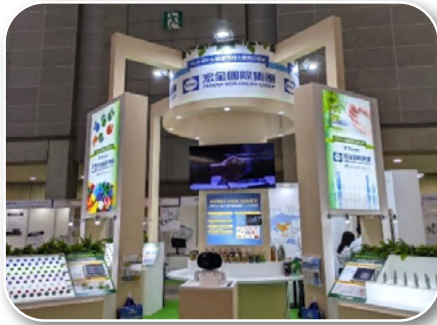


## 4.3 Customer Service 3-3 418-1

In 2024, Hon Chuan participated in Tokyo Pack Expo, Natural Products Expo West in the U.S., MAFBEX in Manila, and the Taipei Food Show. These exhibitions served to promote products, develop customers, observe industry innovations, and stay informed on global market trends.



2024 Tokyo Pack



2024 Natural Product Expo West

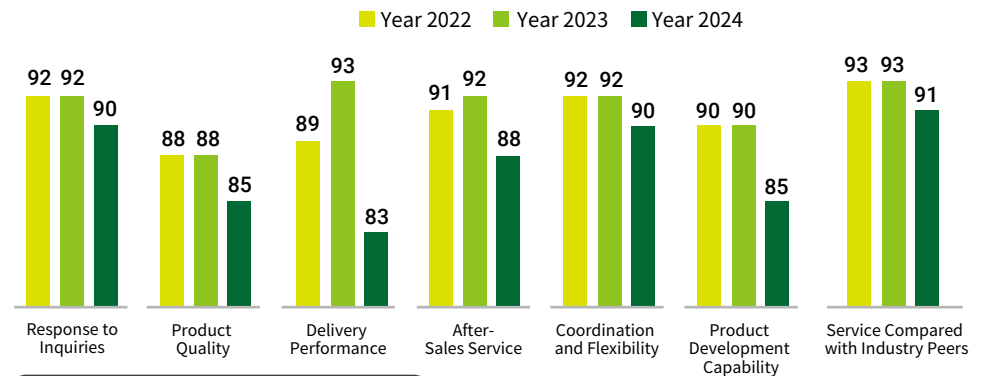


2024 BEX in Manila

## Customer Satisfaction Survey

The sales department annually invites selected customers to complete the Customer Satisfaction Survey, which covers seven key aspects: response to inquiries, product quality, delivery punctuality, after-sales service, coordination, development capability, and benchmarking against competitors. Improvement measures are proposed based on the survey results to continuously enhance service quality.

### Customer Satisfaction (Average Points)



### Customer Satisfaction Indicators

**Delivery Performance : 93 → 83** Delay was due to fluctuations in the quality of customer-supplied tea leaves. Observation periods were extended and sampling tightened, leading to shipment delays.

**Product Quality : 88 → 85** Also affected by unstable tea leaf quality; raw material management and monitoring have been strengthened.

**Product Development Capability : 90 → 85** Extended testing period for new structural designs; R&D process and feedback cycles will be accelerated.

**After-Sales Service : 92 → 88** After-sales support and cross-departmental collaboration will be enhanced.

**Response to Inquiries : 92 → 90** Communication efficiency will be reinforced.

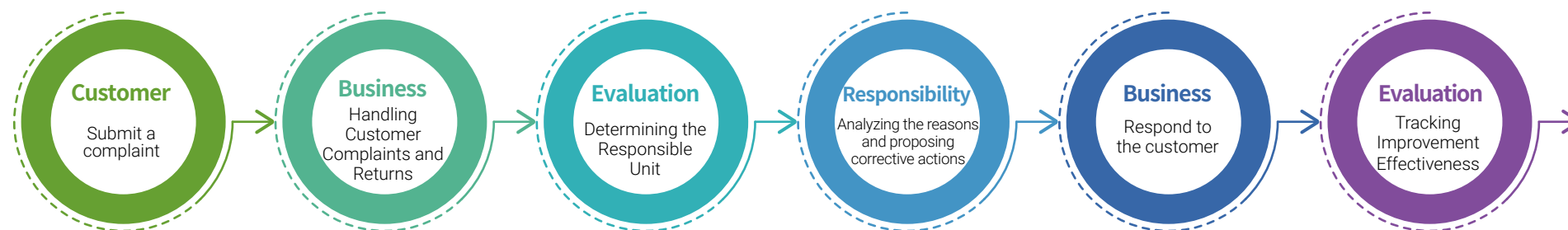
**Coordination and Flexibility : 92 → 90** SCM customer relationship management will be improved to better respond to customer needs with flexibility.

### Competitiveness Indicator

**Service Compared with Industry Peers : 93 → 91** Due to intensified external competition, service and quality will be strengthened to enhance customer confidence.

## Process of Customer Complaint Management

Establish a comprehensive customer complaint handling process, involving the identification of responsible units, tracking improvement progress, and ensuring follow-up until resolution. This approach aims to enhance customer service and product quality.



## Data Protection 418-1

Hon Chuan has established the "Customer Property Management Regulations," which systematically manage confidential customer information categorized into three types: "drawings," "formulations," and "molds." When internal business needs require access, requests are made according to the "Technical Document Management Regulations" and "Document Management Procedures," reviewed by relevant department heads, and approved for use. In 2024, there were no complaints of privacy infringement or loss of customer data.

## 4.4 Innovation Research and Development 3-3

Hon Chuan's operational headquarters in Taiwan is responsible for R&D, market intelligence, and knowledge management. Through the Hon Chuan Academy, the company cultivates talent and continuously develops functional, eco-friendly, and high value-added products. In 2024, a total of 49 patents were granted.

Distribution of Hon Chuan's Patents from 2022 to 2024

