The Spirit of Sustainable Innovation

7.1 Brand Management

Brand Vision Official Website

7.1.1 Brand Positioning

From its vision of "Bringing Enjoyment 'N' Quality to Life," BenQ strives to be a leading company in technology products and integrated solutions. We are dedicated to understanding people's needs and have invested in the areas of digital life, business operations, healthcare, and education and learning in order to bring you a wide range of innovative products that enhance the quality of life, drive operational efficiency, facilitate comprehensive healthcare, and create flexible learning applications, including projectors, LCD monitors, large commercial displays, smart lighting, docking stations, webcams and wireless speakers, enriching life through technology.

7.1.2 Message from the Brand to the Public - A Green Brand's Responsibility Toward Sustainable Development

In addition to providing consumers with technological innovations in lifestyle applications, BenQ strives to become a green brand through green product design, green procurement, green production, green marketing, electronic and electrical waste recycling and reuse, and a series of other green activities linked to BenQ's green value chain.

Nature conservation and environmental protection have always been important parts of the core values of BenQ's corporate culture. We embraced the concept of green products back in 2004.

From merely meeting the requirements of environmental laws in the past, to adopting green product design and information disclosure of our own accord today, all BenQ products have ever since taken environmental protection and energy conservation into consideration, and several have been awarded the R.O.C. Energy Star certification. For example, the GV series of miniature projectors upturned the stereotypical image of projectors by utilizing a rounded shape, eliminating the need for traditional tripods and metal torsion structures to adjust the angle of projection, and reduces the waste of the Earth's resources by reducing the number of parts through innovative design. The development of the projector's light source is completely mercury-free to reduce the impact on the environment.

BenQ actively develops green products that are Earth-friendly and meet the requirements of laws and regulations; we even go further to make all our products green and recyclable. BenQ hopes to pursue the triple outcomes of economic growth, social responsibility, and environmental protection under our corporate structure of stable profit and sustainable growth, working as a positive force in society and creating better co-existence between humans and the Earth. This is BenQ's firm commitment to corporate sustainability.

7.1.3 Message from the Brand to Its Employees - Implementing BenQ's Responsibility Toward Sustainable Development Through Four Values

BenQ's corporate vision of "Bringing Enjoyment 'N' Quality to Life" is realized through the four values of "Integrity and Self-Discipline," "Passion and Service," "Pursuit of Excellence," and "Care and Contribution." "Integrity and Self-Discipline" stands for our commitment to moral integrity, leading by example, abiding by the Company's code of conduct and regulations, upholding our promises, and not engaging in dishonest tactics. "Passion and Service" means completing tasks with a proactive attitude, and treating our work and colleagues with care. "Pursuit of Excellence" refers to being open-minded about innovation and change, continuously learning and growing, and constantly pursuing improvement. "Care and Contribution" means being committed to environmental protection and sustainable development, as well as contributing to the interests of our customers, society, and the environment.

We believe that a good corporate culture can influence our employees' way of thinking, so that kind thoughts lead to good actions that lead to positive impacts outside the Company, thus fulfilling our responsibility toward sustainable development.

7.1.4 Commitment to Green Products

Considering that since the United Nations Framework Convention on Climate Change was signed in 1992, the world has continued to form a consensus on greenhouse gas reduction, the Company is committed to responding to the international trend of carbon reduction, and will actively participate in the Kyoto Protocol and the Paris Agreement. In addition to dedicating efforts to independently formulate greenhouse gas reduction strategies, plans and action programs, we actively promote the implementation of the carbon footprint inventory and calculation of our products, and disclose the information to the public. At the same time, we continue to set carbon reduction indicators and targets to fulfill our commitment to green products.

7.1.5 BenQ's Philosophy of Sustainability

BenQ is a people-oriented brand. We believe that design and technology must meet the real needs of consumers for them and us to function optimally. BenQ's sustainability depends on a solid foundation of environmental, social, and corporate governance. Only through continuous implementation can we accumulate energy for future sustainable growth.

To align the Company's sustainable development with the worldwide standards, we actively respond to several United Nations Sustainable Development Goals (SDGs), committing ourselves to quality education, good health and well-being, and climate action. For example, BenQ has responded to SDG 4 by creating a quality education environment, and has responded to the SDG 3 (good health and well-being) through the design of its products, by incorporating and upgrading eye-protecting, ear-protecting and antibacterial technologies and obtaining third-party certifications. As for climate action, BenQ is committed to responding to the SDGs on clean energy, responsible production and climate action, all of which are implemented in our daily business operations.

Quality Education:

1. In 2023, we continued to promote smart education and enhance customer satisfaction by providing empowerment courses for teachers at different levels, strengthening the co-learning platform and materials, and creating more lesson plans. Through various on-campus training sessions and empowerment courses, we visited more than 65 schools, had more than 800 teachers participating in the activities, and reached more than 200,000 students through teachers. In addition, our innovative online teacher education course successfully reached more than 1,400 teachers.

2. Through the BenQ CoocTech Camp and the BenQ CoocTech Symposium, we arranged for full-time lecturers to go to the school to teach applications, share lesson plans online and offline, and provide health checks and updates for hardware and equipment. We used a multi-pronged approach of upgrading hardware and software, facilitating teacher-student exchanges, and holding a number of educational seminars d to help enhance teachers' digital teaching skills.

3. To promote health-based smart education in Taiwan, our interactive touchscreen for education settings has eye protection and antibacterial technologies. The antibacterial screen is continuously updated to prevent the touchscreen from becoming a transmission medium and to protect the user's health. BenQ and Teach for Taiwan collaborated to support educational technology in remote regions by building smart classrooms at the Pingtung Educational Innovation Base, creating a high-quality digital learning environment that nurtures talent and eliminates educational inequality.

Good Health and Well-being:

As a leading brand of eye-care technology, BenQ has developed monitors with no flicker and low blue light, and laser TVs with reflective light sources to reduce eye fatigue. In addition, ScreenBar Halo is a smart monitor light whose LED light source is rigorously chosen to be blue light free and reduce the hazards of flickering. It has obtained two certifications from the European Union to protect users' eyes in all aspects.

Climate Action:

BenQ's products are designed with the "whole product lifecycle" concept. In the R&D and design stages, BenQ considers the environmental impact of the products' subsequent transportation and use, and adopts energy-saving, packaging reduction, and easy-to-recycle designs. For example, through an innovative design in the structure, the projection angle of the GV30 projector can be adjusted without the need for the traditional tripod and the metal torsion structure, reducing the number of parts and lowers the impact of the projector on the environment, which was recognized by the G-Mark and Golden Pin design awards.

7.2 Innovation Strategy and Values

Management approach

Fulfilling ESG Commitments and Bringing Enjoyment 'N' Quality to Life

- We provide incentives and professional assistance to create quality patents and to encourage innovation.
- Through diversified development, we encourage industry–academia collaboration, expand R&D capabilities, and cultivate outstanding talent for society.
- We are customer-oriented, and we address consumer feedback, run innovative technology processes, improve products and services, and resolve consumer pain points.
- Responding to the needs of society, we continuously improve our products to save energy, reduce carbon emissions, and protect the environment.

2023 targets and results:

Item	Target	Performance
Percentage of revenue from flat panel displays that have obtained the ENERGY STAR label*.	>60%	64%
Percentage of revenue from semiconductor light source (laser or LED) projectors.	>15%	29%

*The scope of the KPI is B2B commercial displays; all were calculated based on percentage of revenue.

2024 targets:

| Item |
|---|
| • >60% of revenue from flat panel displays come from models that have obtained the ENERGY STAR label.
 • >30% of revenue from projectors come from semiconductor light source (laser or LED) projectors.
 • Continued investment in eye-protecting display technology to protect consumer health. |

Management Approach

1. We provide incentives and professional assistance to create quality patents and to encourage innovation.

2. 2. Through diversified development, we encourage industry–academia collaboration, expand R&D capabilities, and cultivate outstanding talent for society.

3. 3. We are customer-oriented, and we address consumer feedback, run innovative technology processes, improve products and services, and resolve consumer pain points.

4. 4. Responding to the needs of society, we continuously improve our products to save energy, reduce carbon emissions, and protect the environment.

2023 Target

|	
1. >64% of B2B flat panel displays sales come from models that have obtained the ENERGY STAR label.	**Achieved**
2. 29% (>15%) of projector sales come from semiconductor light source (laser or LED) projectors that don't use lamp consumables.	**Achieved**

Medium- and long-term targets

1. >60% of B2B flat panel displays sales come from models that have obtained the ENERGY STAR label.

2. >35% of projector sales from semiconductor light sources (laser or LED) that don't use lamp consumables.

