

Mega Financial Holding Co., Ltd.  
Guidelines for Treating Customers Fairly Principle and  
Financial Consumer Protection

(Approved by the President on August 16<sup>th</sup>, 2021)

(Amended for the first time on September 6th, 2022)

Article 1. (Purpose and Basis)

The Guidelines were established according to the “Principles for Fair Treatment of Customers in the Financial Services Industry” promulgated by the Financial Supervisory Commission (FSC) to create a corporate culture with fair treatment of customers at the core, improve protection of financial consumers, and increase the confidence of financial consumers in the Group, in order to achieve the sustainable development of the Group.

Article 2. (Responsible Department)

The responsible department of the Guidelines is the Business Development Department

Article 3. (Applicability)

The Guidelines are applicable to the Company's subsidiaries that are financial service providers according to Article 3 of the Financial Consumer Protection Act. Financial Consumers in the Guidelines refer to financial consumers defined in Article 4 of the same Act.

Subsidiary in the preceding paragraph refers to companies in which the Company directly holds over 50% of shares with voting rights or total capital, or over half of all directors are directly appointed by the Company.

Article 4. (Contents of the Treating Customers Fairly Principle)

Contents of the treating customers fairly principle are as follows:

1. Principle of Good Faith in Signing Contracts

Subsidiaries shall enter into agreements with Financial Consumers for providing financial products or services based on the principles of fairness, reasonableness, equality, mutual benefit and integrity.

2. Principle of Due Care and Fiduciary Duty

Subsidiaries shall exercise the due care and fulfill the fiduciary duty of a prudent manager when providing financial products or services.

3. Principle of Advertising and Solicitation Integrity

Subsidiaries shall ensure the validity of the contents of advertisements that are published or disseminated for business solicitation or promotions.

4. Principle of Product and Service Suitability  
Subsidiaries shall gain a full understanding of product characteristics and the Financial Consumers to ensure that the product or service is suitable for the Financial Consumer.
5. Principle of Information Disclosure  
Subsidiaries shall explain important contents and fully disclose risks of financial products or services using text or other methods that can be fully understood by Financial Consumers.
6. Principle of Equitable Remuneration and Performance  
The remuneration system for sales personnel may not use the attainment of sales goals as the sole criterion, and must also consider the balance with Financial Consumers' rights and interests and the risks resulting from financial products or services.
7. Principle of Grievance Mechanism and Protection  
A consumer dispute resolution system must be established along with grievance handling procedures and grievance channels.
8. Principle of Sales Personnel Professionalism  
Personnel providing financial products or services must have qualifications required by applicable laws and regulations.
9. Principles for Friendly Services  
Ensure that the same services are offered to each client and that appropriate level of care is adopted according to the clients' characteristics, and thereby implement financial inclusion.
10. Implement the Principles of Ethical Management  
Form a good corporate culture and practice the Principles for Fair Treatment of Customers through corporate governance.

Article 5. (Principle of Good Faith in Signing Contracts)

Subsidiaries shall sign contracts with Financial Consumers for providing financial products or services based on the principle of good faith, and must specify related agreements in the contract. Any ambiguities conveyed by the terms of agreements shall be interpreted in the way that reflects the best interests of Financial Consumers.

Article 6. (Due Care and Fiduciary Duty)

Subsidiaries shall exercise the due care of a prudent manager when providing financial products or services, and, unless otherwise stipulated by the law, shall pay attention to the following matters:

1. Data confidentiality: Unless otherwise stipulated by the law,

subsidiaries shall maintain the confidentiality of consumers' basic information, transaction data, and other relevant data.

2. Data processing and use: Subsidiaries shall ensure the correct transmission, processing, and use of data, and may not use consumers' data for marketing for a third party.
3. Data retention: Subsidiaries shall ensure the authenticity and integrity of transaction records and related data that are retained, and retain the data according to applicable laws and regulations.

Where the financial products or services provided by a subsidiary involves a trust or mandate, the fiduciary duty shall be exercised as required by the applicable laws or contracts.

#### Article 7. (Principle of Advertising and Solicitation Integrity)

Subsidiaries are prohibited from hiding the truth or disseminating false, fraudulent or misleading materials when publishing or disseminating advertisements for business solicitation or promotions, and shall evaluate all advertising and marketing content for gender biases prior to publication as well as ensure the validity of the contents of advertisements. The duty of subsidiaries to consumers may not be lower than the contents of the advertisements or the data or descriptions provided to consumers during business solicitation or promotions.

The advertisement, business solicitation, and promotion method, contents, and other matters requiring compliance in the preceding paragraph shall be in accordance with the "Regulations on the Advertisement, Solicitation, and Business Promotion Activities of Financial Service Industry" and self-regulations. Subsidiaries shall also establish related regulations and shall not have gender biases to implement principle of gender equality.

Subsidiaries may not promote specific financial products or services in any finance education.

Subsidiaries must immediately cease the use of personal information for marketing purposes once the information owner has explicitly refused to participate in the marketing program.

#### Article 8. (Principle of Product and Service Suitability)

Subsidiaries shall gain a full understanding of the Financial Consumer's information to make sure the product is suitable for the Financial Consumer before entering a financial product or service agreement with the Financial Consumer.

Financial Consumer related data that subsidiaries must gain a full

understanding of, matters taken into consideration when determining suitability, and other matters requiring compliance in the preceding paragraph shall be in accordance with the Regulations Governing Financial Services Enterprises to Ensure Financial Products or Services being Suitable to Financial Consumers and self-regulations. Subsidiaries shall also establish related regulations.

