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Social Activity

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Environmental Protection

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Management Approach

To pursue its philosophy, ASUS strive to provide positive and valuable contributions to humanity. On the road to sustainable development, we consider and integrate environmental, social and governance (ESG) factors in our decision-making process. We take social responsibility and feedback in its pursuit of growth, and create shared value for both ASUS and community.

Strategy

ASUS adopts an accountable approach as its strategy of social investment. We aim to connect our business core to leverage influence efforts to greater economic and social opportunity. In addition, we mitigate the risks in the "S" in ESG and help to solve global challenges through technology. Through incorporate CSR into business management, we could create competitive advantage and higher and more reliable returns over the long term.

Consolidating the internal and external resources and promoting multiple social activities under these three main values, "Digital Inclusion", "Environmental Protection" and "Social Integration," we elaborate on our influence to inspire the ASUS employees, consumers, and partners to join to the public welfare promoting. We hope to create on a positive influence to the public, and build a mutually beneficial society.



Performance



Social Return on Investment (SROI) for Digital Inclusion Program raised from 3.61: 1 to **5.7:1**



Volunteer service hours over **7,000 hours**



Establish more than **500** digital opportunity centers in **38** countries cumulatively



Accountable Social Investment Strategy

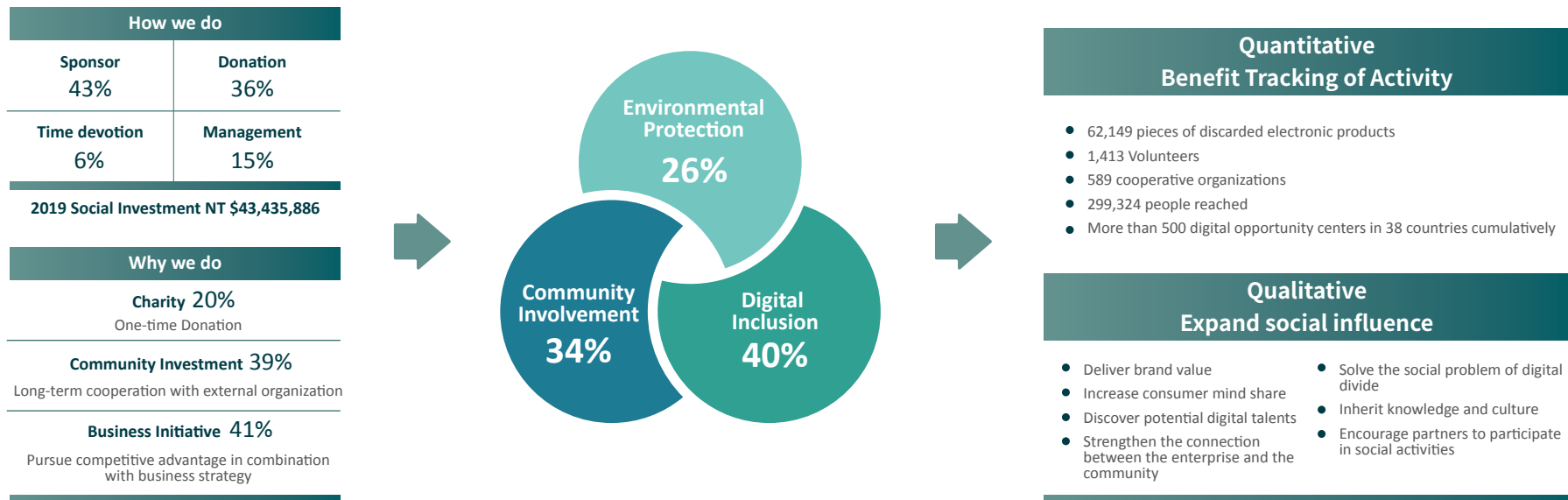
According to the CECP¹ study, CSR alignment with the business is more strongly integrated with operations, assets, process, and functions in the firm. ASUS has also noticed that consumers show brand loyalty and satisfaction to the companies with CSR practices. So, in addition to charitable donations, we aim to connect our business core to leverage influence efforts to greater economic and social opportunity.

ASUS believes that efficient and measurable information is the cornerstone of sustainable management. It could help to clearly present the external benefit and impact. In order to measure the effectiveness and efficiency of the inputs on community, we adopted the London Benchmarking Group (LBG) framework, to establish indicators on community investment.

