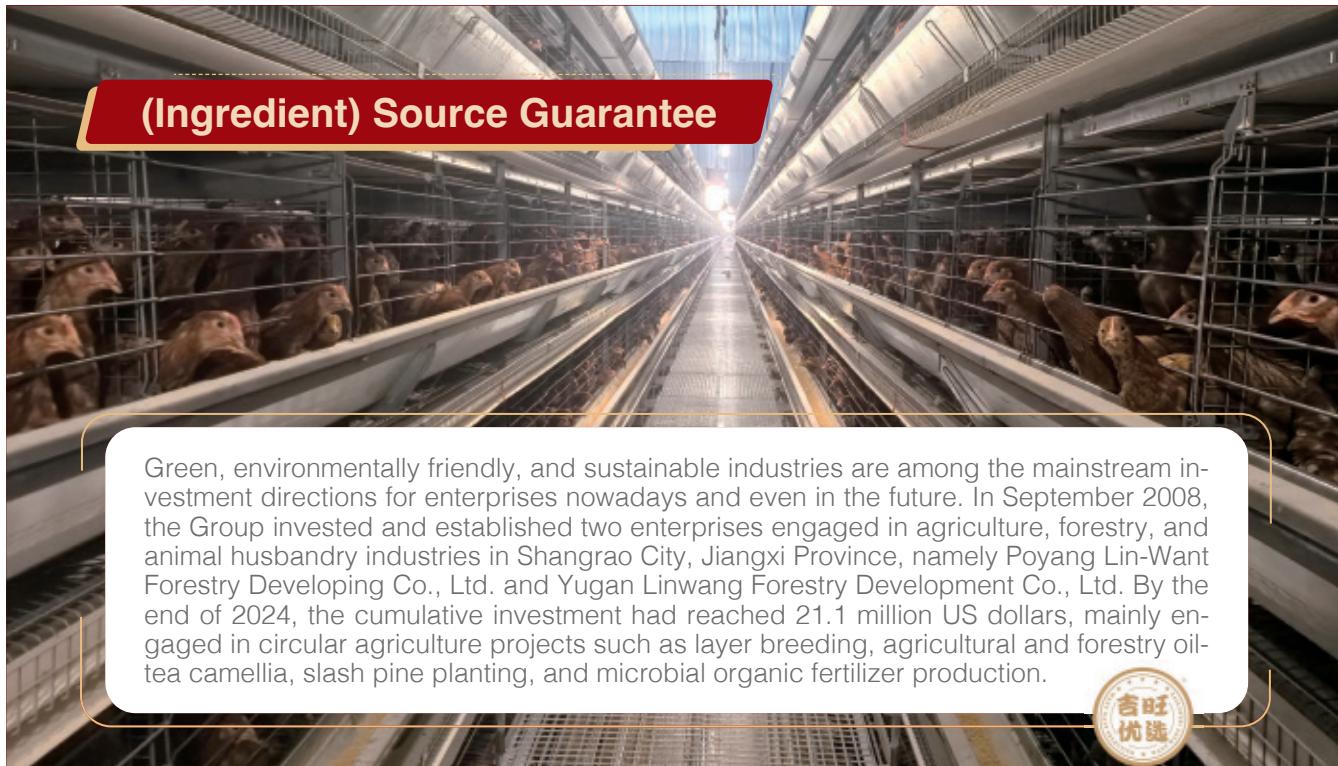
## Research & Development

Want Want R&D team is full of vitalities and capabilities, and is committed to exploring the food technology frontier. We are attentive to the ever-changing market trends and responsive to the needs of consumers both at home and abroad.



As a market pioneer, we build a high level of scientific and technological exchange platform to be in line with international standards and to make sure that Want Want products are always innovative and being the market leader.





In the livestock and poultry farming sector: Poyang Lin-Want utilizes the existing high-quality forest land to develop layer breeding projects, and has built a modern and information-based layer farm with an annual stock of 180,000 birds. It produces high-quality fresh eggs free of antibiotics, hormones, pesticide residues, and heavy metals, with all 246 external inspection items showing zero detection. It provides high-quality egg raw materials for the group's snack food production. The company operates its own brand "Jiwang · Premium Selection" and holds annual externally inspected and certified antibiotic-free product certification certificates. Poyang Lin-Want is the only livestock and poultry breeding enterprise in the city that has obtained the export filing certification approval, and is a top-ranked standardized farm in Poyang County.

By the end of 2024, the two companies had planted a total of 3,700 mu of slash pine economic forests and 3,300 mu of organic oil-tea camellia forests in agriculture and forestry, with the total planting area of agricultural economic forests reaching 7,000 mu. The first phase of the slash pine economic forests will gradually enter the period of resin tapping and harvest starting from 2025, and the organic oil-tea camellia forests are expected to enter the period of fruiting and oil pressing in 2027. Soon, our dining tables will feature group-produced organic camellia oil. This agricultural project now demonstrates sustainable economic highlights across both short-term and medium-to-long-term horizons.

As the consumption of chemical fertilizer is gradually reduced in China, the use of microbial organic fertilizer will protect the sustainable operation of agricultural production and boost yields and income, and will become the next growth point of the Group agricultural industry.



## Want Want in China

The Want Want brand has nationwide recognition and popularity. Currently, the Group has 34 independent sales branches, 19 resource co-share sales branches, and 419 sales offices. Want Want sells its products all across China, even to remote areas such as Mongolia, XinJiang, and Tibet. In the future, we will continue to bring prosperity to every corner and deliver prosperity to your home.







## Want Want in the World

Want Want's main goal is to be recognizable across the entire world. Want Want has extended its network overseas and has entered countless markets across the world.





## Extensive and Dynamic Digital Marketing

### Hot-Kid Club

Want Want Fans' carnival base, is a platform that gathers preferential activities and member benefits. In Want Want Fans base camp "Hot-Kid Club", you can participate in a variety of activities such as trying new products, point prize draws, point redemptions, and scanning codes to collect snacks and receive great gifts. Join the Hot-Kid Club now and you can immediately get new member coupons and new member points, and start a carnival journey of super value shopping and refreshing lucky draws!



Scan the code to watch the video to learn how to make the most of Hot-Kid Club.



Scan code to join Hot-Kid Club, let's Want Want together.

By creating an online and offline global marketing strategy, Want Want is able to exert its array of products better and achieved new growth. By co-ordinating and integrating all new marketing tools and using new marketing methods, Want Want can accurately capture the demography dividend, traffic dividend and technology dividend, so as to maintain the brand's youth and vitality under this fierce competition consumer market.



Trying new products, weekly launching new Want Want new products, click to participate now.



Don't forget to scan the code after buying snacks; you can collect points to redeem great gifts.



If you have more points, you can use it to redeem for peripheral goods.



Hot-Kid members can also enjoy privileges such as exclusive additional gifts besides consumption rewards.

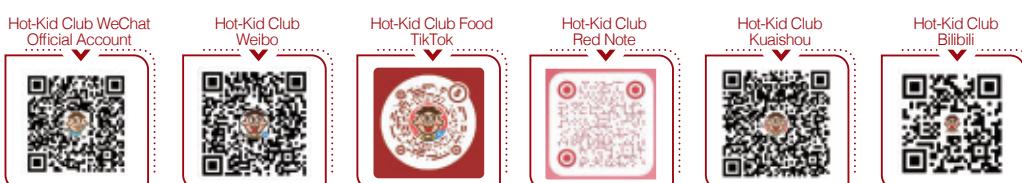


Trying new products, point prize draws, and community entrance, all on the home page of WeChat app of Hot-Kid Club.



Through its multi-account matrix, Want Want New Media fosters two-way engagement between the brand and consumers.

### Want Want New Media



### Brand co-branding



Want Want's brand extension activities have developed in a diversified manner, with rich and colorful cross-border theme collaborations. While upgrading the brand's influence, it has also expanded the reach of different consumer groups, bringing more vitality to Want Want.

## Vending machine



Want Want Group has many years of experience in fast-moving consumer goods. Based on the arrival of the "new retail era", it established the Vending Machine Division at the end of 2017. Through the application of intelligent systems and cloud platforms, it has injected new technologies into traditional vending machines. Nowadays, the machines are deployed all over the country, with 34 branch companies established as service outlets. It has continuously launched 4 types of vending machines, cooperating with 6 major domestic equipment manufacturers to directly supply hundreds of kinds of Want Want snacks and beverages. Through the cooperation model of "zero rent and low threshold", while promoting the self-operated model, it has collaborated with many operators. This strategy deepens brand recognition among consumers and builds a scalable vending machine ecosystem.



[Learn more about joining](#)

## Hot-Kidstores



The official e-commerce platform under Want Want Group, with more than 300 Want Want products, creates your exclusive snack inventory! The Hot Kid Store has new product activities every month, including new product trials and store-wide gifts-with-purchase offers, ensuring every order brings surprises; there are also Want Want employee member discounts, where employees can enjoy the lowest discount throughout the year in the Hot Kid Store, including year-round lowest prices and monthly "1 Yuan Purchase" events; Additionally, special employee-only promotional prices are available periodically. Scan the QR code to explore the store and discover these delights!

## Hot-Kid Cultural and Creative Peripheral Products



The purpose of Hot-Kid Cultural and Creative Peripheral Products is to bring the extended experience of brand and IP value to consumers in the form of innovation, with rich categories and wide sales market.

### Theme Store



The directly-operated store formats of the Group create a theme store ecosystem with the "diversified development" model:

**Scenic Spot Store [Hot-Kid Club]** — Focusing on cultural and tourism consumption scenarios, centered around the Want Want IP, featuring cultural creative products, novelty snacks, and classic favorites. Attracts young tourists through immersive experiences, enhancing the brand's youthful image.

**Community Store [Da Jia Wang]** — Deeply rooted in life scenarios, combined with Ai Zhi Zun, it highlights products exclusively supplied by Want Want stores, covering family-pack snacks, holiday gift boxes and daily necessities. It locks in high-frequency repurchases in the community with high cost performance, increasing community consumption stickiness.

**Bar [Feeling Bar]** — Combining "cocktails + desserts", it not only provides high-quality cocktails, but also has slightly intoxicating alcoholic desserts that are rarely seen in the current market. The core target consumers are young women aged 18-30. It creates a "safe rebellion" daytime drinking experience for urban young women, and is the first choice for those pursuing freshness, social atmosphere and cost performance.

### Exhibition and Exchange



In recent years, Want Want has consistently expanded collaborations in product and brand development. Grounded in heritage preservation, technological innovation, market insights, and demand-driven strategies, the group leverages Hot-Kid IP commercialization and engaging immersive consumer experiences to enhance brand influence. This approach empowers products and industrial sectors, forming a diversified multi-category and multi-brand matrix that significantly elevates consumer experiences and strengthens brand and product affinity.





## OEM Business

► Start from raw material selections, we strictly control every production process



Want Want has nearly 60 years of experience in production management, we hold the highest standard on our quality control systems, and built the most professional R&D teams. Currently, the Group has over 33 production bases with automated production lines.

Want Want can manufacture a wide, bountiful category of products to meet the needs of clients, including: rice crackers, bean snacks, candies, biscuits, confectionery, fried and puffed snacks, seafood snacks, jellies, alcohols, instant drinks, rice noodles, cold chain products and various packaged drinks. Various business models include OEM, ODM, and various other multi-faceted modes of cooperation.

We look forward to working together with you!



## Want Want Honors and Achievements



In line with the China's "dual carbon" strategy, Want Want Group takes "low carbon", "innovation" and "digital intelligence" as key development priorities. Actively advancing towards green manufacturing and fulfilling corporate social responsibilities, the group has implemented these strategies across all its production bases, earning numerous accolades.



### Want Want Group was awarded the honorary title of Excellent Snack Food Innovation and Manufacturing Enterprise

The Annual Meeting of the Potato Food Professional Committee of China National Food Industry Association, the 18th National Leisure Food Industry Summit and the Zhuanglang Investment Promotion Conference were held in Zhuanglang County. Want Want was awarded the honorary title of 2023 Excellent Snack Food Innovation and Manufacturing Enterprise by the Potato Food Professional Committee of China National Food Industry Association.



### Want Want Group was awarded the first Zero Carbon Factory Certificate

Jiaxing Meiwang Machinery Manufacturing, a factory under Want Want Group, was awarded the "Zero Carbon Factory Evaluation Certificate", becoming the first factory under Want Want Group to obtain zero carbon certification, helping to achieve the "dual carbon" goals. Subsequently, the Shenyang General Factory was successfully selected as a classical case in Shenyang City's "Zero—Carbon" Factory Construction Initiative.



### Want Want Group Achieves New Success in Green Manufacturing, with Three of Its Factories Awarded National-Level Green Factory Certification

In 2024, the Ministry of Industry and Information Technology of the People's Republic of China announced the "2024 Green Manufacturing List". Three companies under Want Want Group, namely Hunan Want Want, Guangzhou Yongwang and Guangxi Mingwang, successfully passed the national-level green factory certification. Up to now, Want Want Group has owned 10 national-level green factories.