3. Continued investment in eye-protecting display technology to protect consumer health.
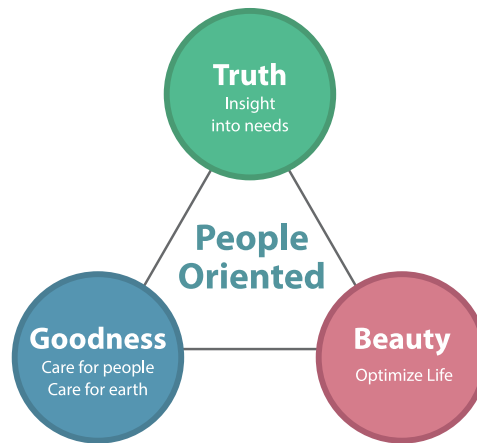
BenQ believes that value is created by combining thoughtful design and rational technology. By listening to consumers' voices with empathy, focusing on real needs and addressing them through caring and environmentally friendly services and products, BenQ is able to create high-end lifestyle aesthetics based on sustainable innovation and value through design thinking that combines academic research and business ideas.
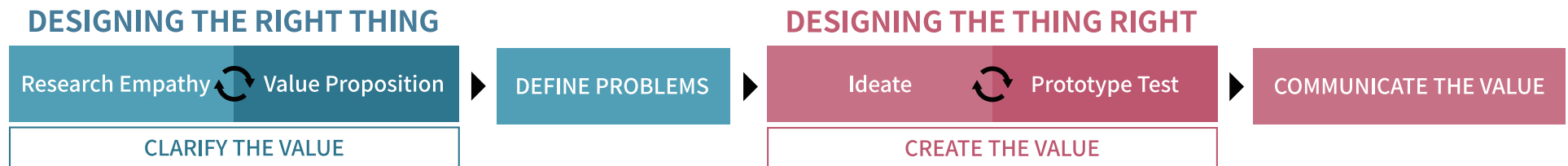
7.2.1 Innovative Product Design: Organization and Process

The Product General Manager's Office has a Color Lab, Acoustics Center, Cloud Software Center, Design Center, and Patent Center, which are dedicated to in-depth research and early development in these various fields and used in product development in the Product Center. With continuous investment and technology accumulation over many years, BenQ has maintained its competitiveness in color vision, acoustic engineering, and human-oriented engineering. In addition to developing our internal technology specializations, we encourage each product division to collaborate with academia as needed, bringing in external energy to expand our research and development results and foster excellent talent.
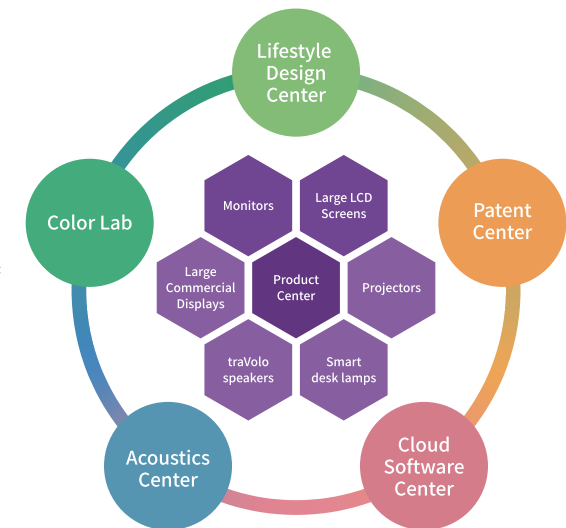
Lifestyle Design Center (LDC)

BenQ's Lifestyle Design Center uses design thinking and empathy in the early stages of product development to understand consumer needs and pain points, and define product value. In the concept development stage, the LDC generates hypotheses and solutions from different perspectives through brainstorming and prototype testing to confirm that products and services under development meet real user needs. Before a product is launched, the designers will run multiple rounds of product trials to ensure an excellent user experience. In the final marketing stage, the LDC focuses on the communication of product value and carefully listens to feedback from consumers to have good communication with them. This is the core work of BenQ's Lifestyle Design Center.

DESIGNING THE RIGHT THING

Research Empathy ↻ Value Proposition	▸	DEFINE PROBLEMS	▸
CLARIFY THE VALUE			

DESIGNING THE THING RIGHT

Ideate ↻ Prototype Test	▸	COMMUNICATE THE VALUE
CREATE THE VALUE		

To deliver innovative value and the best experience to consumers, the LDC is organized around six functional teams:

- User Research: Conduct user and market research to discover consumer needs.
- User Experience: Use prototypes to clarify needs and propose user-friendly experiences.
- Product Design: Create high-end lifestyle aesthetics through attractive product design.
- CAID Studio: Use the latest computer-aided industrial design technology to improve design efficiency.
- Mock-up Studio: Test the feasibility by making prototypes to turn concept ideas into reality.
- Product Marketing: Communicate product value in ways that consumers understand.

LDC: User Research, User Experience, Product Design, User Research, Mock-up Studio, Product Marketing

These six functional teams interact and collaborate with each other while retaining their independence and specializations to ensure that they can do the right things before doing things right. The products and services completed through this ring-type team structure have been recognized by hundreds of international design awards and continue to provide BenQ with sustainable innovation.

Good Health and Well-being:

Innovation has always been key to BenQ's sustainable management. To achieve continuous innovation, BenQ Lifestyle Design Center employs design thinking, in-depth industry–academia collaborations and systematic processes to develop innovative technologies and talents, and then transform the results into technology assets and patents to create new value in a cycle of reiterations.
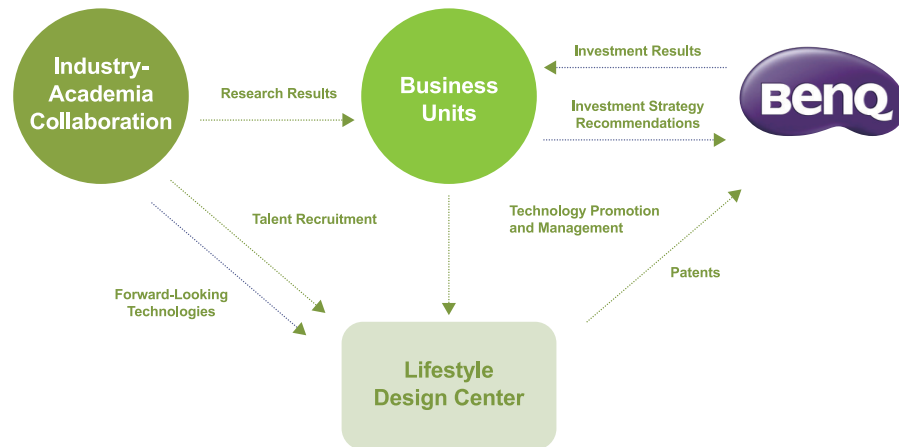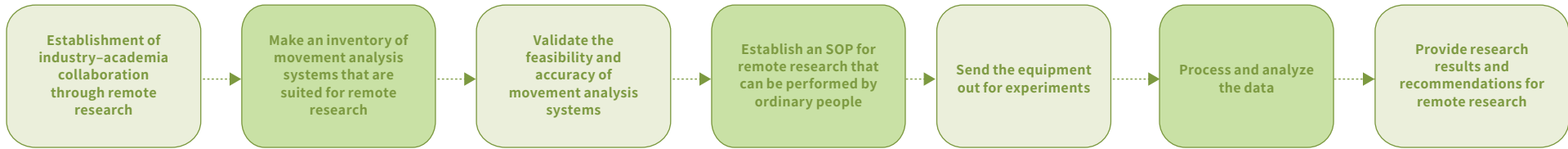

7.2.2 Industry - Academia Collaborations

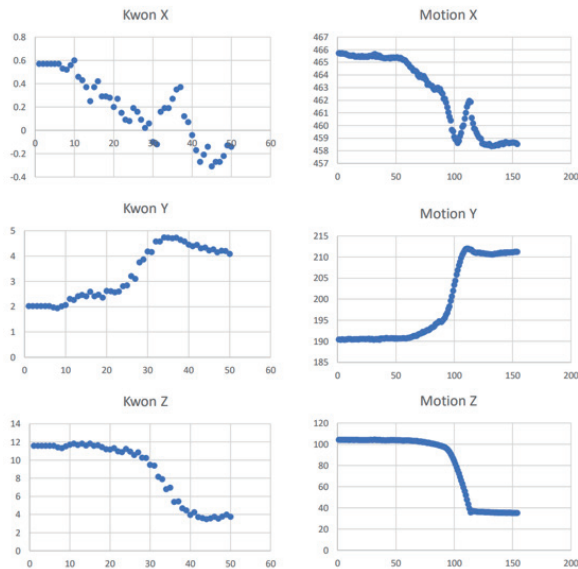**A.Industry - Academia Collaboration - ZOWIE**

ZOWIE is a brand established by BenQ for professional esports athletes. Following last year's collaboration with the Sports Biomechanics and Movement Diagnosis Laboratory of the National Taiwan Sport University (NTSU) to create a research framework and actually develop products, BenQ's Human & Machine Innovation Lab wanted to conduct experiments, collect data from and provide customized services to top athletes from outside of Taiwan; however, due to the fact that the laboratory is located in Taiwan and the precision equipment cannot be moved and that we're not possible to invite a large number of expatriate athletes to come to Taiwan to conduct experiments, BenQ formulated a remote research project with NTSU using 2D images to analyze movements by sending two cameras and size reference tools, assisting with installation and setup remotely, and arranging specific tasks to collect images that were then uploaded to the cloud and sent back to the lab for data analysis by professional software.

For this project, NTSU had completed the procurement and setup process of equipment needed for the remote research. The university arranged for two athletes to actually get on the machine to conduct tests, synchronized the data collection of the equipment being used for the remote research and the equipment in the laboratory, and compared whether the two sets of data showed the same trends. It was proven that, although the precision of the data collected by the 2D equipment used for the remote research could not compare to that of professional 3D equipment in the laboratory, the trends of the two sets of data were still the same, and therefore can be used as a reference for research and development.

Remote Sports Science Validation Research Process

| Establishment of industry–academia collaboration through remote research | Make an inventory of movement analysis systems that are suited for remote research | Validate the feasibility and accuracy of movement analysis systems | Establish an SOP for remote research that can be performed by ordinary people | Send the equipment out for experiments | Process and analyze the data | Provide research results and recommendations for remote research |

Comparison of Measurements from Instruments Used in Remote Research and in the Human & Machine Innovation Lab (Figure)

Kwon 3D:60Hz
Motion: 200Hz

Click on the results from remote research
Kwon 3D: 8.55cm
Motion: 72.63mm=7.26cm

Difference between Kwon3D & Motion
8.55-7.26=1.29cm

Contents of the box to be delivered
(A) Calibration bar*12 and
(B) connection block*8 Cell phone
(C) one black (D) one white
(E) Cell phone charger & cable
(F) Cell phone stand*2
(G) Mouse &(H) mouse receiver*2
(I) USB cable for mouse receiver
(J) Scissors*1 (K) double-sided tape*1
(L) light bulb*12
(M) Synchronized video recorder.
    Within the box
(N) Mouse pad*1
(O) Sign-in form*1
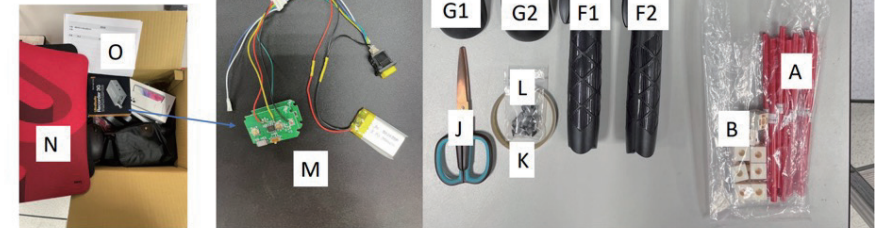
Introduction and Application in Product Design Validation (Figure)

B.Industry collaboration - Participation in and Formulation of International Standards

BenQ is committed to participating in the development of international standards based on its responsibility to society and consumers. BenQ hopes that by combining its own color knowledge with international R&D, it will be able to develop solutions that best meet the needs of users and minimize the impact on the environment, and apply the results of the research to applications in the lives of the general public.