Establishing the LBG framework could help ASUS and our strategic partners understand why, how and when to adjust the input resource, progress and type of activities.

Through the consistent framework, ASUS could take a systematic approach to make our social activities in line with our corporate strategies and make them more transparent. Regarding to the projects or programs that need qualified and/or monetized information in the decision-making progress, we also adopt the Social Returned on Investment (SROI) method to assess the influence.

ASUS creates positive impact on community through its three mainstay focuses of digital inclusion, environmental protection and community involvement. In terms of the management approach under LBG framework, we have established the information for social investment, including motivation, contribution and influence.



¹Chief Executives For Corporate Purpose(CECP); The "S"ocial in Environmental, Social, and Governance, 2017



Environmental Protection

In the “Environmental Responsibility” chapter of the report, we mentioned many of ASUS's ideas and actions in green manufacturing and products. We have also launched campaigns such as “recycled computers,” “plastics reduction in companies,” and “beach cleaning and conservation” to echo our green transformation and extend our influence to social welfare.

Zero Plastic Waste Initiative

With the increasing awareness of reduction in plastic waste, ASUS spares no effort in mitigating the widespread plastic crisis. In order to reduce plastic waste and change the habits of using disposable plastics, we have banned all disposable tableware in all cafeterias, convenience stores, and coffee shops within ASUS building since 2019.

The annual disposable tableware can be reduced by 22.5 tons.



Say No to plastic cups



Say No to plastic bags



Say No to plastic bottles



Say No to plastic straw

Marine conservation

ASUS responded to the “Adopt-a-Beach” program initiated by the Environmental Protection Administration and adopted the 500-meter coastline of the Wazihwei Nature Reserve in New Taipei City, where is close to the mangrove forest reserve and also has a precious wetland, diverse species of ecology, and is an important habitat for many migratory birds and aquatic animals and plants. Avoiding the period of migratory birds from April to July, we invited our colleagues, their families and friends to participate in our beach cleaning activities in spring and autumn.

More than 300 volunteers help to clean up approximately 2.5 tons of marine debris.



Computer Recycling

In supporting the concept of extended producer responsibility, ASUS provides recycling services worldwide to reduce the impact of electronic products on the environment. Based in Taiwan, ASUS is doing more than just complying with government regulation. We have long promoted the “Refurbished Computer and Digital Training Program”, which recycles computers of any brand and refurbishes them to give them new lives, thus establishing a circular society. Consumers or corporate customers are welcome to contact the ASUS Foundation for details regarding the recycling of your unwanted computers.

62,149 pieces recycled, 308 tons of waste electronic products.





Digital Inclusion

Due to the rapid growth in technology development, the technology equipment seems easy to reach; however, not everyone can have it because of factors such as economical income, area of living, age, educational level, and race. According to UNESCO's assessment², people need to possess higher digital skills to effectively work, live, learn and communicate with others in the digital era. Those without the skills will be marginalized in the society, turning from digital disadvantages to real society disadvantages.

"ASUS has promoted the digital inclusion project for a long time and hopes that everyone will not have different opportunities to access and use information regardless of differences in education, gender, race, etc." We believe that the establishment of equal digital education will not only help to solve the poverty, create employment opportunities and promote innovation and economic development, but we were also provided opportunities to discover potential talents with technological skills and reduce social problems which could bring risks to the

“Refurbished Computer and Digital Training Program”

During the process of recycling discarded computers, we found that many of them are still in function, or can be reused after refurbishment. To continue and expand the influence of reverse logistics recycling computers, since 2008, the ASUS Foundation began the “Refurbished Computer and Digital Training Program”. By installing reusable components and software updates to give new life to scrapped computers, and donate to disadvantage groups lacking digital equipment, the refurbished computers become the first step to promote digital learning and bridge the digital divide.

2,693 refurbished computers were donated in 2019. A total of 15,921 refurbished computers have been donated to 1,800 non-profit organizations cumulatively.



Digital Learning Center

The ASUS Foundation has been working with the Ministry of Foreign Affairs in Asia-Pacific Economic Cooperation Digital Opportunity Center (APEC ADOC) project that helps ADOC member countries and non-profit organizations in countries that have diplomatic relations with Taiwan to establish digital learning centers in where digital resources are lacking, thus promoting digital learning and bridging digital divide. The project not only to improve the quality of life of local residents through digital learning but also help scout the future digital talents.