Subsidiaries shall retain records of Financial Consumer attribute evaluations in Paragraph 1, and may not provide financial products or services that exceed the level they are suitable for or are limited to professional customers.

Complex and high-risk products sold by subsidiaries must be reported to the Board of Directors or the Board of Executive Directors for approval before their initial offering.

The types of complex high-risk products in the preceding paragraph are subject to the regulations of the competent authority.

#### Article 9. (Principle of Information Disclosure)

Subsidiaries shall fully disclose important contents and risks of the financial product, service and contract before entering into an agreement with a Financial Consumer for providing a financial product or service.

The Financial Consumer shall be fully informed of his/her rights concerning the protection of personal data in the collection, processing and use of personal data in the preceding paragraph, and the possible disadvantages of not agreeing to the terms and conditions. When conducting loan business, subsidiaries shall carefully consider the credit criteria such as the borrower, the purpose, the source of repayment, the protection for its claim, and the perspective. It shall not decline to provide a loan to a Financial Consumer solely on the grounds that the Financial Consumer has refused to authorize it to submit a query about his or her credit information to an enterprise that conducts inter-institutional credit information services.

The explanations and disclosures that the financial services enterprise provides to the Financial Consumer, as mentioned in Paragraph 1, shall be in text or use another method that is fully understandable to the Financial Consumer; the content thereof shall include, without limitation, aspects of material significance to the interests of the Financial Consumer, such as transaction costs, and possible gains and risks, and records shall be retained. Audio or video shall be recorded if it is required by the law.

Subsidiaries shall provide explanations and disclosures, which must be

recorded in audio or video, when providing complex high-risk products to consumers, unless it is an automatic channel transaction or the Financial Consumer disagrees. Audio and video recordings shall be retained during the duration of the product plus three months. Also, it shall be retained for a minimum of five years if the duration of the product is less than 5 years. However, in the event of a financial consumer dispute, the recordings shall be retained until the dispute is resolved.

Automatic not-over-the-counter channel transactions in the preceding paragraph refers to electronic transactions retained by subsidiaries in electronic equipment and relevant process of the transaction explained and disclosed to financial consumers.

If the consumer does not agree to audio or video recording in Paragraph 4, the consumer must express it in writing and sign and affix his/her seal. The document must be retained for the period specified in Paragraph 4.

Article 10.(Principle of Equitable Remuneration and Performance)

Subsidiaries shall establish a remuneration system for sales personnel, which must comply with principles established by the industry association and be submitted to the Board of Directors for approval.

The rights and interests of customers and potential risks of financial products or services to the financial service industry or customers shall be considered for the remuneration system in the preceding paragraph. The subsidiary may not confine its criteria to the achievement of business performance goals for financial products or services.

Article 11.(Principle of Grievance Mechanism and Protection)

Subsidiaries shall establish a customer grievance and dispute resolution system (including SOP), which shall at least include the scope of consumer disputes, organization, methods for accepting complaints, processing procedures, processing timeliness, progress inquiry, follow-up audit, training, and regular reviews. The system must be reported to the Board of Directors for approval.

Subsidiaries shall handle customer disputes related to products or services within the time limit prescribed in the Financial Consumer Protection Act, in order to improve customer satisfaction.

Article 12.(Principle of Sales Personnel Professionalism)

Sales personnel of subsidiaries that are responsible for selling financial products or providing financial services must obtain certifications and complete training in accordance with applicable laws and regulations.

Unqualified employees are not allowed to hold the position.

Article 13.(Principles for Friendly Services)

The subsidiaries shall not have discrimination based on gender biases and shall consider the needs of the physically and mentally disabled, the elderly, and the financially disadvantaged, and adopt appropriate and friendly measures at all phases of financial products and services, from design to sales; and monitor and evaluate the financial products and services to ensure they meet client needs.

Article 14.(Implement the Principles of Ethical Management)

Subsidiaries shall promote an ethical management culture from the top down and develop and promote relevant measures based on their business characteristics, such as an employee code of conduct, measures for the prevention of conflicts of interest, appropriate reporting channels, comprehensive education and training, as well as implementation, regular review and revision of such measures.

Article 15.(Regulatory Compliance)

Subsidiaries shall comply with the Consumer Protection Act and related regulations when preparing product or service manuals, application forms, standard form contracts, and risk disclosure statements, which may not contain any clauses that are clearly unfair to consumers, and shall fully disclose risks and interest/fee rates.

Besides complying with the Consumer Protection Act and applicable regulations, subsidiaries shall maintain the confidentiality of customers' personal information and the fairness of transactions in accordance with applicable regulations.

Article 16.(Training)

Subsidiaries shall continue to provide employees with training related to the Financial Consumer Protection Act, Treating Customers Fairly Principle, and related laws and regulations, and include the cause and improvement measures for common or major consumer disputes into training materials.

Article 17.(Internal Control and Audit System Management)

Subsidiaries shall establish related regulations according the Guidelines, and implement the regulations in their internal control and audit system.

Article 18.(Other Matters)

Where the subsidiary of the subsidiaries is a financial service institution defined in the Financial Consumer Protection Act, it shall establish the principle of treating customers fairly and regulations related to the Financial Consumer Protection Act. However, overseas subsidiaries shall comply with local laws and regulations.

A subsidiary in the preceding paragraph refers to a company defined in Article 369-2 and Article 369-3 of the Company Act.

Article 19.(Matters Not Covered Herein)

Any matters that are not covered in the Guidelines shall be handled according to the Treating Customers Fairly Principle and the Financial Consumer Protection Act, as well as applicable regulations of each subsidiary.

Article 20.(Approval Level)

The Guidelines shall become effective following the approval of the President. The same procedures shall apply to all future amendments or abolishment.