### Want Want Group Huai'an General Factory Awarded the Honor of Provincial-Level Intelligent Manufacturing Demonstration Workshop

The PET and A3 intelligent workshops of Want Want Group Huai'an General Factory and the jelly intelligent workshop of Nanjing General Factory have successively won the honor of provincial-level intelligent manufacturing demonstration workshops.



Want Want products from the inside to the outside to absolutely perfect, is the original aspiration is also a mission. Over the years, Want Want Group has been adhering to the product concept of "health, delicacy and high quality". While constantly pursuing excellent quality, Want Want Group has also focused on the production of consumer-favored products, always paying attention to the consumer market-oriented product appeal, constantly putting forward the product idea of innovation and iterative development, making research and development attentively, bringing fresh updates, which is widely loved by consumers. At present, Want Want Group has 655 patents, with 158 new patents added in the fiscal year 2024.



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### Want Want Group Selected as one of the "70 Brands in the Development of China's Food Industry"

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At the "China Food Industry Trend Conference" jointly held by the China National Food Industry Association and the Organizing Committee of the National Sugar and Wine Commodities Fair, the "Want Want" brand was honored as one of the "70 Brands in the Development of China's Food Industry" by virtue of its outstanding brand influence and remarkable contributions to the development of the industry.

#### Want Want Group Awarded Monde Selection Gold Award for Food Quality

②

The organic blueberry flavor of Want Want Group's Baby Mum Mum won the 2024 Monde Selection Gold Award for Food Quality.

#### Want Want Group Awarded Innovative Product Award of China Instant Food Industry

③

At the 24th China Convenience Food Conference held by the Chinese Institute of Food Science and Technology in Beijing, Want Want Q Rice Noodles (Sour Soup and Fatty Beef Flavor) and I~You Mochi Thick Soup (Mushroom, Corn, Borscht) were honored the 2023-2024 Convenience Food Industry Innovative Product Award.

#### Want Want Group Awarded Two Honors by the China Dairy Industry Association

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Want Want was awarded the 2024 China Dairy Industry Technological Innovation Enterprise, and its "Method for Achieving Aseptic Post-Homogenization and Its Application" won the Second Prize of Technological Progress Award.



**Want Want Group Won Multiple Awards including the iSEE Global Awards**

Want Want Group has been recognized with several accolades at the iSEE Global Awards

The Group's Hot-Kid Children's Nut Milk was listed on the "iSEE Top 100 Innovative Technologies List"

Daily Milk Drink was listed on the "iSEE Top Innovative Technologies List"

Want Want Pea Crisps won the three-star "iSEE Global Taste Award"

Hot-Kid Milk Candy Ice Cream Series and Want Want Little Little (Children) Sports Drinks won the two-star "iSEE Global Taste Award"

Want Want Grass Jelly and Fix XBody Oat Milk won the one-star "iSEE Global Taste Award"

Mr. Bond Mint Coffee was listed on the "iSEE Top 100 Innovative Brands"

Want Want Mr. Bond Coffee Rush won the Silver Award of the "Global Food Innovation Award".



Want Want Group has actively explored innovative marketing. With the marketing campaigns of Lonely God's "Love's [Wave] Attraction" and "Tiger Bang Sauce X Lonely God Spicy Collaboration Crisp Edition", have achieved remarkable results in the consumer market and been widely praised by the industry.



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Want Want Group was awarded as one of Taiwan's Top 25 International Brands in 2024

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Want Want Group has been recognized as one of "Taiwan's Top 25 International Brands" for consecutive years, which is reaffirming the value of its iconic brand and exceptional reputation.

Want Want Group's Lonely God won two TBI Awards

②③

Want Want Group's Lonely God's Qixi (Chinese Valentine) Festival campaign "Love's [Wave] Attraction: Changsha City or Not City" won the Silver Award for Festival Marketing, and "Tiger Bang Sauce X Lonely God Spicy Crisp Edition" won the Bronze Award for Cross-border Marketing.



Want Want China Times Media Group has been constantly praised and repeatedly awarded in Taiwan's news media industry.

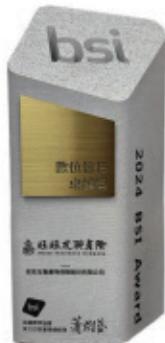


China Television won the Recommended Work in the Variety Show Category of the Top Ten Cross-Strait Audio-Visual Works

The Chinese television program "Wonders of China" was honored as one of the "Top Ten Cross-Strait Audiovisual Works" in the variety show category at the 13th Cross-Strait Television Art Festival and the inaugural Cross-Strait Chinese Culture Summit Television Forum in 2024.



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San Want Residences  
Taipei was commended  
for Excellent Hotel  
Industry and Employees  
in Taipei City

①

CTWANT has been  
awarded the 2024  
Silver Prize for "Happy  
Enterprise" in  
recognition of its dedi-  
cation to employee  
care, active contribu-  
tion to society, and  
exemplary fulfillment  
of corporate respon-  
sibilities.

Want Want Union Insur-  
ance won the 2024 BSI  
Award for Digital Trust  
Excellence

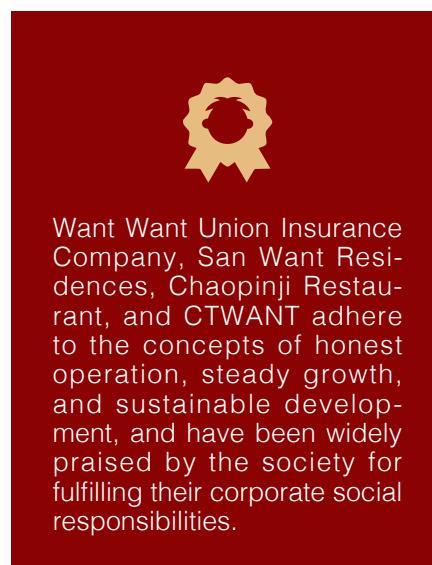
②

Want Want Union Insurance Co.,  
Ltd. has been recognized for the  
establishment and implementation  
of its information security man-  
agement system, which complies  
with international information se-  
curity standards. It has passed  
the ISO27001 information security  
certification for 8 consecutive  
years and won the BSI (British  
Standards Institution) Award for  
Digital Trust Excellence in 2024.

Chaopinji Restaurant was  
awarded the Certification  
of Friendly Enterprise for  
Middle-aged and Elderly  
People in the 1st and  
2nd Sessions in Taipei City

③ ④ ⑤

Chaopinji Restaurant  
has been awarded the  
"Age-Friendly Enterprise  
Certification" by Taipei  
City Government in both  
the first and second  
sessions, recognizing  
its outstanding com-  
mitment to creating a  
supportive workplace for  
middle-aged and elderly  
employees.



## Want Want Advertisements



Since entering the China Market in 1992, Want Want has been producing new and innovative advertisements non-stop. Broadcasting across major television channels in China, Want Want was able to capture the attention of many viewers through its clever ideas and marketing expertise. In recent years, we increased investments into Mango TV, Youku and other popular media streams favored by the younger generations, and expanded into OTT, IPTV, as well as popular social media such as TikTok and Red Note. The high media exposure of more than 100 billion hits throughout the year and honest business attitude, this have made Want Want brand firmly rooted in the hearts of consumers.



## CHAPTER 3

# San Want World

- 40 Insurance Business
- 41 Health Care Business
- 42 Electrolyzed Water Business
- 43 Real Estate Business
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- 48 Ready-to-Eat Food Manufacturing Business
- 48 Food Fillings Business

## Insurance Business



Union Property Insurance Company was founded in February 1963, with funds raised by overseas Chinese and Taiwanese business people at that time, hence the name "Union". In May 1992, it successfully applied for listing on the stock market, becoming the first listed company in Taiwan's property insurance industry. In June 2007, Want Want Group took control of the company. In November 2007, the company was officially renamed "Want Want Union Insurance Co., Ltd.". Through continuous efforts and self-improvement, it has been widely recognized by the public in the market, ranking eighth in market share. Profit situation has been increasing year by year. In the future, it will still maintain the spirit of dedication and care, expand new business channels, seek more outstanding talents, and continue to expand business scale. Recently, A.M. Best released the company's rating as A- (Excellent) with a stable outlook; Standard & Poor's rated the company as A-with a stable outlook; China Credit Rating Co., Ltd. rated the company's credit rating in Taiwan as AA (tw) with a stable outlook, indicating that the company has sound financial capabilities and excellent operating performance.

### Company Philosophy

Under the management of a professional team, Want Want Union has continuously launched diversified insurance products according to market changes over the years. Due to professional and prudent underwriting, selection of excellent businesses and appropriate asset allocation, both underwriting performance and investment performance have shown good results, with revenue and profit achieving record highs. Recently, due to the global attention on climate change issues, climate-related risks have become one of the main risks in insurance. While pursuing profit growth, Want Want Union will continue to improve relevant governance and strategies, gradually improve relevant risk management and establish a friendly environment, not fall behind in the path of sustainable development, actively respond to the government's "2050 Net Zero Carbon Emissions" policy, continue to enhance the underwriting capacity of various green energy industry insurances, and research and develop emerging green insurance products to meet the goal of sustainability,

hoping to create a win-win situation for social economy, insured parties and insurers.

Under the management of a professional team, Want Want Union has always adhered to the spirit of putting customer needs first, actively launched more competitive products for different markets, provided policyholders with more diversified choices, and offered customers a safer and high-quality digital environment and services through an around-the-clock online insurance platform. In addition, facing the ever-changing modern technology, it will establish a complete information security protection framework to strengthen the effectiveness of information security management, so as to meet the basic requirements of ensuring information confidentiality. It has passed the dual international standard certification of BS10012 Personal Information Management System and ISO27001 Information Security Management System, representing the company's dedication and commitment to protecting customers' personal data. In the future, it will pursue fair treatment of customers, take meeting customer needs as the core of services, create maximum value for customers, and continue to provide customers with better products and services.

### Vision and Outlook

Want Want Union adheres to the concepts of honest operation, steady growth and sustainable development. It continues to implement legal compliance, strengthen insurance professionalism and enhance corporate governance. In terms of improving product and service quality, it demands continuous refinement and implementation. With the basic concept of "good business, good operations", it aims to pursue long-term stable underwriting profits to create greater shareholder value. Most importantly, it fulfills corporate social responsibilities, consolidates the foundation of sustainable operation, and strives to make the company "the most trustworthy insurance company for customers" and the strongest backing for policyholders.



Website: <http://www.wwunion.com>



## Health Care Business

On December 31, 2005, Hunan Want Want Hospital officially started its operation. To improve the quality of medical services, the hospital passed the JCI (Joint Commission International) international medical certification twice in 2013 and 2017, and successfully passed the evaluation of "Grade III Level A Hospital" in November 2024. Committed to building a "homelike hospital" that makes people feel at ease and assured, the staff of Want Want Hospital have been working diligently and pursuing excellence with dedication.

In response to the aging society, Hunan Want Want Hospital has begun its second phase expansion construction project. The second phase will include the new "cancer treatment center", and open the "hospice ward" and the "elderly care ward" to meet the health care needs of the elderly and alleviate the pressures of elderly care.

To solve the problem of long queues at the registration and payment counters, Hunan Want Want Hospital has launched mobile apps like WeChat, Alipay and self-service kiosk to reduce unnecessary queuing time for the patients, people can make appointments, register, pay bills and view inspection reports on mobile phone devices. Every step of Hunan Want Want



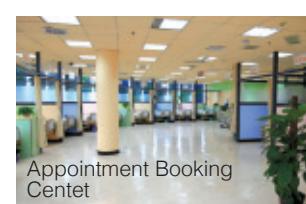
KIOSK for registration, payment, query and printing reports



Hemodialysis Center



PIVAS



Appointment Booking Center

Hospital's growth has received strong support and attention from the local government. In November 2017, Liu Jieyi, Central Committee of the CPC and Deputy Executive Director of the Taiwan Affairs Office of the State Council, and Xiao Wanchang, Honorary Chairman of the Mutual Market Foundation of Taiwan, accompanied by Mr. Tsai Eng-Meng, Chairman of Want Want Group, visited Hunan Want Want Hospital, and praised the hospital's information system, humanized scientific management, and dedication to quality service. Hunan Want Want Hospital will continue to embrace its cultural philosophy of "People-oriented, Self-confidence, and Unity" and work tirelessly with its "Responsible, Prompt, Commitment" style. Adhere to the principle of "everything is patient-centered", Hunan Want Want Hospital has become a warm, homely health institution, making it become an ideal hospital for residents in Hunan to seek medical services and health care.



# 以水为盾 净享健康生活

安全温和  亲肤不刺激  
 环保无残留

As a brand under Want Want Group, it was founded in 2007. Its core business is the research, development, production and sales of slightly acidic electrolyzed hypochlorous acid water and its derivative equipment. It is one of the few "cleaning and disinfection" service provider in China that emphasizes both the 2B and 2C strategies.

Independently developed  
hypochlorous acid generator

Fully automatic filling  
production workshop

Water God Factory has passed the ISO9001 quality management system certification, participated in drafting the national standard GB28234-2020 "Hygienic Requirements for Acidic Electrolyzed Water Generator", and all machine equipment has been registered on the "National Disinfection Product Online Filing Information Service Platform".