BenQ supports the development, revision and review of international standards, and it assigns doctoral-level researchers at the Color Technology Lab to take part in these processes. It is hoped that the development of international standards will lead to more manufacturers in the industry participating in the process and provide the public with more and more energy-saving, eye-protecting, and color-accurate displays.

For example, it is a common habit of people's to use displays with the brightness turned up to maximum. However, this is not a correct and healthy habit, and the colors displayed on monitors may not always be the most accurate. The International Standard Organization (ISO) commissioned experts and academics to conduct a series of studies in order to define what the parameters of a display should be during the use of standard colors, which led to the birth of three international standards, namely ISO 3664, ISO 12646, and ISO 14861.

In ISO 12646 and ISO 14861, it was stated that the best color performance can be obtained when the brightness of a display is set to 160 cd/m2. In general, the maximum brightness of a monitor can reach 250 cd/m2 or more, so the color performance is not the most accurate when the display is set at maximum brightness. At the same time, by following the recommendations of the international standards ISO 12646 and ISO 14861, energy savings of at least 36% can be achieved. In ISO 3664, the recommended display brightness is 80 cd/m2 for dim environments or total darkness, and 160 cd/m2 for ordinary environments. Therefore, the brightness of the display should not be fixed at the maximum, but should be changed according to the brightness of the environment in which it is used in order to get the best color performance and save energy at the same time.

In addition, ISO 12646 also mentions that the color temperature of the display should be set to D50, which is close to 5000K. Unlike ordinary displays, which are set to high color temperatures (above 7500K) and result in bluish colors, especially white, a 5000K color temperature setting provides a more comfortable experience for the eyes when viewing for long periods of time. Combined with the 160 cd/m2 brightness setting mentioned above, it saves energy consumption and allows people who work with images to use the display for long periods of time, and have both color accuracy and eye comfort.

However, having a color-accurate display can do even more to protect the environment. Take printing as an example; in the past, the color matching between printers and customers often resulted in a lot of back-and-forward communications and revisions due to inaccurate colors on monitors, as well as massive amounts of printed materials being scrapped and time being wasted. However, nowadays, due to improvements in display color accuracy, the number of communications and revisions can be greatly reduced through the process of color management, which can effectively reduce the consumption of paper, ink, energy, manpower, time, and delivery. All of this has a positive effect on the environment.
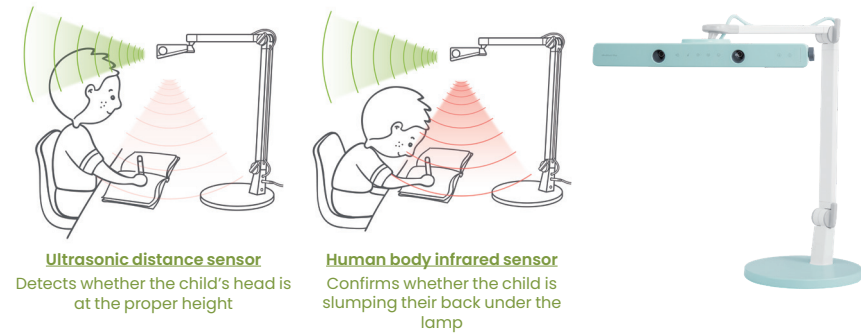
7.2.3 Innovation Results

A.Innovations Caring for Consumers' Health
Smart desk lamp with reminder function for proper sitting posture

In accordance with the 2021 White Paper of the International Myopia Institute, 30% of the world's population is currently myopic (near-sighted) and this is expected to increase to 50% by 2025, in particular in countries and regions in Asia, such as South Korea, Taiwan, Singapore, Mainland China, and Japan. In the case of Taiwan, statistics published in 2017 by the Health Promotion Administration of the Ministry of Health and Welfare show that the prevalence of myopia among grade 1 students of primary schools is 19.8%, but among sixth graders, it's as high as 70.6%, indicating that the proportion of children in Taiwan who become myopic during primary school is extremely high. The causes of myopia are not only hereditary; bad eye usage habits like long hours of short-distance viewing and insufficient lighting in the reading environment also are major factors.

Recent technological progress has led to table lamps with increasingly enhanced functions. The issue of insufficient light can be resolved now, but the issue of children's sitting posture was something that could only be mitigated by parents reminding their children themselves. We have observed that most parents are troubled by this because they can't be with their children all the time, and they are worried that reminding their children too often will make their children think they are nagging. To solve this, we at BenQ committed ourselves to providing the best lighting for children; we developed the MindDuo 2 Plus, a smart desk lamp that is equipped with sensor technology to reminds children to sit up straight.

Ultrasonic distance sensor
Detects whether the child's head is at the proper height

Human body infrared sensor
Confirms whether the child is slumping their back under the lamp

BenQ MindDuo 2 Plus Smart Desk Lamp

Principle behind sitting posture detection

BenQ's research and development team integrated the Group's internal resources, including mechanical structure, hardware design, and software algorithm design, using all kinds of sensors, which have developed rapidly over recent years, to develop this lamp, specially designed to improve children's sitting posture. This product resolves the issue of poor sitting posture and insufficient lighting in one go, and helps children prevent developing myopia. The MindDuo 2 Plus parent-child reading table lamp uses an ultrasonic sensor, human body infrared sensor, light sensor, and a built-in sitting posture assessment algorithm to detect and remind children of their sitting posture, and prevents children from having their eyes too close to whatever they're reading. When the lamp detects that the child's head is too low or that he or she has poor posture, it will send out a voice reminder to tell the child to sit properly.

B. Dedication to innovations in information security

InstaShow wireless presentation system

Wireless presentation systems provide easy pre-set-up in conference rooms. During the pandemic, the seating location of the presenter was not limited by the length of the wire, and it removed the need for presenters to move toward the computer to change slides, thus social distance was maintained. In addition, information security is another concern for consumers, especially for corporate users such as financial companies and semiconductor manufacturers.

Through an innovative process from product conceptualization to concept testing and product development, the BenQ team developed a wireless presentation system that protects consumer information from being compromised by the installation or execution of malicious software or network backdoor programs on the customer's computer. This is all due to the special design of BenQ's InstaShow that protects the privacy of users and prevents malware from invading users' computers:

1. No Software

Users can use wireless projection without installing, configuring, or running any software. BenQ's unique design allows the user to access the BenQ InstaShow Button, which the operating system only treats as a Virtual Display, without the need for installing or running any software. We know that running any software may bring risks of data leakage, so this 100% software-free solution helps to prevent these risks.

2. Extended Desktop

Building on the design of Virtual Display, we provide users with an option to prevent meeting participants from seeing contents on the presenter's computer during projection, including folders and file names. The "Extended Mode" allows users to choose to place files on the extended screen for projection when making presentations, without possibly revealing contents on the user's computer for a few seconds like it would for the "Duplicate Mode."

3. Emphasis on Device Security

BenQ's InstaShow solution attaches great importance to the security of the device itself. To prevent the device from becoming an intermediary springboard and a vulnerability when it is connected to a corporate intranet, all models of our WDC10, WDC20 and WDC30 series underwent vulnerability assessments by qualified information security laboratories, and they have all been issued certificates by these laboratories.

No Downloads   No EXE Files   No Viruses

4. Data Transmission Security

In 2022, BenQ focused on protecting the security of data transmission in InstaShow and launched the WDC30 for companies that are concerned about the theft of company intranet data. In addition to the wireless projection industry, BenQ is the first to use WPA3 wireless connection in the industry.

At the same time, to prevent the hacking of data projected over wireless connections, BenQ is committed to the introduction of algorithm software and hardware architecture certified by the FIPS 140-3 CAVP (Certified Algorithm Validate program), integration of CC (Common Criteria) EAL6 + certified chips, and unique algorithm designs; the system passed testing done by FIPS-designated laboratories and received FIPS certification, so that the content sent over wireless projection has an additional layer of encryption in addition to WPA3, and threat actors cannot capture the wireless packets in the air and fake legitimate identities to enter the system and decrypt the wireless projection of the content, thus protecting the security of data transmission.

C. Display Technology Innovation for Professional Users

Ultra-low reflection display for 4K professional photography and post-production

The surface of this model is covered with the latest special anti-reflective technology coating, which dramatically reduces the reflectivity of the screen by 90%, which is very helpful in reducing eye fatigue. By being a world leader in adopting A.R.T. display panel technology, we launched ultra-low reflection displays whose display effects come close to real paper. The surface of this type of panel is covered with the latest special anti-reflective technology coating, which decreases screen reflection by 90% and helps to significantly reduce eye fatigue. This A.R.T. panel has an extremely low average gloss value of 0.47, which is significantly ahead of the average value of 15.53 for matte panels in the market, and even lower than 1.13 for semi-glossy paper.

Its excellent performance can reduce the extent of color misperception caused by light when retouching, ensuring that the final product can truly convey the user's intended look and feel. Also, the special screen uniformity compensation technology helps to maintain accurate color output across the entire screen for more peace of mind and efficiency when viewing your work.

