Product and Service
Marketing Promotion

All BenQ marketing promotional activities follow local regulations, respect intellectual property right, customer right and compete in a fair way; BenQ did not violate marketing promotional regulations in 2019.

BenQ strives to create green products, leading the industry in realizing environmental protection and promote low-carbon society. The company uses actions to realize CSR, employs ecoFACTS mark on its product package and advertisement materials, actively disclose “energy-saving, carbon-reduction degree”, “refuse usage of hazardous substance” and “material recyclable usage rate” of its products to the consumers. Not only can this satisfy consumers’ right to know, they are encouraged to buy green products to reduce pollution to the earth.

Customer Promise

Qida gives top priority to the satisfaction of our customers and business partners on quality, specification, cost and due date of delivery to continuously sustain the satisfaction of customer needs. In addition, to timely respond to and meet the various demands from our customers, we set up global customer service center at headquarter and Taiwan customer service department for Taiwanese customers to fully understand “Voice of Customer”. CSD provides our customers with speedy and strong supports, assisting our customers in solving problems regarding product purchase, usage, maintenance and technical supports.

Customer Service

To serve a wide range of customers, BenQ has upheld the innovative spirit, offering various products and information as well as technical support services for various customer needs. We continue to adhere to the creed of “integrity, lean, keep promise” to ask our employees to listen to the customer and learn their true needs to fulfill them. We take the angle of customers as our overall service model. BenQ’s customer service department demand itself in an ever-better attitude, realizing a fair relationship with customers and partners.

Customer Satisfaction

The truthful opinion feedbacks of consumers and business partners have been the source of progress and leadership of BenQ. Therefore, BenQ regularly collects immediate responses of clients and ensure their needs are understood and satisfied. For the acknowledged advantages, we keep doing our best. For the adjustable parts, we provide feedbacks to related departments for improvements so that we meet customers’ needs and changes of trends.

Customer Satisfaction Survey

Major Operational Location

Taiwan is a major operational location of BenQ and our Taiwan office launches customer satisfaction survey each month, with Customer Care Center (CC) conducting the survey via phone calls, asking customers to evaluate and suggest on our company’s overall products and after-sales services. CC will then compile and deliver the results to related departments for them and high-end executives to examine customer demands in a comprehensive way, followed by clarifications of items with the departments and appropriate adjustments of flows to improve product and service quality.

Major Product/Service Type

BenQ mainly produces large-size LCDs, large commercial LCD displays, projectors and eye-protection smart lamps. For the end users of the repaired parts of the five products of the month, we took 7% of them for maintenance service satisfaction survey, with items including personnel service attitude, maintenance time/efficiency and overall service satisfaction rate.

Customer Satisfaction Survey Results

The overall service satisfaction rate of repair-service customers averaged at 94 in 2019. While keeping its advantages, BenQ also reviews in depth possible improvement areas. The attitude of prioritizing its customers enables BenQ to continue launching integration and improvement, hoping to establish a more efficient customer service platform; solve all customer problems with a swift and concrete fashion and provide a sound and fair communication channel. We hope by a more advanced customer service management, we can provide the best service quality to establish a fair partner relationship.

Customer Privacy Protection

BenQ provides its promise to clients that it values information safety. During business behavior, customer privacy is intact. Besides the necessity in internal promotion of information safety, BenQ’s confidential documents are protected and are under authorization control. The documents are also regularly destroyed. Except for related operational staff, employees of no close relationship with related tasks should wait for executive approval to have partial access. In 2019, there were no external appeals verified by the organization, or appeals from authorization entities; nor were there any incidents of information leakage, theft or loss of customer information.
Quality Management

Quality Vision and Strategy
Starting from the vision of Bringing Enjoyment ‘N’ Quality to Life, BenQ strives to become a leading company in IT products and integrated solutions, learning about human life demand with heart, investing in a fashionable life, corporate operation, medical equipment service and educational learning areas, offering diversified innovative products that improve living quality and operational efficiency, bring complete health care and create flexible learning applications. The products include full-series projectors, large-size eye-protection LCD series, professional design and filming displays, gaming LCD displays, large business displays (interactive, digital signage), Bluetooth speaker and smart eye-protection lamps for Bringing Enjoyment ‘N’ Quality to Life.