16 core  
technology patents

More than 120  
authoritative testing reports

worth over 180 million yuan  
Donated protective supplies

55 types  
Product varieties exceeding



Consumer service hotline:  
400-670-6816

Authoritative certification,  
trustworthy



.CE

intertek\_SGS

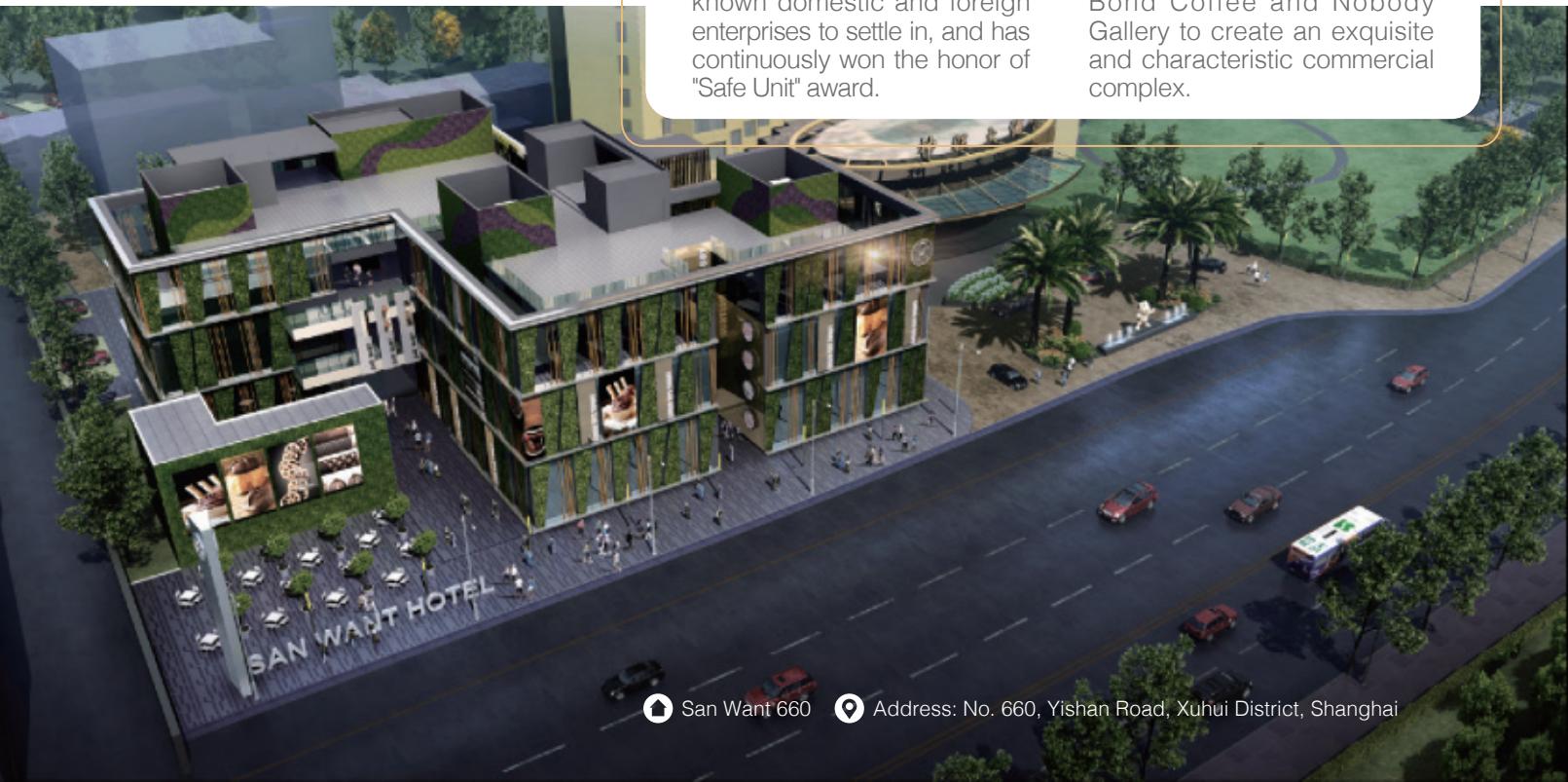


Water God WeChat  
official account

Water God official website:  
[www.watergod.com](http://www.watergod.com)



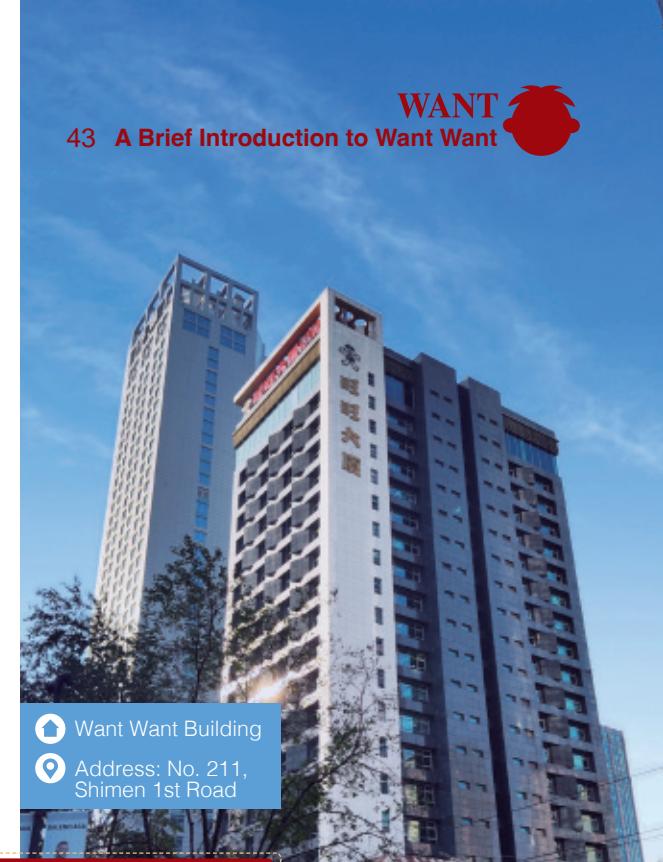
Chengdu Want Want Plaza  
 Address: No. 699, Mingdu Road, High-Tech Zone, Chengdu



San Want 660



Address: No. 660, Yishan Road, Xuhui District, Shanghai



Want Want Building  
 Address: No. 211, Shimen 1st Road

## Real Estate Business

The Group's real estate business has been invested and constructed since 2004. It has successfully developed and completed the "Want Want Home Community" residential communities in Luohe, Lianyungang, Xuzhou, Huai'an and Anqing, with a cumulative sales area of 760,000 square meters. The self-owned Grade A office building "Want Want Building" located in Jing'an District, Shanghai has attracted well-known domestic and foreign enterprises to settle in, and has continuously won the honor of "Safe Unit" award.

### Chengdu The One Plaza

A complex project in the core area of Chengdu, with a construction area of about 200,000 square meters. High-quality rental apartments will soon be available on the market with fine decoration.

### San Want 660

It has introduced well-known chain brands such as Mr. Bond Coffee and Nobody Gallery to create an exquisite and characteristic commercial complex.

## Hotel Business



The hotel is located in the XuJiaHui Commercial Center, close to a subway station, very conveniently located. With 383 guest rooms, a banquet hall for 600 people, 2 restaurants, a lobby bar, a gym and an urban garden. Whether it is for business travel, international conferences, banquets or leisure travel, it is there to meet the needs of every guest.

Website



📍 Address: No. 650 YiShan Road, XuHui District, Shanghai  
📞 Tel: 021-61451111



**淮安神旺大酒店**  
**SAN WANT HOTEL**  
HUAIAN, CHINA



The hotel has 357 guest rooms, located in the prime location of QingJiangPu District, Huai'an, close to The Bowl Hill Park and the Li Canal Cultural Corridor, two 4A-level scenic spots, which is at a superior location. Huai'an is the hometown of Premier Zhou EnLai, and in 2021, it will become the UNESCO World Capital of Gastronomy. It is a place where great people and fine food gathers.

Website



📍 Address: No. 156 XiangYu Avenue, QingJiangPu District, Huai'an, JiangSu Province  
📞 Tel: 0517-83971111



Website



Located in the heart of Xining City, QingHai Province, a summer resort, close to the commercial pedestrian street ShuiJing Lane, and the prestigious snack street MoJia Road, and most importantly very close to the greenery-surrounded central square. The hotel has 252 guest rooms, providing guests with a comfortable and warm environment.

📍 Address: No. 79 ChangJiang Road, ChengZhong District, Xining City, Qinghai Province

📞 Tel: 0971-8201111

📍 Address: No. 1128, Shuanglong Avenue, Jiangning District, Nanjing



Located in BaiJiaHu Business Zone in Jiangning District, one of the prosperous areas of Nanjing City, it possesses superior geographical location and convenient transportation. The hotel integrates the service apartments and the luxurious guest rooms, and has diversified department stores inside to enjoy the one-stop comprehensive experience of entertainment and leisure.

Active preparations are underway for 2025, so stay tuned!



📍 Address: No. 128, Section 1, NanJing East Road, ZhongShan District, Taipei City, 104

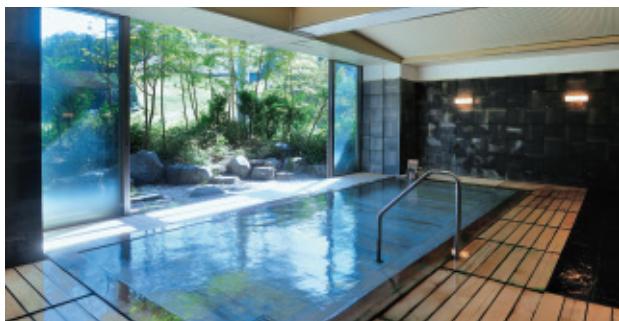
📞 Tel: 02 2511 5185

San Want Residences Taipei holds 81 guest rooms and is fully equipped with modern technology. San Want Residences Taipei has continuously won numerous international awards and is an official member of the well-known World's Small Luxury Hotel (SLH).

## Hotel Business

### Yuzawa Park Hotel

Address: 1613 Tsuchizuna, Yuzawa-machi,  
Minamiuonuma-gun, Niigata Prefecture



Ski Resort

Golf Course

Yuzawa Hotel is a comprehensive resort hotel with hot spring, skiing and golf facilities. The entire hotel consists of two buildings, the new wing and the old wing, with a total of 53 rooms, 2 large hot spring baths and 2 restaurants.

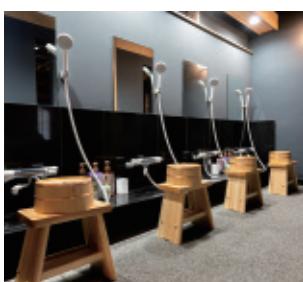
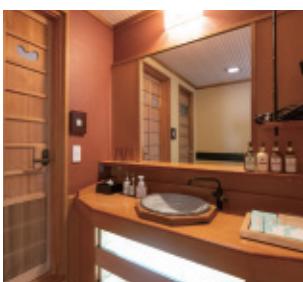
Every year from May to November is the summer golf season. The hotel's golf course is a standard 18-hole course, equipped with remote-controlled golf carts. With its stunning scenery and clever design, it is very popular among golf enthusiasts.

In addition, the ski resort adjacent to the hotel makes full use of its own advantages such as lawns and outdoor swimming pools. In summer, it specially offers outdoor activities such as camping, barbecue, tennis and fishing, and organizes children to catch Hercules beetles, play gateball and other sports, making it an ideal place for family trips during summer vacations.

Every year from December to March of the following year is the winter skiing season. The hotel's ski resort has 11 ski trails corresponding to beginners, intermediate and advanced levels respectively. It provides ski equipment rental services and can arrange professional coach guidance according to guests' needs. Hokkaido is well-known as a ski resort, but the snow quality in Niigata Yuzawa has higher humidity than the "powder snow" in Hokkaido and is easier to ski on. Therefore, the ski resort of Yuzawa Hotel is also crowded and lively every winter. After skiing, taking a hot spring bath is an excellent experience!

## Sumie-Chiat Lodge

Address: 19-1 Umihamagabe, Minamichita-cho, Chita-gun, Aichi Prefecture



The lodge has a total of 18 guest rooms (each with an area of approximately 16.53 square meters), all of which are sea-view rooms. There is a small courtyard that also serves as a parking lot. The first floor has a lobby and a restaurant, with a floor-to-ceiling glass window on one side of the lobby facing the sea. The lodge has 1 indoor hot spring bath for men and 1 for women, as well as 2 open-air baths on the roof.

In front of the lodge is the Ise Bay White Sand Beach. In summer, there are many snack and barbecue stalls open near by, and this is the only Japanese-style lodge in the surrounding area.

The main services of the lodge are providing accommodation and catering services for guests coming for sea bathing in summer and hot springs in winter. The food and beverages, particularly high-end Japanese cuisine and drinks, are highly praised by guests. As special features, the first-floor lobby offers a foot bath and a bar, providing guests with a stylish and premium experience.