Donated 870 new computers and 2,693 refurbished computers to 24 countries at local and abroad in 2019. Established more than 500 digital opportunity centers in 38 countries, and donated a total of 16,000 new and refurbished notebook computers and tables over 10 years, benefiting more than 550,000 people.



²Guidelines for Designing Inclusive Digital Solutions and Developing Digital Skills, UNESCO, 2018



Digital Learning Program

ASUS believes that non-governmental/non-profit organizations (NGO/NPO) are an important driving force for social welfare. In order to assist those important social activity partners, ASUS has built and provided technical equipment so that the NGO/NPO can focus on their specific fields. In the meanwhile, in order to make full use of the benefits of digital learning centers and information equipment, ASUS also developed digital teaching materials and provided basic computer training courses for recipients.

In 2019, the non-profit organizations from Taiwan established 36 education centers in Cambodia to provide free computer courses for beginners or Basic English classes. Each education center is equipped with recycled computers donated by the ASUS Foundation. Schoolchildren are encouraged to attend free computer and English classes after they finish their half-day classes at schools to improve their digital capabilities. So far, more than 32,000 students have completed the courses.



[Case Study] Love is Passed on by Digital Technology

Ismenia is a housewife living in Peru, which is on the other side of the Earth. In order to take care of her huge family and makes ends meet, she uses her free time from housework to sell hand-made bags and scarves to earn a meager income. By chance, she noticed the flyers about the digital learning center. Having never been in contact with information equipment, Ismenia visited the center out of curiosity. She did not expect that such a decision would change her life.

“I have never touched these things before because we did not have these opportunities here.” Ismenia said.

Ismenia started to take free courses offered by the digital center. Starting from setting up an email account in the digital world, she learned to use the Internet to sell her handicrafts and fabrics. Her products became very popular online, and the huge amount of incoming orders kept her busy. She recruited other housewives seeking their second career just like her and single-parent women to run the work studio with her. Ismenia not only changed her own life but also selflessly shared her experience to create employment opportunities for local women.

The digital divide is a social problem and is closely related to poverty. ASUS's digital inclusion program promotes equal educational opportunities regardless of gender or race so that everyone can share the results, further improving their quality of life. ASUS hopes to pass on this passion to build an inclusive society without discrimination.





International Volunteers

In addition to establishing digital learning centers and developing digital learning programs, we encourage colleagues to participate in international volunteer activities. Throughout the vision of ASUS's employees, the students and partners are inspired by their experience sharing and professionalism.

In 2019, the ASUS Foundation collaborated with 10 international volunteer teams, formed by 141 students, teachers, and volunteers selected from ASUS employees. The purpose was to conduct information and telecommunication education, Chinese learning, ecological conservation, and technology education sessions held in 8 countries: Malaysia, Thailand, Indonesia, Myanmar, Vietnam, India, Tanzania, and the Philippines. The program has helped 5,663 people. Since 2011, a total of 971 people has participated in international volunteer services and committed a total of 471,355 hours in services. A total of 44,924 people has received assistance, and the information about the program has reached a total of 1,790,704 people.

141 volunteers from 10 volunteer groups serving 5,663 person-times in 8 countries. Serve more than 470,000 hours and reach nearly 1.8 million people since 2011.



Digital Happy Learning Camp

To advocate with the government's vision of the technology-oriented island making, ASUS has continued to promote its digital fun learning camp program since 2017. After recruiting volunteers and training within the company, they will go to rural areas or disadvantaged social welfare groups to hold courses to cultivate the next generation of digital talents.

● 2019 Otto Robotics Program for Loss of parental child

Through simple circuit and mechanical structure teaching with graphical programming courses, train students' thinking ability of programming logic, basic electrical knowledge, and structural mechanics concepts, and then use 3D printing and laser engraving to create their own characteristics robot. A total of 88 volunteers participated and 53 service contacts.

● 2019 Summer Digital Happy Learning Camp

In Changhwa Tong An Elementary School and Nantou FaZhi Elementary School Summer Program, students and teachers can gradually learn the relevant knowledge of program logic and computing thinking, as well as the basic capabilities of simple hardware circuits through program software and 3D modeling software. Increase students' interest and understanding of STEAM education by games playing. A total of 49 volunteers were involved, serving 180 teachers and students.

