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3.6 Customer Relationship Management

■ Satisfaction Survey Questionnaire

Microbio places strong emphasis on customer interactions and its business units maintain intensive communication with their customers. We utilize customer satisfaction surveys to solicit feedback and suggestions from our customers. Based on the analysis of the survey results, detailed information is provided to relevant departments as a reference for improvements and corrective action. Questionnaires are distributed twice a year to gain a clear understanding of the customers' satisfaction with the Company's product quality, price, packaging and personnel professional services. For instance, a sample of 15 customers was selected for the 2023 satisfaction survey, once in first half and second half of the year, which had a response rate of 100%. Sales personnel contacted the selected customers to remind them to fill out and submit the questionnaires. Subsequently, dedicated personnel compiled a report on the basis of a statistical analysis of the survey results. The overall satisfaction rate indicated by "very satisfied" and "satisfied" responses reached 97.5% and 100%, respectively, in the surveys conducted in the first and second half of 2023.

■ Customer Complaint Handling Procedures

We value the user experience and satisfaction of consumers. To effectively handle customer complaints and continuously improve product and service quality, we have established drug and health food complaint handling SOPs, namely "Drug Customer Service/Customer Complaint Handling Procedures" and "Customer Complaint Handling Operation Instructions." We systematically archive customer complaints or adverse drug reactions according to the SOP, make a preliminary determination of the cause, notify the relevant departments and supervisors, take emergency disciplinary measures, and promptly reply to customers with their feedback. If the responsibility is attributed to the manufacturer, we will also require them to analyze the cause and take preventive and corrective measures. All customer complaint cases will be properly saved to facilitate the tracking of product and service improvements, to prevent the same incident from happening again, and to enhance customer satisfaction.

■ Handling of Customer Complaints in 2023

Microbio adheres to the principle of "continuous improvement to meet customer needs" to provide customers with more refined service quality. The customer complaints and handling methods in 2023 are as follows:

The main reason for customer complaints about health products in 2023 was product quality problems, and most of them reflected concerns such as product agglomeration, discoloration/peculiar smell, and more. To protect the rights and interests of consumers, the complaint product has been taken back and replaced with a new product for the customer. The cause is analyzed and responsibility is determined for the complaint product. If it is determined to be a quality defect generated during the manufacturing process, corrective/preventive measures will be implemented to improve and follow up to reduce the occurrence of similar customer complaints in the future.

In terms of drug customer complaints, consumers mainly report product leakage. Products complained of were also taken back and replaced with new products. The design of the product packaging has been adjusted

to include "this aspect" to avoid the leakage risk caused by placing the product upside down. The "face up" wordings were added, the supplier of the brown glass bottle was changed, and the dimensional stability of the screw thread of the bottle has been reinforced to reduce the possibility of product leakage in the future.

Moreover, in response to the major topic of "drugs, health products and food safety" and its 2025 sustainability goal, Microbio has set the requirement for the number of customer complaints related to the quality of drugs and healthcare products to account for less than 2% of the annual production number as one of the action indicators. The customer complaint incidents accounted for less than 1% of the annual production in 2023, meeting the requirements of this action indicator. In the future, we will continue to improve the quality and safety of our Company's products.

■ Customer Complaint Channel and Service Hours

Microbio Co., Ltd.

Customer service hotline: 0800-777-708 (Monday to Friday, 9:00 AM - 6:00 PM)
Address: 14F.-1, No. 3, Yuanqu Street, Nangang District, Taipei City 115

Chemo Young Official Website

Website: www.twmicrobio.com
To provide more comprehensive product information and services, the Microbio official website has a dedicated section for biotech new drugs, which includes product information, distribution channels, clinical efficacy, FAQs, and also offers information on medical knowledge and healthy diet information for users' reference. If users have any questions or need consultation, they can contact us through the website, and a professional in pharmaceuticals will assist them.
Free consultation hotline: 0800-013-885

Cotton Field Organic

Service hours: Monday to Friday, 8:30 AM - 5:30 PM
In-store customer service hotline: 0800-559-588, or to file customer complaints with in-store personnel
Online shopping/APP customer service hotline: 0800-238-888
Facebook: www.facebook.com/share/caR7rittLvtXugqB/?mibextid=WC7FNe
Telephone: (02)2755-5268
Fax: (02)2755-6829
Email: sun_cotton@cottonfield.tw
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