## Getaway Tourism Business

Want Want partnered with Hsin Tung Yang (China) Group to construct a massive tourist paradise in the Center of WuLingYuan in ZhangJiaJie. With villas, hotels, gymnasiums, various entertainment settings in a beautiful surrounding scenery. This resort is the ultimate relaxation paradise for everyone to enjoy. In 2020, "Want Fu-Wu Ling Yuan" Chinoiseries Courtyard has been on hot sale.



## Ready-to-Eat Food Manufacturing Business

Beijing Want Yang Foods Ltd is a subdivision of Want Want Group, a joint venture with Warabeya Nichiyo Co. Ltd. It produces take-away bentos boxes, rice-ball snacks, sushi, sandwiches, noodles and many other ready-to-eat food.



## Food Fillings Business

In 2009, Want Want engaged in a powerful joint venture with Tomoe Foods Manufactory Co. Ltd to create Hangzhou You Shen Foods Ltd. Holding the values of having a hygienic and safe working atmosphere, Hangzhou You Shen Foods Ltd. aims to provide innovative, high-quality, and delicious Japanese style fillings for the baking market.



## CHAPTER 4

# Want Want China Times

- 51 Newspaper Business
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- 73 Marketing Research Business
- 74 Entertainment Agency Business



### Newspaper



### Marketing Research



### Integrated Marketing



旺旺中時文化傳媒 (北京)



中時 時際創意傳媒



### Television



### Digital Media Business



### Entertainment Agency



### Social Welfare

蔡衍明愛心基金會



旺旺文教基金會

仕捲社會福利慈善事業基金會

### History

Since the launch of *Credit News* in 1950, China Times Media Group has steadily grown and blossomed in the span of over 60 years and diversified from a single newspaper into other fields including media, publishing, information websites, which mainly focus on news information, fashion information, variety shows, integrated marketing and etc. From 2002, it branched into the television industry and owns CTi Television Inc., China Television Company, and Zhong Want TV (U.S.), becoming the only comprehensive media group in Taiwan that covers print media, television, and digital media. After taking over China Times Media Group, Want Want Group embraces a sustainable management philosophy and seeks to improve a sense of mutual trust and understanding between the people in Taiwan and Mainland China. At the same time, the Group also upholds the principle of "Truth, Rationality, Genuine Love for Taiwan", striving to make contributions in order to make the future of Taiwan brighter and better.

## Business Mission

Prospering Taiwan, Prospering China

Want Want Group acquired China Times Media Group in November 2008. With the mission of "Prospering Taiwan, Prospering China", the group aims to use its role in the media to promote peace and prosperity between Taiwan and Mainland China; to serve as a communication bridge for the people; and to collectively establish the greatest media platform for the global Chinese community.







## Newspaper Business



**Commercial Times** was first published on December 1, 1978. It covers a wide range of topics including global political and economic trends, stock and foreign exchange markets, financial products, investment, trade, and wealth-related issues. In response to the rapid changes in the international situation, **Commercial Times** has been committed to professional in-depth reporting and strengthening international perspectives over the past 46 years, aiming to become an influential financial media in the global Chinese community.

All along, **Commercial Times** has remained an indispensable source for business operators, professional managers, Taiwanese businessmen across the Taiwan Strait and the three regions, and the general public in grasping political and economic information. As a professional financial channel, it launched digital platforms such as **Commercial Times Website** and APP in 2018, making its debut with a brand-new digital network to provide readers with the most up-to-date financial information. The content includes financial news classified by industry attributes, in-depth analysis of experts' views, and current affairs topics planned according to international trends, etc. It aims to provide readers with more timely, diversified and professional financial news.

In September 2023, **Commercial Times Website** a comprehensive redesign, introducing richer infographics and financial data, providing diversified financial content and classifications to

meet the information needs of different groups. Simultaneously, it launched news channels covering breaking news, securities, finance, wealth management, industry, real estate, international, cross-strait, as well as lifestyle channels such as wellness and reading, as well as a professional video channel focused on in-depth financial coverage. Keeping pace with the times and providing readers with more user-friendly services is the eternal goal of **Commercial Times Website** in pursuing excellence.

Over the past decades, **Commercial Times** has held various forums, competitions, exhibitions, etc. with professional experience that combines quality and quantity. In 2024, it held heavyweight forum activities such as "Taiwan's Economic Critical Next Step New Policy Summit Forum", "Greater South Summit Forum", "Greater Taichung Net Zero Forum", "Anti-Fraud Forum", "New Adult Wisdom and Wealth Study Forum"; at the same time, the publication also held large-scale evaluation activities such as "Digital Financial Award", "Diversified Trust Innovation Award", "Service Industry Grand Evaluation"; as well as exhibition activities such as "Tainan Automatic Machinery & Intelligent Manufacturing Show (CTMS Tainan)", "Tainan Auto Show", "Tainan International Coffee and Souvenir Exhibition". It has built between industry, government, and academia, fostering collaboration and contributing to Taiwan's economic growth as **Commercial Times** continues striving toward excellence.



Website



App



Website: <https://ctee.com.tw/>





## Television Business



China Television Company (CTV) was founded in 1968, and began to broadcast in 1969. It is the first television station to broadcast in full color in Taiwan.

- In 1999, CTV became the first media company to be listed on the stock market in Taiwan.
- In 2004, CTV expanded and added CTV News and CTV MyLife channels, and also stepped into the era of digital television.
- In 2012, CTV HD was launched, officially entering into the era of high-definition.
- In 2016, the entire CTV family of channels was upgraded to HD; CTV MyLife was renamed as CTV Classic, and CTV HD renamed as CTV Bravo.



### The Most Eye-Catching Wireless Comprehensive Channel

#### "CTV News" Well-Known Brand

**CTV News Global Report** dominates viewership among all channels. The strongest news team provides viewers with the most timely and accurate news. To offer diverse perspectives, it carefully plans in-depth programs such as **Common People's Boss**, **The Starting Point of Change**, and **60 Minutes** to bring high-quality content to the audience. CTV News shoulders the social responsibility of public media, adheres to a rigorous editorial and interview process policy, with professional and diverse content and a brisk rhythm. Its content is professional, diverse, and fast-paced, prioritizing rich audiovisual presentation while ensuring a balance of multiple viewpoints in news selection. The channel places special emphasis on caring for the vulnerable and highlighting positive societal stories and in-depth features.

#### CTV Variety Shows with Skyrocketing Ratings

CTV's large-scale singing variety show **Variety Show Top Grade** has a super popular hosting team. Each episode invites big-name singers to perform on the same stage, with skyrocketing ratings and excellent results, creating a new trend in entertainment. The weekend prime-time shows **Mr. Player** and **The Hunger Games**, which combine reality and puzzle elements, are deeply loved by young people. Since their launch, they have continuously set new rating records, and **The Hunger Games** even won the Golden Bell Award for the Most Popular Variety Show. The weekday evening puzzle variety show **National Star Strategy** combines education with entertainment and is an excellent program of the Golden Bell Awards. Since the early days of shows like **Guess Guess Guess**, **One Million Star**, and **Super Model Star**, CTV has continued to adhere to the principles of diverse, innovative, and international content production and broadcasting, making it the preferred variety channel.

#### Exquisite Dramas by CTV

CTV's 8 o'clock prime-time dramas are excellent and continuous. In recent years, the self-produced security professional drama **The Founder** has achieved impressive ratings and attracted extensive media coverage. In 2023, the heartwarming light comedy **Mr. Lighter** was broadcast, sparking

CTV Official Website



CTV Drama



CTV Variety





widespread online discussions and achieving extremely high ratings. The Taiwan self-produced idol drama *Someday or One Day* broadcast in 2019 received both high ratings and good reputation, ranking as the *divine drama* of that year. CTV has successively launched Taiwanese dramas such as *Good Times*, *The Age of Innocence*, *Let Love Fly*, *Never Forget Then*, *Taiwan X-Files*, and *The Founder*, injecting high-quality content into Taiwan's local dramas. It also strives to produce TV movies, and works such as *Cigarette Ends*, *Dawn / Spring*, and *The River That All Flow By* have all been recognized by the Golden Bell Awards. The channel selects high-quality costume dramas, Korean dramas, idol dramas and other different types of dramas to serve the majority of viewers.

### Travel Programs Travel All Over the World

*Wonders of China* is the only travel program in the history of television that has been broadcast for more than 30 years and continues to be produced and broadcast. Its content focuses on in-depth cultural visits to promote exchanges between the two sides of the Strait; another well-known travel program *MIT Make in Taiwan* goes into Taiwan's mountains and ancient roads, allowing viewers to see the beauty of Taiwan, and its rich video data is a precious cultural asset.

### Awards

In 2014, the report on a pair of siblings without household registration for over 18 years and beginning new lives has won a special high-quality news award. And *Cigarette Butt* won Best Supporting Actor in a Mini-series/TV movie, and *Spring* won Best Supporting Actress in a Mini-series/TV movie for the 49th Golden Bell Awards.

In 2016, *The Island of River Flow* won 5 awards including Best Mini-series/TV movie, Best Directing in a Mini-series/ TV movie, Best Writing in a Mini-series/ TV movie, Best Actress in a Mini-series/TV movie, Best Supporting Actor in a Mini-series/TV movie. And idol drama, *The Day I Lost U*, won Best Supporting Actress for the 51st Golden Bell Awards.

In 2016, *On the Underprivileged Side-Charity Hand-in-Hand* won the 10th Rotary Golden Awards for Public Service News, and the *Extreme Challenge next Wu Lai* won the Delta Energy and Climate Special Award. *The Medical Staff and Dust Explosion Documentary* won Taiwan Medical Quality Image Reporting Award. *Who Make the Children Cry* won Best Quality News Award.

In 2017, *The Secrets You Should Know when Drinking Milk* won Consumers' Rights Reporting Award. *Rescuing the Giant White Tower, Reform Should be Completed* won Taiwan Medical Quality Image Reporting Award. *Make in Taiwan* once again won Best Natural Science Documentary Show Host and *Mr. Player* won Best Reality or Game Show Host for the 52nd Golden Bell Awards.

In 2018, *Reporting Early for Duty — Small Strides, Big Steps* won Taiwan's Special Medical Reporting Award. *Not Guilty?! Innocent Without Compromise* won the Journalism for Justice Award. *The Kingdom of Locomotive — Deadly Killer* won Consumers' Rights Reporting Award. *Mr. Player* once again won Best Reality or Game Show Host for the 53rd Golden Bell Awards.

In 2019, *Decoding Swine Fever Epidemic Prevention Battle* won the 2019 Modern Financial News Award TV Finance Special Award. *Setup a Special Law, Nutritious Lunch Revolution* won the Consumer Rights Reporting Award Winner. *The Great Reversal of Cultural and Creative Leadership* was awarded the Cultural and Creative Industry News Report Award. James Tai won the 2019 Best Meteorological Anchor Award of Private Industry Quality Meteorological Broadcasting Selection.

In 2020, *Statute for Expediting Reconstruction of Urban Unsafe and Old Buildings, Old Building's Dawn?!* won the Financial TV Topic Outstanding Award. *Love in the Countryside, Medical Attention Can't Wait* won Taiwan Premium Report Award. *Deformity Fighters* won "2020 Taiwan Rotary Charity News Golden Wheel TV Media Report Award".

In 2023, At the 58th Golden Bell Awards, *The Hunger Games* won the "Most Popular Variety Show Award".

## Television Business



second year of transformation, CTI News launched the slogan "Riding the Wind and Breaking the Waves." In 2023, news department colleagues voted for "KEEP GOING" as the guiding spirit, encouraging each other to move forward courageously. In 2024, "KEEP FIGHTING" was selected as the annual slogan, symbolizing unwavering commitment and perseverance. In 2025, the slogan "KEEP THE FAITH" became the guiding principle, emphasizing steadfast belief and continued dedication to the frontline of journalism.

At the end of 2020, CTI News shifted from the traditional cable TV platform to the digital online platform. Its dynamic news broadcasting and operational model received widespread praise from netizens, achieving remarkable results in its first year by becoming Taiwan's largest news YouTube channel. It gained over 1.3 million subscribers in one year, with annual total views exceeding 2.4 billion. It ranked first in terms of YouTube subscriber count among news media in Taiwan, and in 2022, it was awarded the "Annual Digital Transformation Award" by YouTube.

In 2023, CTI TV Channel exceeded 3 million subscriptions at the beginning of the year, firmly securing its position as the largest news media platform in Taiwan. To date, the CTI YT family of channels has a total of 5 channels with over one million subscriptions. With the support of a large number of netizens, seven channels have launched membership services to strengthen interaction with fans; For the fourth consecutive year, CTI News's YouTube channel subscription count remains the highest among news media in Taiwan, maintaining its leading brand status in news media on YouTube.