“Heartfelt 99” Project of Public Television Service

The “99-second (pronounced the same as “lasting” in Mandarin) film selection campaign co-organized by the ASUS Foundation and Taiwan PTS started in 2009 and headed towards the 10th campaign this year. The campaign was the first activity in Taiwan that allowed youths to tell stories via films, so the younger generation could express their caring towards society through their film selection. The theme of “Heartfelt 99” film selection was always set by following global trends and topics under social attention. The past themes such as “Environmental protection-Lasting beauty of Earth,” “Heartfelt 99-Discovery of vital force in Taiwan,” “Heartfelt 99-Discovery of sincerity, kindness and beauty in Taiwan,” “Heartfelt 99-My home,” “Heartfelt 99-Happiness campaign,” “Heartfelt 99-Shimmering silver-lining,” “Heartfelt 99-My descendants” and “Heartfelt 99-Chang in progress” were set with the expectation that participants could be initiated to care about their surroundings from the process of personal filming, where they could discover what it is in their lives that genuinely touched them the most.

The participating teams in the 10th Competition extended from elementary schools to graduate school, which summed up to a total of 83 facilities throughout Taiwan. Some hearing-impaired schools and medical schools even started from their own experiences, disclosing daily challenges they faced in an attempt to induce changing in others with their own strengths.

A total of 90% of colleges and universities have been participated in this campaign in the last 10 years, benefiting more than 100,000 students.

394 teams from 83 schools participated, reached 6458 person-time.

90% of colleges and universities in Taiwan participated, with more than 100,000 students benefited.





Community Involvement

If an corporate creates a balanced social development, it could stabilize the society and reduce external social costs, and it is one of the important factors of ESG.

ASUS believes in a people-oriented corporate philosophy of “Inspire, Motivate and Nurture Employees” and extends the concept through giving back to the society. By donation, providing education, creating job opportunities, and promoting local prosperity, we attempt to improve people’s living standards, especially to allow those from the bottom of the social pyramid or excluded groups to participate in various activities in the society, and thus create a society of mutual benefit and harmony.

The Growth and Training Program of "Children Are Us"

ASUS collaborates with the “Children Are Us Foundation” in an innovative employment program and has hired 10 people with intellectual disability as full-time employees since 2008. A Children Are Us Bakery is established in the employee cafeteria, and 100% of the profits are donated to the Children Are Us Foundation to help more children in need. Through a stable work environment, professional occupational therapy and job guidance and continuous individual development plans, 10 people have delayed their aging and improved intelligence, physical fitness and work capabilities. Their stable income can also help to improve their own families. From the role of being served, they turn into be service providers and from resource consumers to resource creators.



Fun Guandu Festival

GuanDu, where the corporate headquarters of ASUS is located, is the only place in Taipei City that has natural wetlands, migratory bird habitats, fishing ports, and docks. It has a rich natural ecology and history. In order to appreciate the support of local residents for Asus and to gather the community awareness and centripetal force of schools, enterprises, communities, and residents at all levels in the Guandu area, the ASUS Foundation has collaborated with the Taipei National University of the Arts, Guandu Temple, and other local organizations since 2015 to organize the “Fun Guandu Festival” every year. The festival incorporates the unique art and culture elements in this area, Integrate the unique artistic and cultural atmosphere of Guandu area, connect local resources to jointly develop unique characteristics, maintain local natural resources, drive and combine local groups and schools at all levels to jointly cultivate the community and transfer historical culture.

The “Bustling Guandu Festival” is held on the last Saturday of October after the autumn equinox and before winter. It reproduces the scenes of rural harvest in Guandu, where people bring the harvest of the year to the streets and share it with everyone. There are colorful and lively parades on the street. Guandu’s schools, communities, enterprises and public welfare groups are invited to form creative music parade teams to further strengthen their commitment to Guandu and the identification of the local culture. Activities feature booths and shops showing the unique local characteristics and to promote interactions between people and daily life. Through the introduction of various booths, merchandise exhibition sales and creative experience activities, the participating people can better understand the diverse and rich local culture of Guandu, exquisite products, etc., in order to promote the advantages of Guandu to promote the regional economy and enhance the visibility of the district. In 2019, 96 ASUS volunteers were called to reach more than 10,000 people.