- BenQ AQCOLOR adjustment technology
- 16bit 3DLUT color chip
- 99% Adobe RGB
- 95% DCI-P3
- Delta ES2

TAIWAN EXCELLENCE

Professional Photography Post-Production Series SW321C

D. Eye Protection Technology to Protect Consumers' Eyesight

BenQ has developed eye-protecting monitors to protect consumers' eyesight. The industry-leading eye-protecting technology enables consumers to reduce eye strain during long hours of screen use.

Brightness Intelligence (B.I.) Eye Protection Technology has been patented in Taiwan, the US, Europe, and China

Flicker-Free	BenQ's GW2480, certified by TÜV Rheinland, is an eye-protective display that eliminates flickering invisible to the naked eye, reducing eye fatigue and relieving eye stress.
Low Blue Light	BenQ's leading Low Blue Light Plus technology allows consumers to adjust the blue light intensity of the eye-protecting display in accordance with different usage situations, offering comfortable eye protection even during prolonged viewing, while maintaining a realistic and vibrant color performance. The GW2785TC is certified by TÜV Rheinland and Eyesafe as a "low blue light monitor".
Brightness Intelligence (B.I.)	The GW2785TC/GW248STC series use BenQ's unique Brightness Intelligence eye-protecting display function patented in multiple countries (Taiwan, the US, Europe, China), which actively senses changes in ambient lighting and adjusts the corresponding screen brightness quickly and appropriately.
e-Paper Mode	The GW2780's e-Paper Mode enables clear, interference-free black-and-white reproduction with sufficient screen brightness to display text that is crisp and clear for a comfortable reading experience.
Color Weakness	The EW2780's Color Weakness Mode is a color mode for the color-blind community that simulates the eBook mode for clear, interference -free black-and-white reproduction with sufficient screen brightness to display text that is crisp and clear for a comfortable reading experience.
Eye-CareU	This quickly adjusts settings to what is the most comfortable for your eyes, with options for Light Intelligence, Low Blue Light and various color modes from an easy-to-understand menu. From usage time reminders to brightness adjustments, the BenQ GW2485TC with Eye-Care U is a great combination of hardware and software for the protection of your eyes.
Care Mode	This protects sensitive eyes by reducing the brightness and color saturation of the display, making it more comfortable for children to use the display for longer periods of time while studying and taking online classes at home.

E.Leader in Innovation and Sustainable Development

With sustainable development as its guiding principle, BenQ's Public Display Product (PDP) department pursues innovation while implementing the United Nations Sustainable Development Goals (SDGs); its ultimate goal is to become a leader in healthy classrooms.

BenQ's PDP department continues to emphasize the corporate core values of "Truth, Goodness, and Beauty," and combines its core values and competitiveness to continuously incorporate sustainable development and innovation into its products.

1. **BenQ ClassroomCare Safeguards Your Health**

   In caring for users' health, we have worked on three aspects. For eyesight protection, we have developed the world's first low blue light large-scale interactive display, greatly avoiding the harmful blue light from hurting the eyes of teachers and students. This product has obtained the world's first Eyesafe certification, and is unanimously recommended by many professional ophthalmologists around the world. In addition, BenQ's large-scale electronic interactive displays adopted a flicker-free design to effectively improve panel circuit stability, preventing the screen

from presenting flickers that are invisible to the naked eye, further reducing eye fatigue. The use of anti-glare glass also reduces reflections from the glass surface, significantly reducing eye fatigue.

BenQ's large-scale interactive displays are the first in the industry to use silver ion antimicrobial glass, which prevents the touchscreen from becoming a medium for transmitting diseases. In the past few years, we have continued to optimize the third version of the antimicrobial screen to protect people's health. The antimicrobial screen is coated with a non-toxic, long-lasting silver nanoparticle reagent, which kills most of the bacteria that collect on the screen's surface and prevents cross-contamination or transmission in the meeting room. The SIAA and TÜV certified antimicrobial screens provide consumers with added peace of mind during the pandemic.

For air purification, BenQ leads the industry with its large-scale interactive displays, developing the world's first large-scale interactive display with air quality sensors and negative ion generators. When the air quality in the classroom is poor (e.g. CO2 level is too high), the interactive display will alert teachers and students to open the windows in time to improve air quality. In addition, the negative ion generator can turn on automatically through a simple setting to lower the amount of excess PM2.5, allowing students to enjoy the best teaching environment.

2. Product Manufacturing and Innovation Helps to Implement Sustainable Development

Since the announcement of the United Nations Sustainable Development Goals (SDGs) in 2015 and the adoption of the Paris Agreement, the world has been moving toward another age, with a low-carbon economy, environmental protection, and social responsibility becoming the direction that corporations are actively moving

toward. More than 1,000 companies worldwide have aligned their sustainability goals with the SDGs, making it clear that enterprises will become an important driver of global sustainable development.

RoHS & REACH

In response to the increasingly stringent use of chemicals and the tightening of controls on the use of various chemicals in products, especially those that have been classified as hazardous chemicals, PDP has adopted a management system to ensure that all suppliers can meet the requirements.

The Company complies with the regulations on specific chemical substances, and rigorously requires suppliers to follow the "Guidelines for Restriction of Substances in Products" formulated by BenQ to restrict or prohibit the use of listed hazardous chemicals in phases. BenQ's electronic displays passed many safety regulations in various countries, and the displays sold to Europe are all in compliance with the RoHS and REACH directives to ensure the health of consumers and the environment.
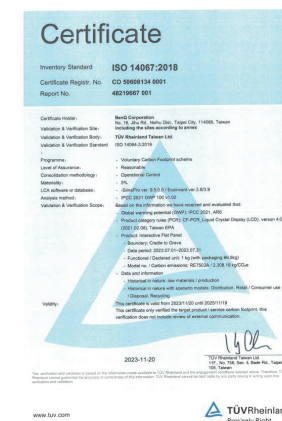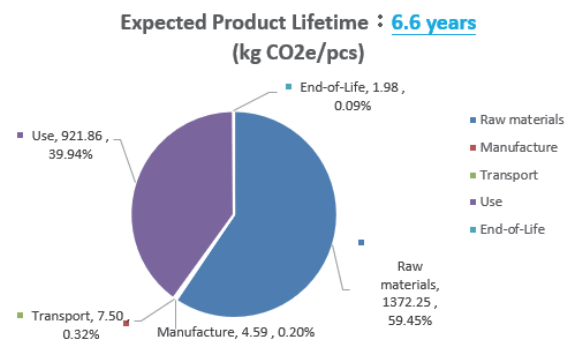
3. Product Manufacturing and Innovation Helps to Implement Sustainable Development

The Company has spared no effort in its commitment to carbon reduction. In 2023, we conducted a performance tracking report for our large touchscreen display (RE7503A), and became the first company in the industry to be given the ISO 14067:2018 certificate for the carbon footprint of products by the world's leading certification organization, TUV Rheinland.

The certificate demonstrates that the Company is not only committed to providing quality products, but also actively investing resources in the green transformation of our organization, cultivating talents and expertise in the integration of greening and technology, and continuously launching green technology products to achieve our goal of environmental protection, moving toward sustainable development, and shaping a green brand image.

This certificate discloses the carbon emissions of our large touchscreen display (RE7503A), tracking the entire production process from the mining of raw materials to the product end-of-life, which can be used as an important reference for greenhouse gas emission reduction activities; at the same time, through scientific inventory and obtaining figures and information for analysis, the Company will formulate a more comprehensive greenhouse gas reduction plan to respond to the international trend of green products, and shoulder its responsibility of sustainable development.

The Company firmly believes that, through the commitment to sustainable development and environmental protection and greenhouse gas reduction actions, we can not only make the sustainable development of enterprises a reality, but also build a greener future together. To that end, BenQ will continue to pursue excellence, provide more sustainable possibilities for people in their daily lives, and play the role of a social green enterprise that has the courage to assume the responsibility of sustainable development.

Daily Energy Conservation

The Energy Star program was initiated by the U.S. Environmental Protection Agency in 1992 to reduce energy consumption and greenhouse gas emissions from power plants. The program is not mandatory, and manufacturers who voluntarily cooperate with the program can affix the Energy Star label on qualified products they produce.

Therefore, BenQ not only continues to move toward sustainable development in product design to save energy through the design of its large-scale commercial displays, but also launched new products in 2022 that passed Energy Star and ErP's requirements, managing to save energy daily starting with product specifications.

In addition, all products are equipped with BenQ's self-developed software. BenQ X-Sign and BenQ DMS support remote power on/off and allow displays to be turned off immediately when not in use to save energy. In addition, the integrated sensor has built-in motion and light detection sensors that automatically adjust the brightness of the display according to the user's distance and the ambient light, so that the brightness of the display will be lowered when teachers or students approach the interactive display, which also helps to save energy.

4. Recognition in Taiwan and Around the World

BenQ's efforts in innovation and the design of health functions for large-scale commercial displays have won the Company numerous international awards. In particular, the flagship model RP02 has won two of the biggest awards in 2022, and has been highly recognized by the industry.

Firstly, the Taiwan Excellence Award is an award established by the Ministry of Economic Affairs of Taiwan in 1993. Every year, through a strict selection mechanism, products with "innovative value" are selected based on four major aspects, namely "R&D," "design," "quality," and "marketing." Also taken into account is whether the product is "Made in Taiwan." Products are awarded the Taiwan Excellence Award as an exemplar of Taiwan's industries, and marketed by the government to promote the products in the international market and shape the image of Taiwan's industrial innovation.

As a result, the 30th Taiwan Excellence Award was awarded to the RP02 interactive display, which was recognized by the judges for its health function and energy efficient design.

In addition, the RP02 has made a big splash overseas:

- With the industry's most advanced specifications such as advanced eye protection, antibacterial function and air quality detection, the RP02 won the "Best of Show" at InfoComm, one of the largest trade shows for large-scale interactive displays, as well as honor for Taiwan.