Since its establishment in November 1994, CTI News has been committed to becoming the best model of global Chinese-language media. Over the past 30 years, amid the fierce media competition in Taiwan, CTI News has always adhered to the supervisory responsibilities that media should have, providing the audience with "the real voice", becoming an important medium for the public to obtain current affairs, demonstrating strong media influence, and serving as an important force as the voice of the people and criticizing social issues. After being forced to cease traditional broadcasting at the end of 2020, it transformed into a digital media, further strengthening the role of "watchdog" in CTI, and becoming the leader in terms of online popularity on YouTube in Taiwan. Currently, CTI News focuses on providing high-quality online news and comments, including **CTI Evening News**, **Big News and Big Breakings**, **Hit the Headlines**, **Global Vision**, **CTI Talk**, **Strategic Highland**, **Here Comes the General**, **Global B Big Breakings**, **Global Political and Economic Weekly**, **CTI Talk Online Forum**, and the **Ancaster Mission** series, etc., which are widely supported and recognized by Chinese people around the world. In addition to political and current affairs content, CTI continues to develop content in entertainment, health, and social curiosity, and also tries to operate more digital platforms to reach more people and provide netizens with more high-quality choices.

At the end of 2022, CTI News Network – CTI News. com was launched as the exclusive proprietary platform of CTI News. Since then, CTI News YouTube, CTI News family Facebook community, and CTI News Network & APP have officially formed an iron triangle structure, further strengthening the ability of graphic and text communication, making CTI News' **watchdog force** stand more steadily and strongly; In 2023, thanks to the addition of CTI News Network's proprietary platform,

Embracing Positive Energy for 2025, CTI News launches the new annual slogan "KEEP THE FAITH," following the slogan "KEEP FIGHTING" from 2024. All colleagues continue to uphold the philosophy of "Truth, Rationality, Genuine Love for Taiwan" And press ahead without fear of hardship and continue to fight tirelessly for the well-being of our compatriots in Taiwan and for the fair and just ideal of restoring China Times News!

CTI News was shut down by the National Communications Commission (NCC) on December 11, 2020, due to abuse of power. 2021 marked the first year of CTI News' transformation into a digital media platform., the outlet embraced the spirit of "rising stronger after adversity." In 2022, as the

second year of transformation, CTI News launched the slogan "Riding the Wind and Breaking the Waves." In 2023, news department colleagues voted for "KEEP GOING" as the guiding spirit, encouraging each other to move forward courageously. In 2024, "KEEP FIGHTING" was selected as the annual slogan, symbolizing unwavering commitment and perseverance. In 2025, the slogan "KEEP THE FAITH" became the guiding principle, emphasizing steadfast belief and continued dedication to the frontline of journalism.

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new growth opportunities in the digital economy emerged. Combining various digital platforms of CTI News, CTI News Network designed different activities to enhance the interactivity between the news network app and netizens. During the 2024 Lantern Festival, a sky lantern lighting prayer activity was launched, combining the CTI News Network app with the CTI News YT channel, innovating the interactive mode of digital media. In 2025, it will deepen the application of AI in the news production process and explore the innovations and benefits that AI brings to the news industry.

### [CTI Variety Channel]

leads the trend and creates outstanding achievements

**Kang Xi is coming** is one of the most representative variety shows on CTI TV is hosted by Kevin Tsai and Hsu Hsi-ti. Known for its distinctive style and candid discussions, the program is highly popular among Chinese audiences worldwide.

**Super Followers** took over the slot of **Kang Xi is coming**, hosted by the father-daughter duo Wu Tsung-hsien and Wu Shan-ru. Since its premiere, it has maintained high ratings. It won the "Golden Bell Award for Best Variety Show Hosts" in 2016 and was nominated consecutively in 2023 and 2024, their strength has been widely recognized.

**Student** is a brand-new self-made variety show of CTI TV, hosted by Ken, Amber An, and Natto, the program targets the younger generation and features a diverse array of global guests, expanding viewers' international perspectives.

### [CTI Entertainment Channel]

A comprehensive channel with a relaxed, pleasant and stress-free vibe, suitable for the whole family to watch

CTI Entertainment Channel is committed to producing and broadcasting various types of programs suitable for the whole family to watch together. Over the years, it has continuously introduced the most popular dramas and variety shows from Chinese-speaking regions. Recent hit mainland dramas such as *Story of Kunning Palace*, *Till the End of the Moon*, *Love is a Game*, and *Love All* have achieved excellent ratings and generated constant discussions!

This year, it also plans to broadcast top-tier costume dramas such as *Joy of Life 2* and *The Double*, as well as popular modern dramas like *The First Frost* and *As Beautiful as You*—all high-quality dramas from Chinese-speaking regions!

The high-rated selected Korean drama *The Third Marriage* has also sparked a boom, and Korean costume masterpiece *The Story of Lady Ok* is being introduced one after another, allowing viewers to keep up with the latest trends in Asian film and television. It is a 24-hour provider of family-friendly programs and an uninterrupted diverse entertainment choice!

## Television Business



ZWTV was founded in Los Angeles, USA in 2009. Its wireless signal covers Southern California, providing free high-quality Chinese TV programs for Chinese people in the United States. It also broadcasts to the

entire United States and Canada through the set-top box platform with the largest viewership in the United States. Combined with its sister channel — North America CTI Channel, along with its cable systems, satellite systems and set-top box platforms, Want Want China Times Media Group has become the media group with the largest TV signal coverage among Chinese-language TV stations in North America. In terms of new media, in 2019, ZWTV further developed the iOS version of the mobile App "ZWTV Mobile Expert", enabling simultaneous TV streaming and live broadcasting. This allows viewers to tune in to ZWTV anytime and anywhere.

In terms of programming, it collects creative contents from various units within the group. Its programs include **Common People's Boss** and **Focus on New Asia**, which are very popular among viewers, along with up-to-the-minute news coverage like **Asia News**, delivered at times most convenient for audiences in their local time zones. The self-produced programs **CTI ZWTV North America Local News** and **ZWTV Express** provide North American Chinese with timely and life-oriented news reports as well as local practical life information. Moreover, "ZWTV Theater" introduces currently popular dramas, offering a comprehensive selection of captivating storylines to meet the diverse viewing preferences of audiences across all age groups.

Zhong Want TV tailors the



most effective publicity plan for advertisers in North America. Effectively use the channels of television communication or Zhong Want new media to implement advertising consignment for customers, or place deep-impact programs, or create consumer impressions through program naming.

Website: <http://zwtvusa.com/>



GET THE APP



Website



IOS

# Digital Media Business



## Free newspaper reading No. 1 APP

Overseas Chinese all over the world can download the APP and get the latest news at their fingertips

**Turn News APP** is a news digital platform application launched by Want Want China Times Media Group, which provides electronic prototypes such as ***China Times***, ***Want Daily*** and ***Commercial Times*** belonging to Want Want China Times Media Group every day. You can read the news on your phone, touchpad as if you were reading a printed newspaper, and simply and quickly grasp the big and small events at home and abroad.

The *Turn News APP*, informative in content and containing diversified features.

**China Times:** The oldest and most authoritative comprehensive Chinese language newspaper.  
**Want Daily:** "Taiwan prevail, Cross-strait first" elite distribution newspaper.

**Commercial Times:** Taiwan's most professional commercial and financial professional newspaper.

# Digital Native Edition: Exclusive Content for ***Turn News APP.***

China Times Local News: including six districts such as Jishihua, New Taipei Jinma, Taozhumiao, Zhongzhangtou, Yunjiannan, Gaoping Pengdong, etc. presenting local wonderful news in different editions.



Website: <https://turnnewsapp.com>



## Digital Media Business



"China Times Information Co., Ltd." was founded in 1989 and is the first company in Taiwan to obtain a value-added network service license. Currently, it focuses on three main development axes pillars: business intelligence data, information services, and news.

China Times Information has collaborated with Taiwan's most authoritative financial and economic professional newspapers to establish Taiwan's first and most complete financial database. It not only provides professional and authoritative key analyses but also offers fast and stable real-time commodity and stock market quotes, presenting the most accurate and comprehensive market overview to a large number of users.

China Times Information leveraging its strong capabilities in information and knowledge integration and development, continues to lead market innovation and has successfully developed a number of leading technologies. Its core business covers the digital transformation of ***China Times*** and ***Commercial Times***, including the establishment and operation of digital news content, the integration and optimization of advertising systems, the development of data service platforms, and the design and maintenance of native APPs.

In addition, China Times Information actively applies artificial intelligence technology to all aspects of news, which not only greatly improves content efficiency but also ensures the accuracy and reliability of information, so as to provide high-quality digital content services.

Website: <https://www.infotimes.com.tw/> 



### Intelligence Winners

Intelligence Winner is the only information software on the market that integrates news and financial databases, allowing users to quickly find and analyze market trends. The news includes the Financial Real Time News and the China Times Media News Database from 1994 to the present. The financial database covers the financial information of listed companies, stock market updates, bonds, funds, exchange rates, Taiwan's overall economy, and market prices for thousands of commodities. The software also offers various charts and graphs to facilitate users in analyzing information.

### Knowledge Management Winner KMW

Knowledge Management Winner is a comprehensive news database and digital reading platform. It includes news reports from *China Times*, *Commercial Times*, *Want Daily*, and *China Times Evening News* (ceased publication around 2005) up to now, and provides services such as real-time news of the day, newspaper images of the latest week, and accurate keyword search for news and pictures spanning more than 30 years.

### China Times Infortimes -CIP

The CIP provides quotes for over 5,000 types of raw materials, making it the largest professional commodities market database in the country spanning across various industries. It has a long-standing history of data collection, with some items having historical data going back up to 30 years. Additionally, it offers data on customs import and export, industrial production statistics, price indices, business news, and over 10,000 types of mainland Chinese commodity market data.

### Authorization of news and pictures

Authorizes pages from the *China Times*, *Commercial Times*, and *Want Daily*, among others, including real-time financial news from the *China Times*, *Commercial Times*, and *Want Daily*, and can customize news according to keywords. The China Times Image Database includes various categories of reported or unreported news photos from the China Times, with a total of over 15 million photos, some dating back to the 1950s.



# 中時 新聞網

Website



旺旺中时



中时新闻网



中时新闻网

"China Times News Network" is the first online media in Taiwan (formerly "China Times Electronic News" established in 1995). In 2024, the average monthly page views (PV) of its official website exceeded 110 million, the average monthly browsing volume (SV) of its App was about 46 million, and the average monthly number of unique visitors (UV) across the official website and App exceeded 43 million. "China Times News Network" also ranks among the top in the most authoritative ComScore traffic monitoring in the industry. In addition to aggregating print and real-time news from Want Want China Times Media Group's *China Times*, *Commercial Times*, *Want Daily*, and *Want Weekly*, "China Times News Network" also has centers for political economy and cross-strait affairs, lifestyle (including content such as wellness, health, and fortune-telling), social and local news, entertainment and sports, fashion and consumer trends, as well as international and military affairs. In addition to emphasizing the speed of real-time news and providing the latest information, seasoned journalists contribute exclusive weekly reports, instant commentaries, behind-the-scenes features, and in-depth special coverage, providing readers with comprehensive insights into the context and untold stories behind major events. Furthermore, ChinaTimes.com collaborates strategically with international corporations such as "Yahoo Taiwan", "LINE", and "MSN". News content is simultaneously featured on these platforms, enhancing its global reach and influence across the Chinese-speaking market worldwide.



## Digital Media Business

"Wanrich" financial management website is a subsidiary of Want Want China Times Media Group. The professional personal financing platform has the following 5 characteristics:

- The most complete and immediate stock market information.
- Rich graphical illustrations to visually guide users to target investment direction.
- The most diversified investment information and news, including the latest global real-time updates, exclusive interviews with professional investment experts, etc.
- Provide in-depth investment analysis on stock markets, ETFs, and funds.
- Member function, can collect news, set up keyword subscription, and original "Financing Assistant" function.



Website: <https://wanrich.chinatimes.com/>

# 旺得富



# True Mii



"True Mii" is a new-style fashion and consumption website launched by "China Times News Website". With carefully designed readable pages, it presents diverse, interesting and life-oriented content, including recommendations of leisure travel information, updates on great deals and consumption, appreciation of luxury fashion trends, introductions to the latest trends, topics on relationships and parenting, and interesting news from home and abroad, all pairing with stunning pictures. This allows readers to easily access soft information such as dining, entertainment, clothing, housing, transportation, education and recreation leisure, enriching their daily life in an all-round way lives from a 360-degree perspective. The "True Mii" website includes six major categories: Food & Travel, Great Deals, Trends, Luxury, Beauty, and Relationships. This is also a specially curated entertainment and lifestyle hub for our readers, designed to add more joy and less chaos to life, accompanying readers to live a chill life and fully enjoy every moment of leisure time.



Website: <https://truemii.chinatimes.com/>

## YouTube Video Community

China Times News Website has more than 7 million followers across social platforms such as YouTube, Facebook, Instagram, Threads, LINE, TikTok, Red Note and Weibo, providing various types of diverse content to meet the needs of different audiences. Additionally, we launch exclusive IP content for audiences with different preferences: [Entertainment - China Times News Network Entertainment], [Sports - China Times Sports], [Finance - Wanrich], [Health - Health Healing Room] and [Pets - You've Annoyed Me], etc. By leveraging AI and big data technologies, we strengthen engagement and connection with our viewers.