ASUS e-Volunteer project

Since 2009, ASUS and the China Association for Science and Technology jointly launched the "Your Action China's Future" volunteer project, encouraging college students to actively participate in social welfare. Through IT and Internet, helping rural farmers to have benefits in using digital equipment and

Internet, our goals are to narrow the digital gap between urban and rural areas, and using knowledge to improve well-being.

Over the past 10 years, this charity project has trained more than 35,000 college student volunteers, helping with more than 5,000 villages and communities in 31 provinces, municipalities and autonomous regions across the country, completed more than 40,000 IT science lectures, and built 1,080 ASUS Science library.



Charity Donations and Sponsorships

In addition to participating in various social activities, ASUS support different organizations every year. Our employees also initiate fundraising activities. In 2019, ASUS committed a total of NT\$23,189,000 in charitable donations for over 35 social welfare organizations (mainly for ASUS Foundation and other social welfare matters) and helped more than 2,000 schoolchildren, families, and the elderly.

Social Return On Investment

In the past, enterprises participated in public welfare activities and merely focused on the investment of resources. They omitted the effects or impacts that the activities might have on targeting minorities. Was the expected effect achieved? This ignorance prevented enterprises from evaluating the actual effects and outcomes of an activity; thus, they were unable to quantify the information and help optimize the effects and outcomes of their actions.

In order to solve the problem of focusing on very qualitative and subjective regarding sustainable information, in 2016-2017, we took the lead in adopting the Social Return On Investment methodology to evaluate our strategic community investment - Refurbished Computer and Digital Training Program. The concept of SROI is similar to the concept and practice of investment in current financial accounting. Through the unified measurement method and the reporting principles, non-profit activities can also generate information on performance measurement with decision-making and management values.

ASUS has invested in the "Refurbished Computer and Digital Training Program" since 2008. The recycled communications products are refurbished and donated to non-profit organizations, thus establishing a "Sound Materialcycle Society." To measure the performance of the program, according to the calculation process and principles in the SROI guide (2009)Note 4, ASUS used a 6-step model to determine the Theory of Change in the input, output, and result, where currency was used as the measuring unit. The final analysis of the SROI of the program showed that each dollar invested generated a social value of NT \$3.61.

In 2017, the "ASUS Social Return on Investment Report of the Refurbished Computer and Digital Training Program" was certified by Social Value International, making it the first Asian technology-based corporation and the first in Taiwan to receive this international certification.

In the SROI project, we can understand not only the social value created by the program but also identify the management that still need improvement in the evaluation process, thereby expanding the social influence. Therefore, we continue to develop digital teaching materials so that the recycled computers are no longer just a “donation” but also an intermediate that helps the recipients and users to master digital skills taught by volunteers and cooperative organizations - thus enhancing their social influences.



In 2019, when we did an evaluation on the influence of the program, the SROI increased from 3.61:1 in 2016 to 5.7:1.

After establishing a model for SROI, ASUS extended the scope on measuring the effectiveness of the CSR activities, hoping to create greater social value through the planning and managing of public welfare. Therefore, in 2017, we evaluated a program that ASUS had been working on for years: the Growth and Training Program of "Children Are Us." We used the SROI guidelines to further analyze whether the program exerted the desired influence and review the relevance of the social services we have been providing to them, hoping the collaboration among the three parties will be more efficient.

We analyzed the SROI of the program and determined that each dollar invested generated a social value of NT \$1.37. Although the bakery had a good reputation, its influence was limited to nine mentally handicapped young adults and their families. Even if they could not work at ASUS, external sheltered workshops were an alternative solution. Therefore, we plan to promote a cooperation model of multi-party resource sharing and also serve as a demonstration to continue to enhance and expand the scope of influence.

In the past, the impressions of most people on the social responsibilities of companies were limited to social goods such as charity, donations, or road and bridge construction. In recent years, more and more companies have gradually combined social activities with their own operations and expertise when promoting social responsibility. However, considering the limited resources of companies, decision-makers must consider how to effectively allocate resources and evaluate the effectiveness of the implementation.

As a leading company in Taiwan, ASUS has continued to increase its influence after the introduction of the SROI project. It is expected that such a demonstration can encourage domestic companies to communicate and grow together, so as to build a sustainable social environment.