- In 2022, InfoComm, a global audiovisual technology and system integration exhibition, was held in Las Vegas Convention Center. It is organized by the International Communications Industries Association and is the world's largest, most professional and most influential audiovisual and information communication exhibition, with more than 1,000 vendors participating.

In the end, the RP02 stood out from many other products to win "Best of Show," setting a model for the industry in the design of health functions.

The RM03 series won four awards in the Tech & Learning 2022 competition, and our software for writing on whiteboards was voted Best Interactive Training at the UK's largest education exhibition, BETT, representing the strong international recognition received by BenQ's public display products (PDP).

2022 Awards:

1. RP02: "Taiwan Excellent" (30th Taiwan Excellent, 2022)
2. RP02: "Best of Show" (InfoComm, 2022)
3. RM03: Win Tech & Learning (Primary education, Back to School, 2022)
4. RM03: Win Tech & Learning (Secondary education, Back to School, 2022)
5. RM03: Win Tech & Learning (Higher education, Back to School, 2022)
6. RM03: Win Tech & Learning ISTELive22 Best of Show Awards
7. EZWrite: Best Interactive Training (BETT, 2022)

7.3 Green Design and Packaging

BenQ's Green Product Design Policy

BenQ is committed to using green product design to reduce the impact of our products on the environment and damage to the ecosystem, and actively responds to sustainability-related issues to fulfill our corporate responsibility. By proactively designing sustainable packaging and reducing the use of plastic and paper, BenQ has been able to create products that meet user expectations and are more environmentally friendly by incorporating the spirit of environmental protection through innovation and carbon footprint reduction. For example, the introduction of plastic-free packaging for the main body of portable projectors and plastic-free packaging for adapters not only takes into account the performance of packaging materials in protecting the product during the delivery process, but also minimizes any burden on the environment in every little detail.

Simple Design

This projector's projection angle can be adjusted without the traditional tripod and metal torque structure due to its innovative structure. It also features fewer parts, which helps reduce waste and pollution. Innovative in form, this projector meets the needs of consumers, and has won such awards as the Taiwan Excellence Award, the Golden Pin Design Award, and the Japan Good Design Award.

This display has been developed through an innovative assembly process and key structure. With easy and clear installation guides, consumers can easily assemble and use the product by themselves, reducing packaging volume and making it easier for consumers to transport.

GV Projectors: Schematic diagram of the projection angle adjustment structure

This display saves packaging space through its easy-to-disassemble structure

Displays are equipped with brackets that allow consumers to choose between an Ergo Arm or a traditional stand when purchasing a display, helping to prevent the waste that comes when modern consumers who buy a stand that comes with the monitor purchase an Ergo Arm later on to save desktop space and then dispose of the stand that was replaced.

PD3205U/PD2705U/PD2706U   PD3205UA/PD2705UA/PD2706AU

The USB-C interface is utilized for its power supply, allowing video, audio, and data transfer to be taken care of with a single cable. At the same time, it provides charging for laptops, eliminating the need for users to have an additional power supply for their computers, and its simple design keeps the desktop clean.

Power Delivery (USB C / Thunderbolt 3)

Recycled Material Utilization

With 140 million displays sold worldwide each year, the global display industry consumes more than 140,000 tons of plastic every year just for the exterior housing if each display contains 1 kg of plastic. Since 2010, BenQ has used recycled plastics in its business display models and entry-level display models to reduce impact on the environment and waste of resources.

The GW2780 and BL2780T displays are a case in point: the total weight of ABS plastic used in the GW2780 display is 950.77 g in total. The outer casing of this model is made with 35% recycled ABS+rABS plastics, which is 332.77 g. The recycling ratio of the entire device (panel and internal components) is 23.34%. As another example, the BL2780T contains up to 65% recycled plastics, with a total of 1198.33 g of ABS and 778.91 g of rABS used for the outer casing. The percentage of recycled plastic in the whole display is 46.56%. Based on the sales volume, the total amount of recycled plastics used in 2023 was about 328 tons.

GW2780   BL2780T

Models that use recycled plastics are both good-quality and environmentally friendly

In 2023, we continued to increase the utilization rate of recycled plastics by introducing ABS+85% PCR (BL2790QT/BL3290QT already entered mass production by the end of 2023). We simultaneously completed the verification of the mechanical properties of recycled metals (more than 10% of steel, more than 90% of aluminum). Although shipment volume was revised downward significantly due to the pandemic in the

previous two years, with the experience we gradually accumulated, all of the new generation product lines for 2024 were introduced. It is expected that the proportion of recycled materials can be greatly increased in order to be in line with the global trend of achieving carbon neutrality and moving toward a future of net-zero emissions.

The exterior is made of pure plastic and pure metal to avoid environmentally unfriendly paint, reduce energy consumption needed for recycling, and protect the Earth with a clean and pure design.

Quality and environmental protection is ensured by eliminating the use of spray-painting in the raw materials used for production

Sustainable Packaging

BenQ continues to pay attention to the environmental impact of packaging, and actively promotes sustainable packaging to minimize resource waste and reduce its carbon footprint. We use a comprehensive assessment of the packaging lifecycle to explore and test new materials and designs. Through continuous innovation and testing, we have introduced sustainable packaging for our branded products, including monitors, projectors, large touchscreen displays, Smart desk lamps, and computer peripherals. The three stages of the packaging life cycle are considered

separately, such as reducing the volume and weight of the packaging during the manufacturing and transportation stages, making the packaging reusable during the usage stage, and reducing plastics during the recycling stage. The results are as follows:

Sustainable Packaging Life Cycle
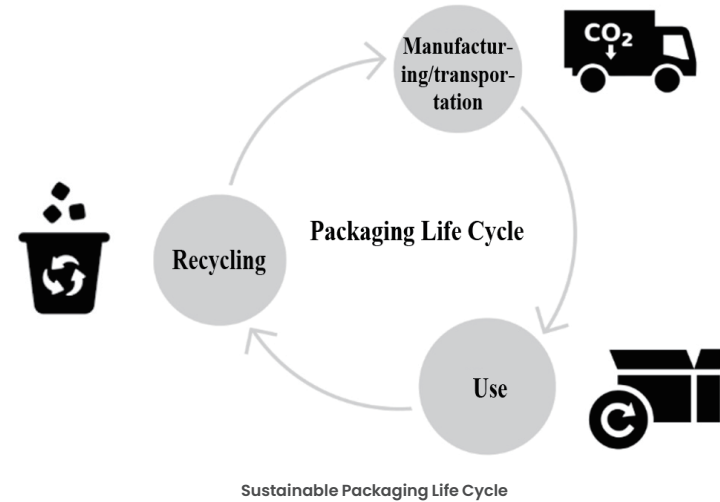
- Extend the life cycle of the packaging by designing the package materials to be reusable
- Innovative product assembly and structure reduces the amount of packaging material and volume
- More than 80% recycled paper is used for shipping cartons
- Ink usage is reduced by 70% for the printing on B2B product packaging
- Carbon footprint is reduced and waste of resources avoided by utilizing a labeling system to share packaging across multiple models
- Plastic in packaging is reduced, and going further to have 100% paper-based packaging

J-760 Joystick Rack

Cushioning Design of the PD240Q Molded Pulp Inner Packaging

Plastic-Free Packaging for the DP1310 USB-C Docking Station

In 2023, we explored innovative packaging solutions as we strived to fulfill our commitment to environmental protection and make our belief a reality. For the packaging of our gaming display products, we chose recycled honeycomb packing paper and particle board. These materials are not only environmentally friendly, but can also be upcycled by transforming the packaging into a joystick rack through assembly. The method allows users to engage in the realization of an environmental protection concept during the assembly process.

Considering the negative impact of single-use plastics on the environment, BenQ is committed to cutting down on the use of plastics in favor of paper and other environmentally friendly alternatives. In 2023, the Company introduced molded pulp to be used for the packaging and cushioning of its screen product lines (including the PD and RD series). Molded pulp not only replaced the traditional EPS foam, but has also been rigorously drop-tested and proven to dramatically reduce the use of plastics while still having protective properties.
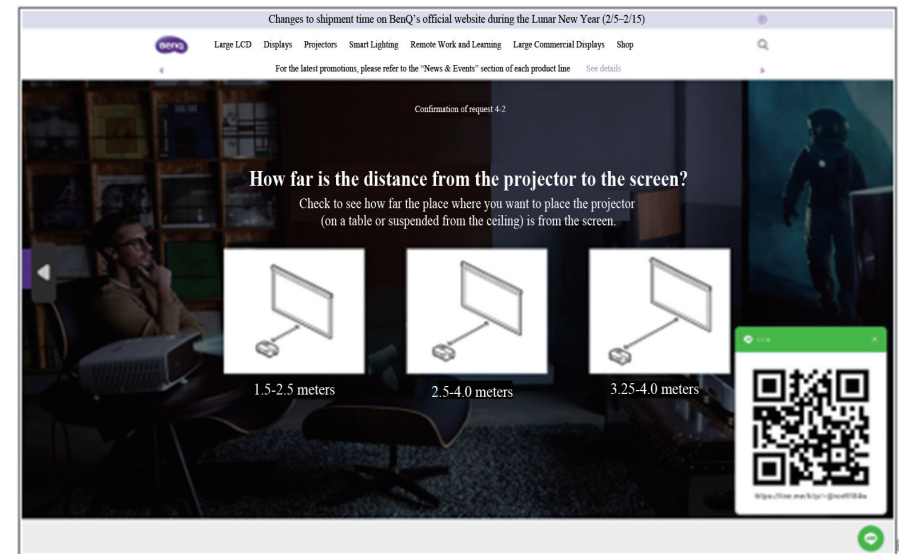
We are committed to minimizing our environmental impact by eliminating single-use plastics in packaging and adopting lighter packaging designs to reduce greenhouse gas emissions during the transportation of our products. For the DP1310 USB-C Docking Station, which was launched in 2023, we have achieved an important milestone in our efforts to protect the environment: the box and internal cushioning structure are made entirely of recycled paper, and the plastic protective film that was originally used has been fully switched to recycled paper. This not only demonstrates our commitment to environmental protection, but also our continued efforts to reach sustainability.