Politics is ever-changing. From policy debates to election strategies, witness the intricacies of head-on confrontations; from behind-the-scenes stories to casual conversations, also discover another side of politicians that is rarely seen in public! It's not just about political battles; it's also filled with fun and genuine moments, allowing you to hear the most unique political voices!

We take to the streets, pick up the megaphone, and directly capture the most authentic public opinion trends! Your voice determines this street survey! Whether it's political issues, current hot topics, or daily life matters, we want to hear your thoughts! Real public opinion is directly reflected, making discussions more heartfelt and impactful!

China Times Finance Know-How, Wealth Will Naturally Come ~ The hottest financial topics, insights into international financial policies and new trends in cross-strait economic interactions, understanding cross-strait business opportunities and challenges, the most cutting-edge industry analysis and trend forecasts are all in [China Times Finance Know-How]



The latest sports updates, the most popular sports topics, revealing the inside stories of the sports world, the unknown side of sports stars, the latest popular sports trends, fitness trends to sports technology, the most opinionated sports exchange platform. Follow veteran sports anchor Mei Sheng to chat about all things sports!

Professional doctors x hot topics, giving you the most practical health answers! Debunk myths, stay updated with the latest medical knowledge, make health simple, and take better care of yourself! From daily wellness to medical trends, authoritative analysis + practical life-oriented advice to accompany you in prioritizing your health!



Inspire your key to success! In-depth conversations with life's winners, unlock entrepreneurial insights and breakthrough thinking to give your dreams more clearer direction! More than just interviews, it's a dream guide — helping you find the strength to move forward through their experiences!



## Digital Media Business



### CTi News Network

#### Pioneer in Digital News Media

The Cti News family integrates all-round resources, combines traditional TV production and broadcasting specialties with new network communities and transmission platform media characteristics, and realizes a new integrated media platform of "resource sharing, information commonality and benefit sharing"!



### YouTube

We boast Taiwan's number one YouTube news subscription network — the CTi Television channel family. This includes channels such as **CTi TV**, **CTi News**, **Global Vision**, **Hit the Headlines**, **Big News and Big Breakings**, **Confronting Evil - Old Z Investigation Line**, **Gender Code**, **Deep Throat News**, **Tai Quan**, **Paranormal Typos**, **CTi Finance**, **Fast TV**, **CTi Car Enjoy Home**, **Health Me+1**, **Civil Special Investigation Team**, **Thesis Gate Unboxing**, **High-Level Acid News Network**, **CTi Talk Online Forum**, **Global Military Channel**, etc. In recent years, entertainment and lifestyle channels have also performed brilliantly, including **I Love Cat Big**, **CTi Entertainment Channel**, **I Love Super Entourage**, **Student, Come and Check In** and other rich and diverse information platforms. We have pioneered interactive news reporting models for Chinese-language news media and audiences.

### Multi-community platform

In addition to the main information media platforms of YouTube and CTi News.com, CTi News also operates and develops social multimedia platforms such as FB, IG, Line Community, Toutiao Today, TikTok and so on, becoming a new force of Chinese media in all-round media integration.

### CTi News Network

In 2022, the newly established CTi News Network combines audio-visual, text, images and other information elements to become a professional news information network platform with enhanced visual characteristics, and it is also a home belonging to CTi News. It has a youthful visual layout design using large graphics, combined with the incentive interaction mode of members and Want coins, which has been echoed by many new and existing supporters. In less than 100 days, it has achieved a record of a daily million views. On this emerging information platform, you can see the ultra-sensory vision of big news pictures, and you can directly watch CTi's important news videos and programs on the website, which is a one-stop wholly new experience, that becomes a new model for Taiwanese news websites.

In 2023, the CTi News Network app was launched, and a membership system for its own platform was established. Through thoughtfully designed activities, we enhanced engagement with our members, and a CTi volunteer system was also established through the CTi News Network. In 2024, the news network app was integrated with Hurry Buy to combine information and shopping to achieve traffic monetization; By 2025, we will incorporate AI to assist in news writing, while establishing operational and ethical guidelines for AI-powered newsrooms.

Cti News Network



Cti News YT



Cti News FB



Cti News LINE



Cti News Network APP





Hurry Buy is the exclusive e-commerce platform designated for CTi TV, offering a wide range of carefully selected products and attentive services to reward our loyal supporters. Hurry Buy prioritizes consumer needs by overseeing quality and providing excellent after-sales service, ensuring a positive shopping experience for all members. The website sells high-quality and cost-effective products in categories such as health and wellness, beauty care, fresh foods, home living, sports and leisure, home appliances and entertainment, as well as footwear, bags, and apparel. We continually introduce major brands to enrich our product offerings and enhance the joy of shopping.

Hurry Buy exclusively sells CTi-themed cultural and creative products, providing netizens the opportunity to purchase collectibles or gifts for friends and family to express their love and support for CTi. In 2023, it launched the "KEEP GOING" outdoor gears series; In 2024, it continued to launch six best-selling mobile phone lanyards with the theme of "KEEP FIGHTING"; In 2025, it will continue to develop cultural and creative products branded with the annual spiritual slogan "KEEP THE FAITH" to delight our fans.

To caring for the well-being of netizens and supporters, in 2023, Hurry Buy launched a series of health-preserving products, including popular Want Want products such as "Shi Ji Yan - German Patent Collagen Peptide", "TYS - Full-Effect Kefir Probiotics", "Fight On - White Kidney Bean Extract Lozenges", "Dream Dream Water Drink" and "Want Want Water God", all of which have been well-received and loved by consumers. In 2024, Hurry Buy further launched its own brand skincare product series such as KS ROYAL CARE and ROYALY FACE, comprehensively caring for consumers' health and beauty. Hurry Buy also regularly launches seasonal and key festival promotion to provide consumers with more high-quality and affordable daily necessities! For the latest product updates and exclusive offers, please join as a member on the Hurry Buy official website, and you can also join us on FB and LINE to stay connected! Let Hurry Buy become the most convenient and attentive shopping partner in your life!





## Digital Media Business



CTWANT was founded in July 2019 by Want Tai Media Co., Ltd. It is the digital version of **Want Weekly** and **China Times Weekly**, dedicated to providing exclusive news and diversified content. Covering fields such as current affairs, entertainment, food, travel, and lifestyle, it allows readers to keep abreast of the latest information at any time. Adhering to the professional spirit, CTWANT insists on separating editing from business operations. The [Editing] team digs deep into news to provide the fastest and most in-depth reports; the [Business] team uses technology and marketing resources to enhance brand influence and create diversified cooperation models.

CTWANT not only provides instant news but also dedicates efforts to video content production, combining visuals and in-depth reporting to deliver a more immersive news experience. With high traffic and strong user engagement, CTWANT continues to grow and is committed to creating a more influential digital media environment.

In addition, CTWANT carefully selects high-quality products and recommends Longjing Plum Wine under the from its parent group. This exquisite plum wine is crafted using fresh seasonal green plums, which are immersed within 24 hours of harvesting and aged for 300 days. This process allows the sweet and tangy notes of the plums to harmoniously blend with the mellow base of white rice wine, resulting in a rich yet refreshing flavor profile. Longjing Plum Wine symbolizes the magic of time, reminding people in the fast-paced life to learn to savor the beauty of waiting. Whether for solo drinking or gatherings, it is an ideal choice, allowing people to slow down and enjoy the delicate beauty of life.

CTWANT will continue to deepen its presence in the fields of news and lifestyle domain, providing high-quality content and selected good products to create a more valuable digital media experience for all.

Website



YouTube

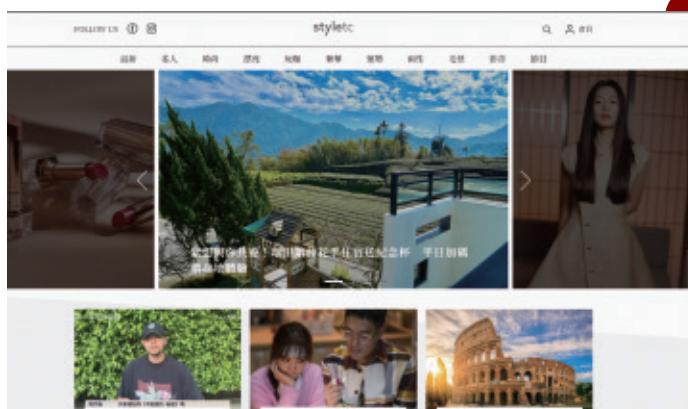


Facebook



Website: <https://www.ctwant.com/>





The Lecoin Online Platform has entered its tenth year since its establishment in 2015. As of March 2025, donations through the platform have accumulated to over NT \$29 million. The platform's original concept stems from the corporate owners' good intentions to demonstrate social responsibility. By sharing narrative-driven content, the platform aims to help more people, transforming small acts of kindness into great love and spreading compassion to every corner of life.

Lecoin's services include diverse matching methods such as "Le Donation" "Le Donation of Goods" "Le Volunteering" and "Le Charity Sale". The platform provides convenient donation channels, allowing users to easily contribute love and engage in practical charitable actions. We integrate various services to facilitate donations of funds and materials, volunteer recruitment, charity sales of public welfare products, and publish inspiring column articles to help more vulnerable groups in need of care.

Lecoin sincerely invites everyone ensuring that compassion never ceases and continues to be passed on.



Website: <https://lecoin.cc> 

Website: <https://www.facebook.com/lecoin.cc> 

# styletc

"Live Your Own Life Attitude"

In May 2020, styletc was established for the ones of life enjoyment.

Advocating attitude comes from unique and independent style; Taste, comes from the choice of fine work and fine life; enjoyment, feeling the exquisite things of the craftsman's soul, constructing your life aesthetics, and exuding your own personal life style!

The website classification into these sections: fashion, beauty, entertainment, luxury, furry pets, relationship, fortune, and video.

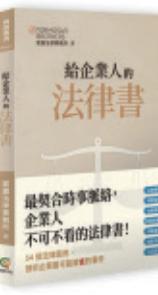
Since the establishment of the website, the average monthly PV has reached more than 800,000, the average time spent on a single page is more than 3 minutes, the number of Facebook fan pages exceeds 120,000, especially with female readers. The ratio of male to female readers on the website reaches 3:7, which is widely favored by female users. It also cooperates with LINE TODAY, YAHOO, GOOGLE and other media to promote the current popular news. Creating traffic for the Website!



Website: <https://www.styletc.com> 



## Integrated Marketing Business



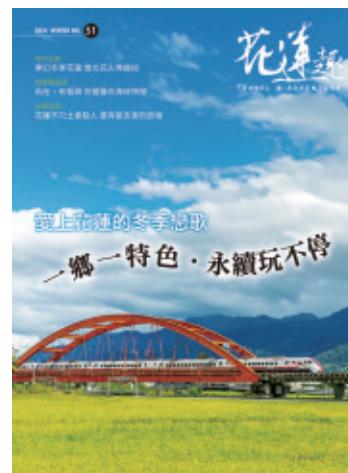
**商訊文化**  
事業股份有限公司

Commercial Information Culture Co., Ltd. is a wholly-owned subsidiary of Want Want China Times Media Group's *Commercial Times*. Founded in 1989, it was initially named as "Generated Culture Company", and changed its name to "Commercial Information Culture Co., Ltd." in 1998 till now.

Commercial Information Culture Co., Ltd. combines the media communication advantages of Want Want China Times Media Group in journals and books. It is committed to providing services in the fields of policy advocacy, corporate marketing, art and culture, tourism and leisure, celebrity biographies, etc. to the entrusted companies, and has been well received for many years.

**Publishing:** With a team of experienced professional text editors and graphic designers, we prioritize linguistic precision and elegance, alongside sophisticated and thematically aligned visual design. We meet all client needs in magazine and book publishing, having successfully produced over 500 book series to date, including: *30 Years of Turbulence* by Zhang Pingzhao, former Chairman of the Taiwan Business Federation, *Digital for Good*, Chinese translation: "Digital Finance for Sustainable Development", by international digital finance guru Chris Skinner's work, Changhua County Government: *Invisible Champions: Made in Changhua*, Three books by Huan Ying Law Firm: *Legal Handbook for Entrepreneurs*, *Legal Handbook for Entrepreneurs 2-Battle for Trade Secret Protection*, and *13 Legal Keys to Workplace Management*, *Precision Parenting Guide: A Roadmap to Child Health* by the Taiwan Precision Child Health Association, "Mentorship: 2024-2025 Career Directory" by the Vocational Service Committee of Rotary International District 3490.

**Bidding cases:** The company bids for the editing of a variety of periodicals and books published



by the public service departments, including the New Taipei City Government's *New Taipei City Art Tour*, the Hualien County Government's *Hualien Fun*, and the National Science Council and the Ministry of Environment jointly published the *National Climate Change Science Report 2024: Phenomena, Impacts and Adaptations*.

