

91APP, Inc.

Social Engagement

Digital Talent Cultivation

Talent is not only the most valuable asset of 91APP but also the foundation for Taiwan's digital economy and software industry. Following the 'Front-end Seed Engineer Free Training Program' and 'Super Ad Pitcher Practical Camp' for front-end software and advertising talents in 2022, 91APP once again collaborated with the digital software talent cultivation institution, AppWorks School, to launch the 'Back-end Seed Engineer Free Training Program' in 2023.

The 'Back-end Seed Engineer Free Training Program,' a collaborative effort between AppWorks School and 91APP, spans a rigorous 4-month training period. It includes language learning, designated project exercises, topic research, independent projects, and corporate internships. The program aims to guide socially fresh individuals aspiring to transition into back-end engineers, covering technical skills, practical project development, communication, and collaboration, aligning them with industry practices and mastering critical skills for back-end engineering.

The program received over 180 resumes, and after thorough screening, 10 highly motivated and autonomous learners with a strong interest in the software industry joined the training program. After completing the 4-month training, the participants successfully secured employment. They not only received a 150,000 NTD employment bonus but also applied their knowledge to advance the digital transformation process in retail. 91APP's free training programs not only serve as a platform for recruiting outstanding talents but also provide excellent opportunities for individuals to enter the digital industry. Simultaneously, it contributes to society by nurturing exceptional digital talents, creating employment opportunities, and achieving a triple win.

In 2023, 91APP was honored with the 'IT Matter Awards Best IT Employer Award' for its outstanding contributions to talent acquisition and development. Recognizing the importance of Taiwan's digital industry and the development of digital talent, 91APP continues to invest and drive industry influence, standing out among its peers.

Promotion of Health Awareness and Energy-Saving Carbon Reduction Concept

In an effort to cultivate health consciousness among company employees and achieve energy-saving carbon reduction goals, 91APP organized a month-long online sports event in September 2023, initiated by the Company's Employee Welfare Committee. Through competitive activities, the event aimed to boost enthusiasm for physical activity and encourage employees to engage in more walking exercises. The

initiative resulted in tangible lifestyle changes, with several employees opting for sustainable commuting options such as public transportation over personal vehicles. Additionally, participants adopted habits like taking stairs instead of elevators, choosing outdoor activities over food delivery, and incorporating home workouts like rope skipping and slow jogging.

The online sports event successfully motivated employees to walk more and engage in regular physical activity, contributing to the achievement of carbon emission reduction targets. According to data from the Ministry of Health and Welfare, switching to a zero-carbon commuting mode for 6 kilometers (approximately 10,000 steps) can reduce carbon emissions by 1.42 kilograms. Over the 28-day challenge, employees collectively took 72,875,568 steps, equivalent to a reduction of 10,000 kilograms of carbon emissions. This initiative aligns with the United Nations Sustainable Development Goals (SDGs), particularly Goal 3 and Goal 13, showcasing the Company's commitment to energy-saving carbon reduction efforts.

Industry Public Welfare

As a part of Taiwan's SaaS industry, 91APP has long been attentive to the digital industry's development and trends in government digital regulations, such as digital cloud, E-Commerce, digital economy, internet content, etc. The Company actively engages in communication and interaction with government agencies and participates in eight major related industry associations.

In March 2022, 91APP's Chairman, Steven Ho General Manager, Yang, Ming-Fang and Public Relations Director, Lin, Jun-Yu have taken up roles as the Chairman, Secretary-General, and Deputy Secretary-General of the 4th term of TiEA. They assist in aggregating member opinions, building bridges of communication with the government, and promoting the development of Taiwan's digital industries, such as internet software and E-Commerce, to create a sound operational environment for the digital industry.

Upholding the spirit of the association, they also facilitate the connection of digital businesses from Web2 to Web3, addressing the trends in AI development. In recent years, they have led TiEA in fostering the formation of new industry clusters, propelling the digital new economy. Through joint efforts of the public and private sectors, they have successfully introduced a new "digital cloud" industry category to the domestic capital market.

In March 2022, TiEA Chairman and 91APP Chairman Steven Ho, along with the TiEA association, visited Vice President Lai Ching-Te to present digital development recommendations, emphasizing the importance of Taiwan's internet software and

digital industries. In August of the same year, they organized a meeting with Minister Audrey Tang of the Ministry of Digital Development, presenting suggestions for digital development. In April 2023, together with TiEA, they met with Mayor Chiang, Wan-An of Taipei City to discuss digital industry development under the themes of "Digital Taipei" and "Innovative Taipei," encouraging innovation and fostering industry clusters. In June of the same year, they once again visited Minister Audrey Tang of the Ministry of Digital Development, providing suggestions and communication on digital industry development, addressing industry concerns, and assisting digital businesses in optimizing the industry environment and clarifying regulations.

91APP is also a member of various industry associations, including Chinese Non-Store Retailer Association, Taiwan Listed Companies Association, Taiwan Chain Stores and Franchise Association, Taipei Computer Association, Importers and Exporters Association of Taipei, AppWorks Summit, and Information Service Industry Association of R.O.C.- CISO Union. There is also active engagement and interaction with these public associations and government think tanks.

The coming decade is poised to be a golden era of accelerated growth for the digital industry. As part of the "National Startup Brand" and a member of Taiwan's E-Commerce national team, 91APP will continue to utilize the platforms of these prominent industry associations to actively engage in initiatives related to Taiwan's digital commerce. By collectively consolidating industry consensus and participating in societal endeavors, the aim is to contribute wholeheartedly to the nation and society. The aspiration is for the digital industry to evolve into the next trillion-dollar sector, fostering more "Taiwanese Brands" and forming a "Digital National Team." This vision is intended to propel Taiwan to a leading position in the world's digital economy, generating a plethora of digital job opportunities.