Digital Marketing Evolves in a Sustainable Way

The Marketing Department uses digital communication entirely, placing marketing information on our official website, social media, third-party shopping platforms and other platforms and optimizing the communication method of each platform so that consumers can quickly find the product information they want through the search function at any time. It has also designed tools which incorporate the online customer service mechanism to help consumers choose products that fit their environment, which not only reduces communication costs, but also helps to avoid the waste of reverse logistics resources caused by consumers making the wrong choices.

For products developed for sustainable development, we have also compiled a list of features from the perspective of the consumers' interests, such as: Projector with LEDs; the environmentally friendly light source design not only reduces electricity consumption, but also save consumers the trouble of replacing lamps and saves businesses from having to include that in the workflow. Such a concept can increase the consumers' willingness of purchase projectors, making the environment more sustainable whether the projector be for the home or for work.

No more irritating maintenance and energy waste

Save Power, Save Manpower

Save Energy Without Compromise

30%-100%
Dynamic Lamp Power: 30%~100%

15000 Hours
Extended Lamp Life 15,000 hrs

Contrast Enhance for Content in Dark Scenes

SmartEco

Contrast Enhancer ON

Sustainable Innovation

BenQ LED projectors prioritize sustainability and user-friendliness. The compact chassis incorporates 50% Post-Consumer Recycled plastics, minimizing landfill waste and reducing carbon emissions.

GO GREEN

BenQ's Green Commitment: A Vision of Sustainability

BenQ prioritizes eco-friendly practices in our product development, underlining our commitment to sustainability. BenQ Professional Monitors incorporate eco-friendly technology, recycled materials, and energy-efficient design.

We value environmental protection at every stage of the product life cycle.

Green Earth BenQ Cares

• Materials	• Manufacturing	• Packaging	• Shipping	• Use
50% of the PCR (post-consumer recycled) materials used	PAS-certified and CFP (Carbon Footprint of Products) validated	80% plastic-free package materials applied	Compact product design with a 30% reduction in dimensions	Mercury-free and non-toxic products with energy-saving SmartEco technology

By the end of 2023, BenQ began to integrate different product lines to communicate its plan of moving toward sustainable design and development, introducing the "GO Green Plan" as the overall marketing communication designing for its spirit of sustainable innovation. We have added this message to product promotional pages to illustrate BenQ's vision of sustainable development: To prioritize designs that are environmentally friendly and use energy-saving materials during product development, and to emphasize environmental protection at every stage of the product life cycle, demonstrating BenQ's efforts to put sustainable development to practice and our long-term commitment to sustainable development.

In the past, it took a lot of manpower and resources to shoot large-scale promotional videos on-site, from the actors and actresses to the crew, the backdrop and the props. In addition to the carbon emissions caused by the transportation of a large number of people, the backdrop and props for each scene were mostly single-use, and had to be disposed of right after the shoot. The Marketing video Department introduced 3D film spaces and AI character production, replacing all live-filming sessions with digital execution as much as possible. Post-production recording is also done remotely online, but the advertisements are able to have the same effect as those that were shot by film crews.
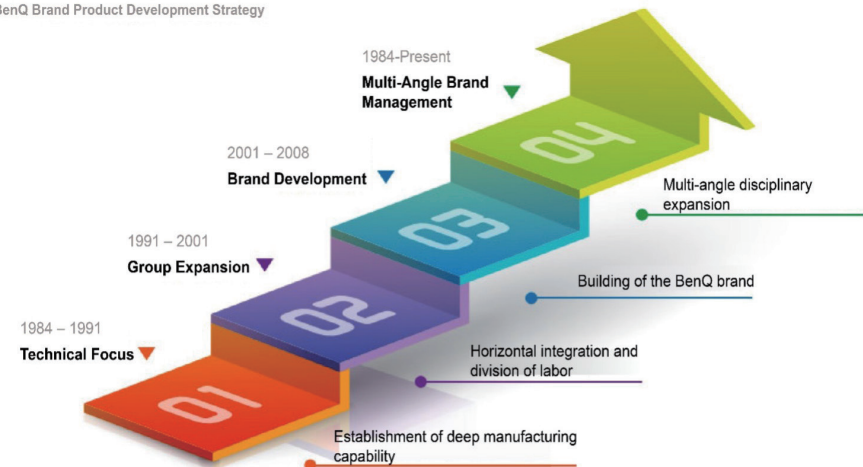

7.4 Sustainability-oriented Quality Control

BenQ has gone through changes, from focusing on technology based on manufacturing to group expansion, brand building, and diversified brand management. In addition to innovating products and functions and allowing consumers enjoy technology, BenQ has also been paying more attention to the impact of its products and services on consumers and society, including product quality and potential impacts on the environment during the product life cycle.

Therefore, we have established a quality and hazardous materials management system that meets international standards, and through the commitment of senior managers, audits and management reviews, we implement source and process management.

BenQ Brand Product Development Strategy

1984-Present
Multi-Angle Brand Management

2001 – 2008
Brand Development

1991 – 2001
Group Expansion

1984 – 1991
Technical Focus

Multi-angle disciplinary expansion

Building of the BenQ brand

Horizontal integration and division of labor

Establishment of deep manufacturing capability

7.4.1 BenQ's Quality Policy

BenQ's quality policy is "to deliver competitive products and services with zero defects to customers on time." Through continuous improvement to raise product quality and customer satisfaction, BenQ implements the above concepts and policies through systematic quality management, inspection, and continuous improvement, and through certification by a third-party certification agency.

BenQ's quality management system has been continuously supported by the Bureau of Standards, Metrology and Inspection (BSMI), Taiwan's Electronics Testing Center, and Société Générale de Surveillance, Taiwan Branch (SGS) for many years and is tracked and certified by third-party entities.

7.4.2 Total Quality Management (TQM)

BenQ is committed to promoting its quality management system certified under ISO 9001. BenQ's Chairman, President, and Vice President are the highest responsible persons for the Company's quality system, tasked with supervising the designation of responsible persons and the operation of quality management organizations in different divisions at different levels to apply BenQ's quality standards throughout the Company.

Through various communication methods such as education and training, announcements on the official website, and promotional cards, all employees are made aware of the importance of compliance with the law, the Company's quality policy and quality objectives, and customer requirements. The appropriateness of the quality management system and the availability of resources are reviewed in management review meetings. In addition, we cultivate daily habits in our employees to achieve continuous improvement and prevent problems, reduce defects, reduce waste, and improve quality. We ensure that the Company's philosophy and requirements on sustainability issues are implemented in all stages of product design and manufacturing.

In addition, we cultivate daily habits in our employees to achieve continuous improvement and problem prevention, reduce defects and waste, and improve quality. At the same time, we ensure that the Company's philosophy and requirements on sustainability issues are implemented in all stages of product design and manufacturing.

The Company implements Total Quality Management (TQM), a customer-oriented system, upon which we promote four major action components of BenQ's quality:
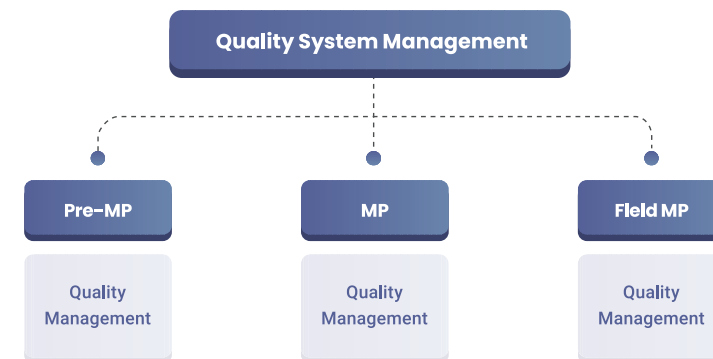

The four major action components of BenQ's quality

Through these four action components, BenQ can ensure the quality of suppliers, product design and development, and production and processes, as well as maintaining a systematic quality management system through collecting feedback on product quality from the market. Through the implementation of source and process management and the spirit of continuous improvement to quality, BenQ's management philosophy and quality policy are realized, and its quality targets are achieved.

1. Pre-MP Quality Management

In conjunction with the product development system, product engineering verification test (EVT), design verification test (DVT), production verification test (PVT) and other tests are carried out to meet the quality management targets and objectives of each stage of design.
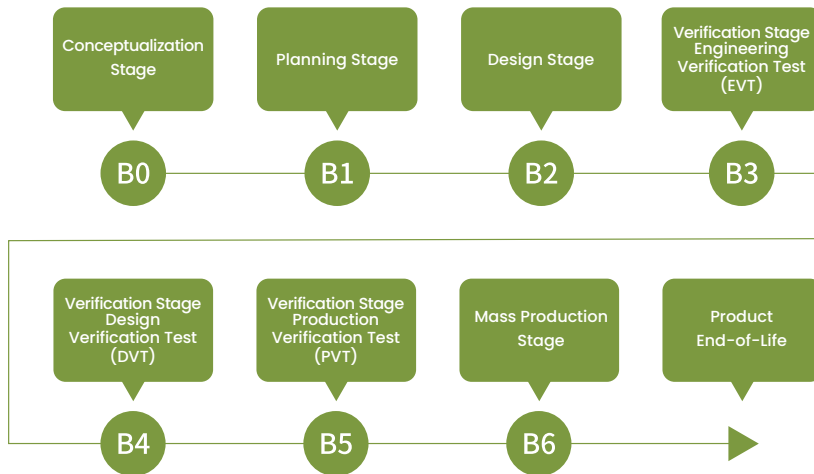
2. Mass Production Quality Management

- Through on-site quality inspection, we monitor the quality of production processes and the quality of the goods to be shipped.
- At regular quality review meetings at all levels, we invite different levels of managers and customer representatives to participate in weekly/ monthly/quarterly and annual quality meetings to review the status of our quality targets and the available resources so as to facilitate continuous improvement.