Website: <http://ctu.com.tw>



Website





## 2024两岸青年城市体验营



旺·旺



旺旺中時文化傳媒 (北京)

Want Want China Times Culture Media (Beijing) Co., Ltd. was established in 2005. As the window of the media group in the mainland, it is mainly positioned in the development of culture, film and television, culture and exhibition, exchange and cooperation. It has held a number of international awards to incubate innovative and entrepreneurial talents. Including the Global Conference of Chinese Creative Writing, Times Young Creative Festival, Times Awards, Click Awards, TY Star, Cross-Strait Three-place Maker Competition, etc, to conduct market research, development and technological incubation for cultural and creative, green and innovative, agricultural and scientific research.

AD Young Shoot



Golden Calf Award



World Chinese Creative Congress



Website: <http://www.ad-young.com>

Website: <http://timesawards.com>



## Integrated Marketing Business



時際創意傳媒

### Business Features

A cross-regional, cross-age, and cross-media PR and integrated marketing platform. Based in Taiwan, business also deeply rooted in both sides of the Strait, and expecting to expand to the world, we create win-win-win value for our customers in all aspects.

The most trusted integration platform of Culture, Campus, City, Commerce and Media.

Exhibition, training, event, forum, special report, topic marketing, innovative service, enterprise planning execution, sustainable development of enterprise brand characteristics.

Intertemporal Creative Media is a subsidiary of Want Want China Times Media Group. It also plays the role of public relations and media. It is the most creative integration platform. It is a self-run production and broadcasting platform for Dream Taochu PODCAST and China Times News Network CAMPUS. It is also the driving force and leader behind the famous event in Taiwan - the University Expo, and aspires to become the most influential creative media on campus.

### Service Items

#### Cultural exchange, activity planning and project implementation

- (1) News planning/interview reporting/film shooting;
- (2) Production and broadcasting of PODCAST special program;
- (3) Press Conference/Symposia/Business Planning/Execution

#### Event operation, exhibition planning, campus events, youth activities

- (1) Arts and Arts Exhibition/Cultural and Creative Exhibition
- (2) Campus brand activities/events/campus/training
- (3) Various trade exhibitions (medical beauty/health/tourism)

#### Media research, industry trends, industry analysis

- (1) Competitive Category Analysis
- (2) Media Research

#### Marketing Strategy Planning

Strategic planning and execution of integrated marketing activities

#### Media Creative Production

- (1) Provide planning/execution of media advertising projects and CF (Commercial Films);
- (2) Planning and production of podcasts

#### Alliance of different industries

Seek cooperation between various enterprises in different business forms and relevant units to host, co-organize and operate large-scale activities to create a win-win situation



Website: <http://www.ctia.com.tw/index.php>

Campus: <https://www.facebook.com/campus.ctia/>

## Marketing Research Business

### Public Opinion Survey Center



### Public Opinion Survey Report



### Sensible governance



Founded in 1987 as China Times Public Opinion Survey Center, the organization was established as a polling company in 2007. In 2019, aligning with the media group's development strategy, it was renamed as a marketing and market research company. Starting from 2025, it will once again be incorporated into China Times to provide public opinion polling services for affiliated enterprises.

It utilizes the same telephone polling equipment used by Taiwan's Academia Science, and is Taiwan's longest-standing Taiwanese polling company, with the most advanced equipment, exceptional staff, and extensive experiences in marketing research. To date, it has completed over 4,000 polls since its founding.

Apollo Marketing Research combines Internet and mobile technology to expand its research and development and actively diversified its services. The services it covers includes: option polls on important political, economic, and social issues, and various types of mar-

keting surveys, media circulation rate, television ratings, and integrated opinion poll marketing event planning and execution. The company have also carried out a number of large-scale cooperation projects with institutions at all levels in Taiwan..

Since 2019, Apollo continuously cooperates with China Times Media Group, promoting a large-scale governance satisfaction survey titled "Governance with Care, Public Satisfaction". This survey covers aspects such as public safety, economic development, transportation infrastructure, environmental protection, healthcare, social welfare, education quality, leader satisfaction, and happiness levels across various counties and cities in Taiwan. The evaluation is conducted via telephone surveys, and results are announced through press conferences to showcase the media group's influential role.

Website





## Entertainment Agency Business



### Entertainment Agency EeLin Entertainment

EeLin Entertainment is the largest entertainment agency, event planning, and TV production company in Taiwan. Over 70% percent of Taiwan's celebrities and models are represented by EeLin; it is an internationally renowned, comprehensive entertainment company.

EeLin Entertainment also collaborates with international agencies around the world, including those in Milan, Paris, London, New York, Japan, Singapore, Hong Kong, which has resulted in the launch of successful international careers for super models including Patina Lin, Shatina Chen, Silvia Wang, HSIANG Xiang, etc.

Wen Shenghao, Cai Shuzhen, Li Xing, Zhang Yanming, Cheng Yuqiao, Anne, Sun Zhan, etc. over 40 Taiwanese artists have made impressive appearances across various dramas and programs. Cai Shuzhen won the 58th Golden Bell Awards for Best Actress award for her role as Dr. Xiaoliu in "Mad Doctor." In terms of singers, in addition to jointly training and launching the idol and Capability style male group noovy with Sony Music Japan, which released albums simultaneously in Taiwan and Japan, it also successfully helped Xiao Pang Lin Yu Qun step onto world stages, including the United States, Germany, South Korea, Japan and other countries.

To keep up with the trends from new media, EeLin Entertainment is assertively in training KOL streamers who are active in major beauty and fashion events and new media placement to develop business. In 2012, EeLin began to partner with Taobao, T-Mall, and China Mobile from Mainland China for e-commerce live streaming. in 2016, the "EeLin College" was established at Hsing Wu University of Science and Technology, to deepen its roots in the campus, promoting industry-university alliances, and actively cultivate talents to be in front of the scene and agents to be behind the scenes.

Adhering to the concept of "all-star development, star dreams come true", EeLin has been holding EELIN STAR every year since 2012 to find promising stars. It is the most iconic performing arts selection competition in Taiwan.

Website



## CHAPTER 5

# Want Want Culture

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## Story of Want Want

### Golden Plaque

#### The Pure Gold Hot-Kid Symbol

This golden plaque, measuring 107 centimeters in height and 34,400 grams in weight, is made of demonstrates Want Want's determination and confidence to build and maintain this Golden Plaque.



### Fate Brought Us Together

#### "Fate Brought Us Together" Plaque

Mr. Maki Keisaku believed strongly in fate. Fate is the reason we are all gathered here today and is the reason we are all enthusiastically attached. Want Want people cherish this precious time together and believe it is vital to work diligently as one big family.



### Experience the Want Jet

#### Want Want Business Jet

The Group introduced the Gulfstream 200 "Want Want Business Jet" with a total value of over 200 million RMB. This move marked the first instance a Taiwanese businessman in the mainland purchasing a business with its inaugural flight to Taiwan taking place in December 2008. Today, the iconic red jet, having garnered much honor, has retired from the sky and is now housed in the Want Want Special Experience Hall.

### When you drink from the stream remember the spring

#### "Father of Want Want"

Back then, Mr. Maki Keisaku, Chairman of Iwatsuka Seika Co., Ltd. gave technical cooperation to our young Chairman Mr. Tsai Eng-Meng, which result in Want Want to successfully launched its rice cracker business. Chairman Mr. Tsai Eng-Meng deeply appreciated Mr. Maki Keisaku's kindness during the time and declared him as "Father of his career life." Mr. Maki Keisaku is also honored by all Want Want employees as the "Father of Want Want."





### Auspicious Canine of Want Want

#### Oil Painting of Happy

The canine presented in the painting is named Happy. When Chairman Tsai was 7 years old, Happy was always around to accompany Chairman Tsai. Chairman Tsai was deeply impressed by how Happy was, always so confident, loyal, and brave - despite his petite size. Chairman Tsai declared Happy as the mascot of the company and expects everyone to embed similar traits from happy into our management philosophy. Chairman Tsai loves Happy so much, he uses "Want Want" (the pronunciation is similar to Happy's bark) as his company name, which Chinese pronunciation is similar to "Want ~ prosperity". This gives the meaning that you are prosperous and we are all prosperous!



### Loyal Dogs

#### Front Door Guard Dogs

The two dogs sitting in front of the headquarter doors are made from copper. They serve as mascots to Want Want and symbolize protectors of the company. The male dog with mouth opened, represents stateliness, willpower and courage. The female dog with mouth closed, represents service-oriented spirit, cultural and compassion.



### Responsibility

#### Responsibility Wall

The word, "Responsibility", and the total count of employees displayed on the Responsibility Wall is a non-stop reminder that every Want Want employee has to take responsibility for their own thoughts, words and actions. When one becomes responsible for themselves, one becomes more aware of the responsibility that surround them and the people who surround them. As long as everyone in Want Want takes his or her own responsibility, Want Want will become prosperous for everyone.



### Appreciation

#### Statues of Former Chairman & His Wife

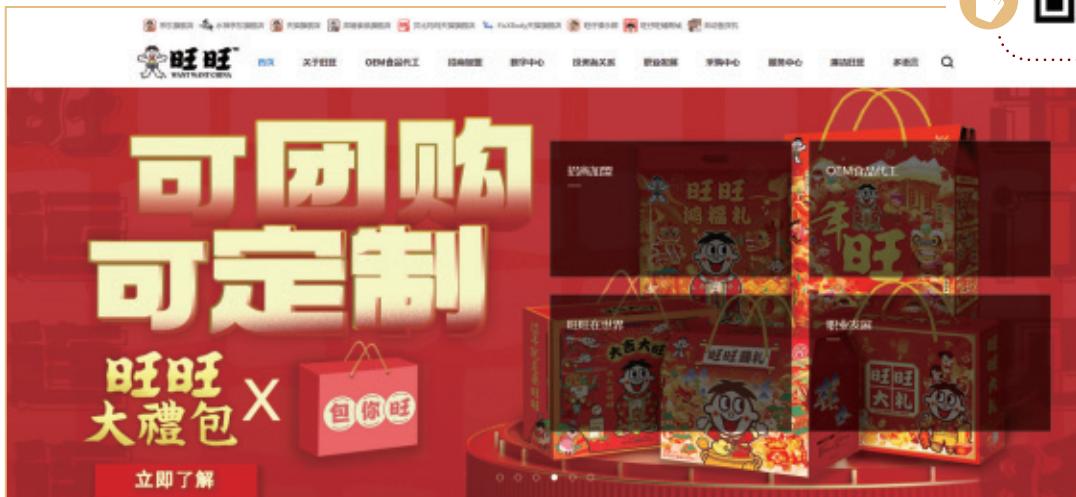
Chairman Tsai has always believed in filial piety. If one plans to succeed in his or her career, one must be obedient and loyal to one's parents. Chairman Tsai demonstrates these traits to all Want Want employees throughout his career. He teaches all of us that we should all appreciate who we have around us and show gratitude towards our parents.





## Corporate Website

Corporate website is the best channel for our consumers and distributors to learn more about our corporate culture, brand concept and product information. It is also a great channel for investors to see our performance and investing opportunities.



Website: <http://www.want-want.com>

## Wechat Business Account



In 2015, Want Want successfully launched our official Wechat Business Account. The group's corporate culture is promoted through this network. Want Want's employees and distributors can scan the QR code or search for "旺旺集团" (Pinyin: wàng wàng jí tuán) in Wechat to follow.

## Corporate Internal Publication



**Want Want Monthly**

Established in 1998



**Want Want Monthly** is an internal-use magazine which records every step of Want Want's journey. Everyone feels connected through **Want Want Monthly** as it reflects the hard work and life of employees. It is also a great platform for the Group's internal work exchange and experience sharing in Want Want, which strengthens the company's team spirit.



# 旺传媒



WANT WANT



Want Media is the only core media platform within Want Want Group.

Since its establishment in 2010, Want Media has been dedicated to fostering the Group's "one family" corporate culture. At the same time, it closely follows the Group's strategic direction to build a converged media ecosystem with distinctive Group characteristics. By consolidating digital television, the Group's official website, dual-micro platforms (Weibo and WeChat), and mobile terminals, it comprehensively covers all aspects of Want Want Group's core food business, including factories across regions, sales branches, Want Want China Times Media Group, and other subsidiary investments. This integration has established unique advantages in organizational culture development and brand value dissemination. With the continuous development of the Group, Want Media has gradually expanded from corporate culture construction to product marketing, brand promotion and other fields. In response to the Group's needs, it has planned and produced hundreds of brand promotional videos, product advertisements, brand short videos, brand launch events, live broadcasts, etc. The active presence of Want Media can be seen on major domestic and foreign mainstream media, social communities and e-commerce platforms.

Based in the new era of digital economy, Want Media has always been committed to continuously shaping the Group's young and vibrant brand image, providing strong brand communication support for Want Want Group's globalization strategy.



## Product Launch Conference



With the core of rejuvenating classics and creating an innovative matrix of blockbuster products, Want Want partnering with collaborators to seize market opportunities. Through high-margin policies and omnichannel marketing empowerment, the company aims to jointly achieve new performance milestones.

