

# First Financial Holding Directors, Supervisors and Managers Code of Conduct

## Article 1. Purpose

In order to guide this Code of Conduct applies to directors, supervisors and managers (hereinafter referred to as the entitled persons) of FFHC and its subsidiaries (hereinafter referred to as the Company) to comply with various laws, internal company regulations and ethical standards, This Code is formulated for compliance.

## Article 2. Conflict of interest prevention

When a proposal at a given board of directors meeting concerns the personal interest of, or the interest of the juristic person represented by, the entitled persons shall uphold a high degree of self-discipline, attending or present at board meetings of the business group, the concerned person shall state the important aspects of the relationship of interest at the given board meeting. If his or her participation is likely to prejudice the interest of the Company, the concerned person may not participate in discussion of or voting on the proposal and shall recuse himself or herself from the discussion or the voting, and may not exercise voting rights as proxy for another director. The directors shall practice self-discipline and must not support one another in improper dealings.

The entitled persons shall not take advantage of their positions or influence in the companies to obtain improper benefits for themselves, their spouses, parents, children or any other person, and may not use company resources on commercial activities other than those of the company, nor may any personnel's job performance be affected by his or her involvement in the commercial activities other than those of the company.

## Article 3. duty of loyalty

When the entitled persons of the Company concurrently holds a position in a subsidiary or other job positions, shall ensure the effective execution of current and concurrent duties, and shall not engage in acts involving conflict of interest or violation of internal control, supervisory and balance systems of the Company and its investee enterprises and subsidiaries.

#### Article 4. Obligation to explain competitive conduct

The Company's director, acting on behalf of oneself or anyone else in matters within the business scope of the Company, shall explain the important content of their behavior and obtain the approval at the shareholders meeting. Managers of the Company who operate or operate similar businesses for others must be reviewed and approved by the board of directors.

#### Article 5. Avoid the transfer of profit or improper benefits

When conducting business, may not directly or indirectly offer, promise to offer, request, or accept any improper benefits, including money, endowments, commissions, positions, services, preferential treatment, rebate, other disguised goods (such as: gift certificates, equity/debt securities), in whatever form to or from clients, agents, contractors, suppliers, public servants, or other stakeholders. But received or given occasionally in accordance with accepted social customs and that do not adversely affect specific rights and obligations shall be excluded.

The entitled persons shall not provide political contributions to political parties, political organizations and candidates to gain commercial advantage or trading advantage. When making or offering donations and sponsorship, shall comply with the laws and regulations of the country where business group is doing business and internal operational procedures, and shall not surreptitiously engage in bribery.

#### Article 6. Duty of confidentiality

The entitled persons shall faithfully follow the Company's confidentiality standards and may not disclose to any other party any trade secrets properties and undisclosed material information of the Company of which they have learned, nor may they inquire about or collect any trade secrets properties and undisclosed material information of the Company unrelated to their individual duties.

#### Article 7. Insider trading prohibited

The entitled persons shall adhere to the provisions of the Securities and Exchange Act, and may not take advantage of undisclosed information of which they have learned to engage in insider trading. Personnel are also prohibited from divulging undisclosed information to any other party, in order to prevent other party from using such information to engage in insider trading.

The entitled persons involved in a merger and acquisition project of the

Company, prior to the public release of the news about the merger and acquisition activity, may neither disclose to outside parties any information relating the merger and acquisition activity, nor buy or sell stock or other equity securities of any company related to the merger and acquisition activity, either in its own name or in the name of another. And may not use the information without the Company's consent.

#### Article 8. Disclosure of important information

Any disclosure of the Company's material inside information, except as otherwise provided by law or regulation, shall be made by the Company's spokesperson or deputy spokesperson. The Company's spokesperson or deputy spokesperson shall communicate to outside parties only information within the scope authorized by the Company, and no personnel of the Company other than those serving as the Company's responsible person, spokesperson, or deputy spokesperson may disclose any material inside information of this Corporation to outside parties without authorization.

#### Article 9. Fair Trade

The entitled persons shall engage in business activities in accordance with Fair Trade Act, applicable competition laws and regulations, and may not fix prices, make rigged bids, establish output restrictions or quotas, or share or divide markets by allocating customers, suppliers, territories, or lines of commerce. And shall not restrict or impede the management of the Company.

#### Article 10. Protect intellectual property rights

The entitled persons shall observe applicable laws and regulations, the Company's internal operational procedures, and contractual provisions concerning intellectual property, and may not use, disclose, dispose, or damage intellectual property or otherwise infringe intellectual property rights without the prior consent of the intellectual property rights holder.

#### Article 11. Protecting and appropriate use of company assets

The entitled persons has the responsibility to protect the Company's assets and shall not directly or indirectly cause the Company to conduct any business which is contrary to normal business practice or to operate for illicit profit gains. The entitled persons shall not improperly intervene in corporate policy making or obstruct

corporate management activities, affecting the Company's operations and profitability.

#### Article 12. Follows the laws and regulations

The entitled persons shall comply with the Company Act, Financial Holding Company Act, The Banking Act of The Republic of China, Securities and Exchange Act, Trust Enterprise Act, Securities Investment Trust and Consulting Act, Insurance Act, Business Entity Accounting Act, Political Donations Act, Anti-Corruption Act, Government Procurement Act, Act on Recusal of Public Servants Due to Conflicts of Interest, TWSE/GTSM listing rules, or other laws or regulations regarding commercial activities.

#### Article 13. Prohibition of sexual harassment and inappropriate conduct in the workplace

The entitled persons explicitly or implicitly makes a sexual request toward an employee or an applicant, uses verbal or physical conduct of a sexual nature or with an intent of gender discrimination as an exchange for the establishment, continuance, modification of a labor contract or as a condition to his or her placement, assignment, compensation, evaluation, promotion, demotion, award and discipline.

The entitled persons shall not use their position or status advantage to treat employees for physical violence, verbal abuse, intimidation, threats, etc.

#### Article 14. Director training

The company's directors should, in accordance with the regulations of the TWSE/GTSM Listed Companies, continue to participate in the training courses organized by the designated institutions in the "Key Points for the Implementation of Continuing Education for Directors and Supervisors of Listed Overseas Companies" when new or during their term of office in accordance with the regulations of the stock exchange.

#### Article 15. Encouraging the reporting of any illegal or ethical conduct

If the entitled persons knows that there is a leak in the internal important information, or finds that the Company has suffered serious damages, it should handle it as soon as possible and report it according to the relevant regulations of the Company or report or file it to the relevant authorities.

#### Article 16. Supplementary Provisions

This Code shall come into effect after the Integrity Management Committee submits it to the Board of Directors for approval, and the same shall apply when revised.

The entitled persons should sign a declaration of this Code (as attached) before the end of each year or when they are newly appointed, declaring that they abide by this Code and related norms.

Article 17. Implementation and revision date

The Code were established on June 15, 2018.

The first revision took place on April 25, 2019.

The second revision took place on February 24, 2022.