### 3. Field Site Quality Management

- Through the Market Quality Monitoring System, we collect and analyze product quality data on the market side in real time to improve our Initial Failure Rates (IFR) and Annual Failure Rates (AFR).
- The customer service department conducts customer satisfaction surveys to learn about customer satisfaction, and analyzes this data with senior management to track quality improvement and customer satisfaction.

3. Quality System Management

- Depending on product attributes: BenQ obtains safety, EMC, Safety, and GP certificates for products in various countries.
- Electronic and information products: BenQ has obtained ISO 9001 quality system certification for its electronic and information products.

BenQ uses the golden triangle of quality system management to maintain its quality management operations: Audit & Management Review, Consultation, and Enforcement. Under this quality system, we carry out daily management and quality audits, review the existing system operations, identify system issues, and establish project improvement teams to strengthen the operation of our existing system. This helps us enhance our core competencies and the value of our quality management system, which we constantly improve and upgrade to the level of our operational targets.

Golden triangle of the
quality system management

Value structure of the
quality system management

ISO 9001 Certificate
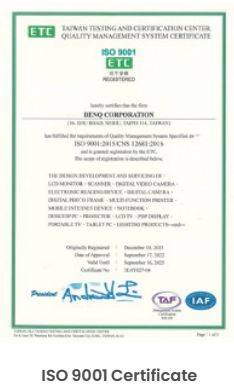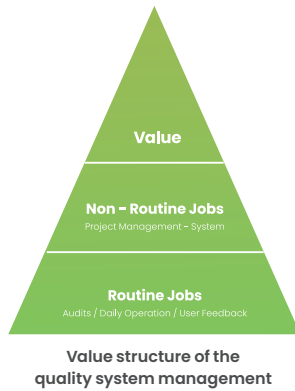
7.4.3 Management of Hazardous and Non-Hazardous Substances

All BenQ products comply with the updated version 13 of the Specifications for Restriction of Hazardous Substances in Green Products (SUP-QM-07-02), which covers RoHS and other statutorily or voluntarily controlled substances. BenQ tracks the substances of high concern as annually announced by the European Chemicals Agency (28th version at the moment). All announced substances are placed on our control list, and we communicate with our suppliers to ban or control the use of substances with carcinogenic, mutagenic, or reproductive toxicity.

BenQ monitors international research and emerging control standards for substances in electronic products that may impact the environment, such as those from the International Network for Electronics Manufacturing Initiative (iNEMI), Greenpeace, and the European Union. We have met the following targets for the control of the following environment-impacting substances:

- Mercury (Hg): replace conventional CCFLs with energy-saving mercury-free LEDs
- Brominated flame retardants (BFR): cannot be used in any products with over 25 grams of plastic housing
- Polyvinyl chloride (PVC): banned in packaging materials and plasticized parts of all products
- Phthalate: banned in all products

Currently, BenQ also provides recycling services in Europe, the U.S., and Taiwan in conjunction with local recycling systems to ensure that waste products and packaging are properly disposed of. More information on these local recycling pipelines is given on BenQ's website in each country. Our product material recycling rate, part/component reuse rate, and energy recovery rate have all reached above 80%. In addition, our "Product Disposal and Recycling Stage" complies with the European Union's Waste Electrical and Electronic Equipment Recycling Directive (WEEE).

7.5 Environmental Labeling

7.5.1 Energy Labels

A.Energy-Saving Design Principles

Because electronic products consume most energy during their usage phase, BenQ products are designed with the following energy-saving design principles in mind:

Energy-saving designs in LCD monitors:	
• Power saving mode or high conversion efficiency component parts	• Burst mode when PWM enters power off mode to reduce standby loss
• High luminous efficiency and low-power LED panels	• OSD timer to remind users to take a break to reduce power consumption
• Automatic adjustment of backlight with Ambient Light Sensors	
• Power saving mode when there is no image; power off mode a few minutes after that	
• Peripheral devices automatically enter standby mode when there is no image	

B.International Energy Standards/Norms

BenQ displays are designed to meet Energy Star's updated version 8.0 energy requirements for standby and off modes. External power supplies (adapters) meet the US Department of Energy's latest Tier VI energy efficiency requirements.

C.Energy saving award-winning products: ENERGY STAR Most Efficient Products

Through designs that optimize energy conservation, BenQ has 49 display models and 48 large commercial display models qualified as Energy Star products in 2023. In addition, 10 display models were recognized as ENERGY STAR Most Efficient products in 2023—concrete results of BenQ's long-term investments in display innovation.

The Year's Best of ENERGY STAR for Energy Efficiency and Innovation

WHEN ONLY THE BEST WILL DO.

Looking for the ENERGY STAR label is a simple way to save you money and protect the environment. Now EPA introduces ENERGY STAR Most Efficient 2022, a distinction that recognizes products that deliver cutting edge energy efficiency along with the latest in technological innovation. It is an award that truly represents the best of ENERGY STAR.

BenQ
GW2480
GW2480E
BL2480
GW2480
LGW2480EL
BL2480L

BenQ
GW2780
GW2780E
BL2780
BL2780T

7.5.2 Green Labels

Only about 20-30% of advanced products in the market can meet green product specifications as defined by green labels. BenQ not only proactively implements such green design concepts as energy conservation, carbon emissions reduction, low environmental impact, and environmentally friendly materials, but also verifies that its target models meet the latest green product specifications by applying for green labels. Thus, BenQ has obtained various types of energy conservation and green labels around the world, including the US EnergyStar and EPEAT, the Swedish TCO, Taiwan Green Mark (TGM), and more.

2023 Number of products with environmental labels	Display (including large commercial displays)
USA ENERGY STAR	106
USA EPEAT	52
Sweden TCO	41
Taiwan Green Mark (TGM)	27

7.5.3 BenQ ecoFACTS Label - Voluntary Label

BenQ is committed to designing and developing greener products with the ultimate goal of achieving a low-carbon society. Besides complying with international regulatory requirements and standards on environmental management, BenQ has spared no effort to promote initiatives that integrate life cycle design into material selection, manufacturing, packaging, transportation, use, and disposal of products.

To develop green products that are earth-friendly, BenQ is not simply passively having its products meet green regulations, but also actively making all its products green and recyclable.

ecoFACTS represents the fact that BenQ has maximized its efforts in eliminating harmful substances and engaging in responsible material selection, packaging design, and energy-saving design. Therefore, since 2011, all BenQ products have the ecoFACTS green label on them, which communicates the green design and green materials used in these products. The ecoFACTS label lists the main environmental design highlights of each product to assure consumers that they're making a wise and green purchasing decision.

ecoFACTS
csr.BenQ.com

- Arsenic-free optical glass
- BFR/PVC-free casing plastics
- PVC-free plastic packaging

Please visit BenQ's ESG website to learn more about BenQ's commitment to the environment and achievements.

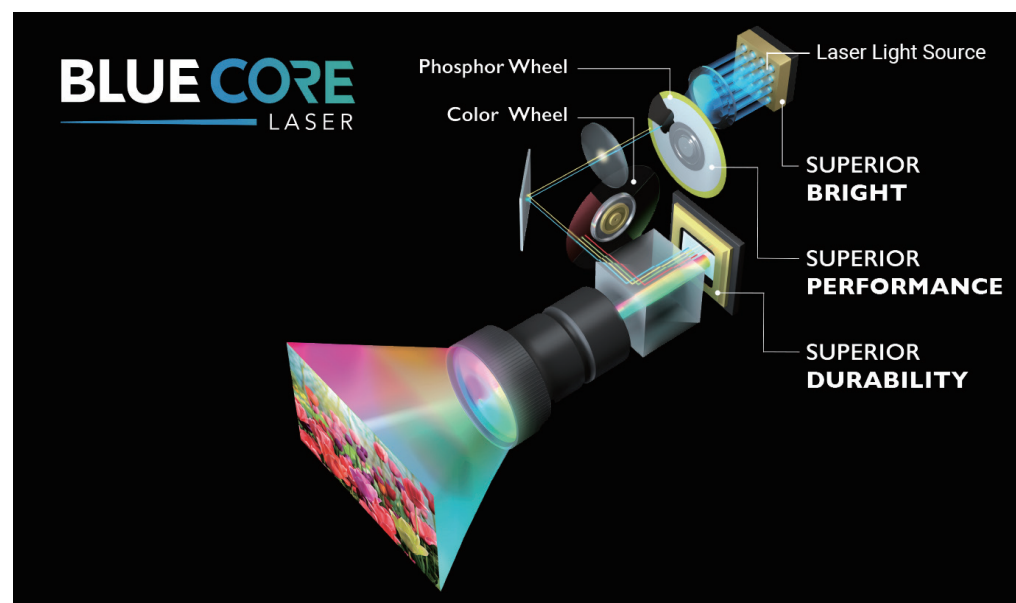## 7.5.4 Energy Saving Measures for Other Products - Improvements in Energy Efficiency for Laser Projectors

Projectors usually consume a high wattage because of the need to project larger images. As energy consumption rates improve for such products, the impact on the environment is obviously significant.

BenQ works closely with industry stakeholders to improve the power efficiency of its laser projectors. By working with our upstream component manufacturers to increase the luminous density per unit area, the light source dispersion can be better controlled and focused on the image output unit, resulting in improved optical efficiency.

In addition, we have designed a special heat dissipation system to improve the efficiency of the laser output unit's photoelectric conversion. We also work with key component manufacturers to develop efficient color conversion phosphor wheels and filters. What's more, we enhance the optical system's accuracy and light transmission rate to improve the optical efficiency year after year.