Every year, various business organizations of the Group, in light of market trends, product characteristics, operational trends, and marketing policies, hold product launch conferences, operational mobilization meetings, signing conferences, etc. These events facilitate face-to-face communication with distributors, analyze operational plans, boost momentum on-site, enhance confidence in execution, and foster mutual success across channels.

## Health Journey



Want Want attaches great importance to fate and cherishes fate, with a guiding principal that "Customer is king", we believe very much in sharing resources that creates a win-win situation with our outstanding distributors. Only by moving together can we move forward steadily. "Being the first in China" is the persistent Chinese dream of Want Want. The vigorous growth of Want Want is inseparable from the hard work of every Want Want employee. A healthy body is the foundation for hard work, and good health is the greatest source of confidence. The health of customers is the responsibility that Want Want bravely undertakes and the firm strength that drives Want Want to forge ahead. The "Health Journey" event has lasted for 17 years. It continuously invites premium customers of the Group to participate in the free, customized VIP-level comprehensive health check-up at Hunan Want Want Hospital. This initiative aims to enhance distributor clients' confidence and loyalty to Want Want, build a life community, establish a mutually trusting and win-win cooperative relationship, jointly pave the way for dreams, and strive forward to compose a splendid chapter.



## Want Annual Festivals



The Group and all its subsidiaries across the country hold activities for traditional Chinese festivals, including the Lantern Festival, Dragon Boat Festival, and Mid-Autumn Festival. By integrating traditional culture with Want Want's unique corporate ethos, these events radiate vibrant energy, strengthen camaraderie among employees, foster a greater sense of belonging, and reinforce their confidence in growing together with Want Want.

## Want Want Family Day

"Want Want Family Day" is a warm episodic festival that begins from fate and returns family, and it is a festival that belongs to every Want Want people. Want Want shows the vision of being willing to be the solid backing shield behind every happy small family - the cultural spirit of "Want Want Family".

Through Want Want Family Day activities, the work performance and effectiveness of employees and teams are displayed, the cohesion and centripetal force of employees are enhanced, the determination of employees' families to work together with Want Want and employees is enhanced, and the corporate culture image is enhanced.



## 2025 "Golden Snake Brings Fortune and Prosperity" Want Want Annual Gala

In 2025, coinciding with the Spring Festival of the Year of the Snake, Chairman Tsai Eng-Meng, with the spiritual guidance of "taking action as the priority", hosted the grand "Golden Snake Brings Fortune and Prosperity" 2025 Want Want Annual Gala at San Want Hotel Shanghai to express gratitude to all partners. This grand ceremony is not only a summary of the hard work in the past year but also set the stage for a promising and prosperous future ahead.

At the gala, Chairman Tsai Eng-Meng delivered heartfelt New Year greetings to Want Want employees across the country via a video link. Meanwhile, to honor colleagues who have made outstanding contributions to the group, special recognition certificates were specially awarded to senior employees who have served for 20 and 30, as well as to annual outstanding performers. This honor is not only an affirmation of their selfless dedication but also an inspiration and encouragement to all Want Want employees. The annual gala featured numerous brilliant programs, including dynamic song and dance shows, fascinating situational plays, hilarious stand-up comedies, and vivid ancient-style dances. With diverse forms and rich contents, these programs not only showcased the versatile talents of Want Want employees but also reflected the diversity and inclusiveness of the group's culture.

In the new year, every Want Want employee will continue to demonstrate unwavering confidence and a relentless spirit, diligently contributing in their respective roles. Through concrete actions, they will embody the striving philosophy of taking action as the priority forging ahead courageously to embrace new challenges!





Corporate culture is like a seed carrying the dual mission of inheritance and innovation. Want Want employees cultivate it with their hearts and nurture it with actions, deeply rooting the culture in every day's work and every slogan. Inheritance is the accumulation of personal experiences of Want Want employees; innovation is the fruit of Want Want employees' courage to break through and climb to new heights. Every corporate culture activity is a driving force to gather employees' energy and enhance their sense of belonging, allowing every Want Want member to feel the warmth and power of culture.

Want Want Group's largest corporate culture activity in 2024 - "Pioneering the Path: Courageously Moving Forward" Speech Contest was successfully held. This cultural feast lasted for six months and attracted nearly 600 groups of contestants from the entire group to participate enthusiastically. Through rigorous rounds of preliminary, revival, and regional competitions, 20 groups of contestants from the mainland and Taiwan finally stood out and stepped onto the stage of the finals. On the stage, the contestants used language as their brush and passion as their ink, painting a vision of infinite possibilities for the future and collectively articulating a shared Want Want dream. Their speeches not only showed the art of language but also conveyed the vitality of youth and the persistent pursuit of dreams. Want Want employees from all over the world witnessed this cultural feast through live broadcast, felt the unique charm of Want Want's corporate culture, and showed Want Want's brilliance and confidence to the global audience.

Through the speech contest, the spirit and limitless potential of Want Want employees are fully displayed, highlighting the group's diversified talent development, it exemplified how Want Want employees truly understand themselves and fully exert their abilities. Want Want employees bravely pursue their dreams and move forward firmly, interpreting the core values of the group with practical actions. This drives Want Want Group towards an even more brilliant future.



## Want Want Grand Bazaar



Want Want Grand Bazaar & Want Want Family Day, bringing a full range of Want Want products, made a surprise appearance at Raffles City Changning in Shanghai, transforming the space into an urban "happy charging station". This marked Want Want's first large-scale outdoor bazaar event, featuring exclusive previews of new products, interactive IP engagements, and overwhelming demand that led to sold-out items. The three-day carnival attracted tens of thousands of people, including Hot-Kid fan groups, parent-child families, and trendy young people. With more bazaar events rolling out across the country, let's look forward to sharing in this energy and luck!



## Wide variety of cultural activities of Want Want



In 2024, Want Want China Times Media Group held various exciting cultural activities, bringing employees together as a team and exchange cultures across the straits.

## CHAPTER 6

### Want Want Philanthropy

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## China-Want Foundation

• Since its establishment, Want Want Group has been committed to the production and research and development of high-quality food, and has taken it as its mission to provide nutritious, healthy and delicious food to consumers. Through the collective efforts of all Want Want people, Want Want has become a well-known food brand loved by people throughout the country.

• Mr. Tsai Eng-Meng, chairman of Want Want Group, inspired by the concept of "taking from society and giving back to society" and the spirit of "helping others when they are drowning and hungry", founded the China-Want Foundation in 1997. With a high sense of social responsibility and a deep commitment to public welfare, the foundation consistently gives back to society. Engaging in various charitable activities in China nationwide, Want Want collaborates with charitable organizations and community welfare groups to extend its care to disadvantaged and special groups such as the elderly, children, and the disabled, reaching rural areas and disaster-stricken regions. The Group actively supports rural revitalization efforts and focuses on vulnerable groups like children, solitary elderly, and low-income populations, contributing modest efforts to promote sustainable development in rural areas.



• While developing its own business, Want Want Group remains dedicated to giving back to society, spreading warmth, and promoting traditional Chinese virtues while delivering compassion. This reflects the company's strong sense of responsibility and mission, contributing its own part to charitable causes.



### Establishment Time

June 1, 2004



### Purpose of Establishment

This association is established with the aim of organizing public welfare and charitable activities, caring for disadvantaged groups, providing emergency assistance, and promoting the spirit of compassion.

### Scope of Service

#### The association carries out the following activities

- ① Matters related to the welfare service of children, adolescents, and women.
- ② Matters related to the welfare support for the elderly and people with physical and mental disabilities.
- ③ Matters related to emergency assistance and disaster relief operations.
- ④ Matters related to public donation initiatives for charitable causes.
- ⑤ Matters implemented under the guidance of competent authorities.
- ⑥ Other matters related to social welfare and charitable undertakings.



## CTV Charities Aid Foundation

### Service Philosophy

- ① CTV Charities Aid Foundation will, with more comprehensive and reliable love services, build a bridge of friendship and love between the vast number of kind-hearted people in society and the vulnerable groups in urgent need of assistance. We will live up to the trust, gather every bit of love from society with immense enthusiasm, and dedicate it to those in need. Let us work together to continue caring for vulnerable groups, helping them step out of dark corners and embrace a bright future.
- ② Since its establishment in June 2004, it has been committed to organizing social public welfare and charitable activities, caring for vulnerable groups, providing emergency relief, and promoting the spirit of compassion. With a vision of "love without borders", it assists vulnerable groups at home and abroad as well as victims of major natural disasters.
- ③ It has won the recognition and trust of the public through over 90,000 donations achieved by maintaining complete transparency in the management of all funds received and disbursed.
- ④ It proactively responds to calls for help from every corner of society with heartfelt and timely services.
- ⑤ Upholding the spirit of gratitude, cherishing blessings, care, and service, and with the mission of "delivering love in real-time and ensuring transparency in donations", it continues to provide the public with high-quality services for gathering and spreading love, nurturing the seeds of compassion in every community.

### Recognition and Achievements

It has been awarded the "Taipei New Enterprise Power - Public Welfare-Minded Corporate Volunteers" Award by the Taipei City Government, the Grade A Award for Excellent Foundations in the evaluation by the Ministry of Health and Welfare, and the "Public Welfare-Minded" Award by the Ministry of the Interior and the Ministry of Health and Welfare.

## Tsai Eng-Meng Love Foundation



Facebook



- The foundation was established in 2012, adhering to Chairman Tsai Eng-Meng's philosophy of "caring for the vulnerable and truly loving Taiwan". It focuses on assisting the elderly without family, elderly living alone, and impoverished families, providing increased compassion and assistance to disadvantaged communities.

- It actively encourages young students to engage in public welfare care activities, cooperating with universities and colleges across Taiwan to hold the "Public Welfare Youth Delivering Love to Rural Areas" campaign, offering festive monetary gifts to vulnerable households during the three major festivals. It also provides emergency aid to those facing difficult circumstances, natural or man-made disasters, or illnesses without means to afford medical treatment.

- It has long been committed to natural disaster relief and social assistance work across Taiwan, which has been highly praised by all sectors. It has been rated as a Top-Rated First-Class Foundation by the Ministry of Health and Welfare, and has received certificates of appreciation and medals from various county and city governments as well as social welfare institutions.

- From 2023 to 2024, the Foundation has benefited a total of 23,374 individuals.



- The foundation was established in 1992, adhering to the philosophy of "remembering one's origins and giving back to society". It actively promotes family filial piety culture through benefit public concerts and various parent-respecting activities, conveys the spirit of filial piety and fraternity through these activities, fostering the Chinese virtues of respecting and honoring the elderly, and promotes positive social energy.

- It actively sponsors and organizes cultural and educational exchange activities with a public welfare focus, and is dedicated to preserving and promoting cultural heritage, contributing to the enrichment of social culture.

- It implements welfare initiatives aimed at supporting leisure and health education for the elderly, actively organizing a variety of recreational, wellness, and cultural activities that benefit both seniors and the broader community, thereby enhancing their physical and mental well-being and quality of life.

## Want Want Culture & Education Foundation



- It continues to sponsor many cultural, educational, charitable and public welfare activities, which have been widely recognized by various county and city governments and social welfare organizations, and highly praised by all sectors of society.

- From 2023 to 2024, the Foundation has benefited a total of 37,090 individuals.

## Shizhao Social Welfare & Charity Foundation

- The foundation was established in 1989 by Mr. Tsai Eng-Meng, chairman of the Group, and the Tsai family. It was founded to honor the benevolence of his parents, and was named after the last characters of his parents' names.
- It actively engages in community social assistance work, regularly holds birthday parties and festival care activities for elderly people living alone. It also maintained long-term care for the homeless by offering seasonal support, medical and living subsidies, and partnering with China Times to provide free newspaper selling opportunities to help them regain self-reliance and reintegrate into society.
- It continues to care for widowed elders, orphaned children, and disadvantaged families and provides emergency relief and daily life assistance to those affected by natural disasters, unforeseen hardships, or unable to afford medical treatment.
- From 2023 to 2024, the Foundation has benefited a total of 12,685 individuals.





# CONCLUDING REMARKS

Chinese attaches the most importance to traditional culture. In the Chinese Culture, "Want" is of great value because of its meaning - prosperous, flourishing and vigorous. It is also one of the most popularly chosen characters to use in mandarin-speaking communities. After more than 60 years of development, Want Want has formed its own unique brand culture. Bringing great meaning to everyone's daily lives, unit two "Want" characters to form today's "Want Want" brand name has tremendously impacted many consumers worldwide. Wherever Chinese communities exist on the world, you will hear the words "Want Want". It has become the most representative brand of Chinese culture, which makes Want Want People proud!

Want Want's destiny began in I Lan and has come a long way since then. Devote to the management philosophy, "People-oriented, Self-confidence, Unity", Want Want will continue to carry on its duty to bring together Taiwan and Mainland China and continue to mesmerize the world with its superb management. Under the leadership of Chairman Mr. Tsai Eng-Meng, Want Want People will keep pace of the development of the market, forge ahead, change and innovate constantly. At the new starting point, Want Want will surmount obstacles, execute obligations and make a profound transformation in the world.