In 2023, BenQ's new laser projectors consumed at least 14% less power for the same brightness of optical output than the 2018 models. Applied to the number of BenQ laser projectors sold in the current year, 14% power saving means nearly 620,000 kWh of energy saved each year based on an average of 200 days of use per year and 4 hours of use per day. This is equivalent to the annual carbon absorption capacity of 212 hectares of forests, which is about 60% of the size of New York's Central Park.

(Source: U.S. EPA, 7.09 × 10-4 metric tons CO2/kWh, -0.57 metric tons of carbon sequestered per hectare per year, https://www.epa.gov/energy/greenhouse-gases-equivalencies-calculator-calculations-and-references. NY Central Park 341 hectare, https://en.wikipedia.org/wiki/Central_Park)

Laser projector optics schematic diagram

7.6 Customer Service Quality Management

Management targets and directions

- Establish a system management mechanism to track customer quality feedback to optimize product and service processes

- Organize regular product knowledge and technical service training to improve the quality and efficiency of customer service

- Actively listen to and collect customers' opinions and needs, enhance products and meet needs in the marketplace

Achievement

2023 targets

- Achievement rate for target in timely processing of customer quality feedback > 95%; in 2023, achievement rate was 100%.

- Achievement rate for target in completion of product and technical service education and training by all trainees > in 2023, achievement rate was 98%.

Targets

Intermediate targets

- Achievement target for timely processing of customer quality feedback was no less than 95%.

- Completion rate for product and technical service education and training was no less than 95%.

Management approach

- Our system management mechanism tracks customer feedback on product or service quality in order to make improvements and to optimize product and service processes.

- Our regular product knowledge and technical service training helps improve customer service quality and efficiency.

- We actively listen to and collect customers' opinions and needs to enhance our products and meet market demand.

2023 targets and results:

| Item	Target	Performance
1. Target for timely processing of customer quality feedback.	> 95%	100%
2. Target for completion of product and technical service education and training by all trainees.	> 95%	98%

2024 targets:

1. Achievement target for timely processing of customer quality feedback: > 95%.
2. Completion rate for product and technical service education and training: > 95%.

Medium and long term targets

BenQ's priority is on improving the quality of customer service and providing better products and services to ensure that customers' needs are met. To quickly respond to and satisfy customer needs, we have set up a global customer service center at our headquarters to gain a full understanding of the needs of customers from around the world (voice of the customer).

We collect and analyze feedback from our customers to improve our product design and to swiftly and decisively resolve customer issues, whether they concern purchase, use, maintenance, or technical support.

7.6.1 Customer Quality Feedback Management
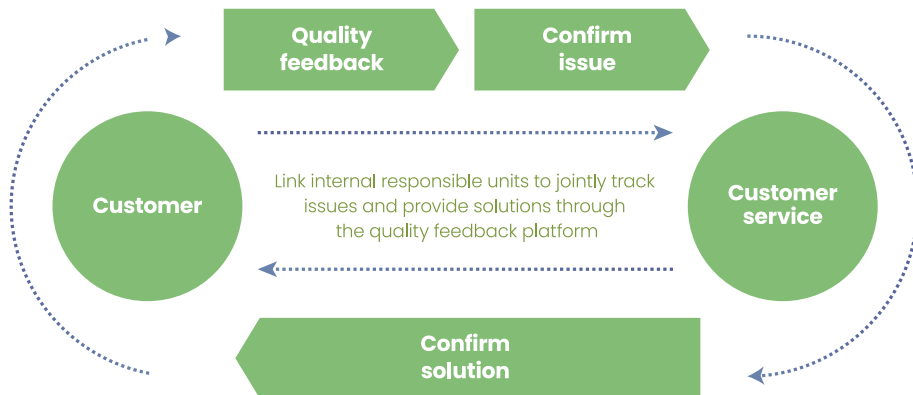
BenQ has established a quality feedback and collaboration system to provide customers with a platform to give feedback on quality issues and for us to efficiently handle customer complaints about quality issues, so that we may provide solutions to customers. It also helps to reduce the frequency of the recurrence of undesirable events, protect user safety, help us understand and improve user experience (UX), and enhance the quality of our products and customer service.

Upon receipt of a case concerning quality from a customer, the Customer Service Center will begin to track the case. The procedure includes identifying the root cause, finding short-term and long-term improvement solutions, providing the customer with solutions, ensuring that the solutions meet the customer's needs, and the customer closing the case.

All cases are saved in the quality feedback and collaboration system, and used to extract lessons learned for internal product development to ensure that future
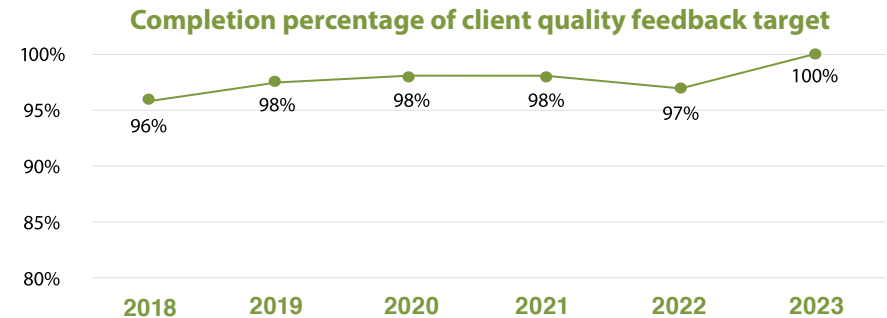
product designs meet market expectations, to prevent recurrence of similar design issues, and to reduce the impact on the environment during defective product maintenance.

In order to effectively solve the quality issues mentioned in customer feedback, BenQ has set the number of working days to collect necessary information to clarify the issue. After confirming the type of the issue, BenQ (1) aims to provide a solution to quality issues within 10 working days, and (2) aims to provide a solution to specification and service issues or provide information within 5 working days.

After providing a solution, GCS will continue to track the effectiveness of the improvement program to ensure that customer issues are resolved, thereby strengthening product quality and enhancing product competitiveness.

Results of Customer Quality Feedback Management
In 2023, a total of 34 cases of feedback about quality from our customers were received by our regional sales centers around the world. All 34 cases were closed within the target number of business days through our team's rigorous self-demand with improvement solutions provided and responses received, outdoing the target timeline that we had originally set.

Completion percentage of client quality feedback target

	2018	2019	2020	2021	2022	2023
	96%	98%	98%	98%	97%	100%

While building on its strengths, BenQ also reviews areas that need improvement. With our customer-first attitude, we integrate and improve our customer service platform to solve all customer issues in a swift and definite manner and to provide a robust communication channel. BenQ strives to build good relationships with customers by refining the management of its customer service and providing outstanding customer service.

7.6.2 Education and Training to Enhance Product Knowledge and Technical Services

BenQ regularly trains its technical service personnel and first-line customer service personnel to ensure that they have sufficient knowledge and know-how to resolve consumers' issues. BenQ regularly organizes internal education and training on new product expertise for its technical service personnel and front-line customer service personnel through its internal online education and training platform called eLearning every six months. We also hold physical education and training at headquarters, covering product function introduction, installation, maintenance, use, FAQ, with online post-class assessment to confirm that trainees have acquired sufficient professional knowledge after receiving education and training.

For after-sales maintenance and product-related inquiries, our online eSupport knowledge platform helps authorized service centers and first-line customer service personnel obtain the latest product knowledge, software service tools, and answers to frequently asked questions. Through a standardized tool platform, BenQ is able to provide consistent and professional customer service, continue to realize its commitment to customers, and enhance the quality and efficiency of its customer service.

Results of Product Knowledge and Technical Service Education and Training Programs
In 2023, BenQ held product education training for its global technical service staff online (eLearning), and accumulated a total of 184 online training sessions for each product line, with a first-time passing rate of 98%; those who did not pass the first time will continue to receive guidance until they pass. We hope to enhance the product expertise of our technical service staff to achieve better customer service and build good relationships with our customers through excellent service.

7.6.3 Annual Tracking and Management of Customer Feedback

Customer feedback is the source of BenQ's progress and leadership position. Therefore, BenQ regularly collects and listens to customer feedback, learns what the needs of customers are, and ensures that their needs are met. BenQ will continue to build on its strengths and strive for excellence, and provide feedback to departments on the optimization of products and services, so as to better meet the needs of the customers and changes in trends, and to enhance the overall satisfaction of customers on the value of products, quality, and service.

Every January, we conduct a comprehensive annual customer opinion and feedback survey. In addition to reviewing and tracking whether customer opinions and needs throughout the year have been internalized into the service process or product improvement plans to ensure that customer needs are satisfied, we further analyze the potential needs of customers, so that our products, services, and designs can be more closely aligned with trends in the market and that the user experience (UX) can be optimized.

The feedback survey is conducted by the customer service center and sent to customer contact points around the world, asking them to evaluate the Company's products and after-sales service for the year and give recommendations. The customer contact points provide their evaluation and feedback through a questionnaire survey system.

The customer service center compiles the survey results and transmits them to the departments at headquarters. These departments use the results of the survey to review whether the customers' comments and needs have been incorporated into the product plans or service processes, clarify matters with relevant departments, and, in response to unmet needs, adjust processes as needed or draw up implementation plans for product improvement countermeasures to raise product and service quality. If the customers' comments and needs have already been included in product plans or service processes, this will be communicated.

To serve a wide range of customers and create better product and service experiences, BenQ provides a wide range of product, information, and technical support services in the spirit of innovation to meet a wide range of customer needs. We live by our tenet of "integrity, honesty, and doing what we say" and listen to customers' voices to understand their real needs and deliver what they need. BenQ maintains the quality and competitiveness of its products and services through the annual customer feedback tracking management system, so that it can better meet the expectations and needs of its customers.

Finally, our customer service department not only runs its service model from the customer's point of view, but also holds itself to high standards in collecting, tracking, and using customer quality feedback to improve product and service quality. The department enhances service quality and efficiency through product knowledge training, and uses customer feedback to optimize product and service quality. We invest in building good and long-term relationships with customers by providing outstanding service through sophisticated customer service quality management.