Design and Technology Based on Human Beings
BenQ thinks that design and technology should meet the real demand of human beings to deliver the best functions. The concept is deeply rooted in our human-based design and technology integration utilization.

The BenQ brand product development strategy is as follows:
2001-2006 BenQ strived to realize the brand promise of “Enjoy Happy Technology”, deliver innovative digital fashion products to people.
2007-2017 BenQ continues to extend the corporate vision “Bringing Enjoyment ‘N’ Quality to Life” to LIFE, expanding to corporate solution products for the key aspects of human life such as new business medical service, medical equipment, software service and integration service.

LIFE Introduction (Bringing Enjoyment ‘N’ Quality to Life)
LIFE business deployment include the following four areas: fashionable life, corporate operation, medical equipment service and educational learning.

BenQ learns about human life demand with heart, invests in a fashionable life, corporate operation, medical equipment service and educational learning areas, offering diversified innovative products that improve living quality and operational efficiency, bring complete health care and create flexible learning applications.

BenQ thinks that design and technology should meet the true needs of people to have the best function. The belief is rooted in our design that is based on human beings while integrating and using technology in it such as the products of low-blue light and eye-protection displays that lead the markets.
Supplier Quality Requirement

BenQ starts its requirement action from the review of Quality Vendor List (QVL), listing in the WI of supplier survey that suppliers shall provide ISO9001, ISO14001, OHSAS18001 and SA8000 certificate copies (or EICC report). Certified BenQ suppliers should reach the strict level that BenQ rules for design/develop (design innovation) and manufacturing (quality) to pass the QVL review and become certified suppliers of BenQ.

BenQ suppliers all win global quality management system or other global management system standard verification and perform related activities with accuracy.

We expect to pursue continuous improvement and problem prevention in the most economical way to continue improve process, lower deficiency, reduce waste, improve quality while meeting requirement of EU RoHS directive, so that our products meet the expectation of the society and have lowered impact on the natural environment.

Supplier Quality Requirement

BenQ starts its requirement action from the review of Quality Vendor List (QVL), listing in the WI of supplier survey that suppliers shall provide ISO9001 (TAF), ISO14001, OHSAS18001 and SA8000 certificate copies (or EICC report).

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Internal Quality Requirement

BenQ has unique B System

BenQ (Bring enjoyment n Quality to life) means that the company brings the truth, goodness and beauty of information life to the society while meeting customers’ demand, let them enjoys happy technology and a better life quality. With such operational belief, we design a complete set of product development system, dividing the lifecycle of a product from initial idea to the termination phase into six phases (B0-B6) according to tasks and management purposes of various phases.

Besides striving to innovate new products and functions, letting consumers to enjoy happy technology, we respect the influence of quality brings to the society. Therefore, we have built a quality management system meeting the international standard. With high-end executive promise, audit and managing examination, we realize source and process management.

BenQ quality policy we compiled is to “timely deliver products and services with zero defect and are competitive to the customers.” With continuous improvements, we increase product quality and customer satisfaction. By plan, do, check and continuously improve the quality management system and certificate from third-party authority, we realize the above-mentioned belief and policy.

BenQ Quality Policy

To deliver Defect-free, Competitive Products and Services to our Customer on time.

BenQ quality management system wins certificates from BSMI (Bureau of Standards, Metrology and Inspection, MOEA), ETC (Electronics Testing Center, Taiwan) and SGS while continuing to maintain third-party tracking/verification.
BenQ uses the golden triangle of quality system management, Audit & Management Review, Consultation and Continued Enforcement, to maintain our quality management operation. We use quality system daily management and quality audit operation to inspect existing system operation and discover system problems, further establishing project improvement team to strengthen our existing system operation and elevate the core ability and value of BenQ quality management system, improving quality management to the level to quality operation.

BenQ Quality Management System

ISO9001 Certificate

ISO13485 Certificate

BenQ Quality Four Action Plans

Pre-MP Quality Management

Mass Production Quality Management

Field Site Quality Management

Quality System Management

Total Quality Management (TQM)

We realize and promote Total Quality Management (TQM), which is an operation that focuses on customers.

BenQ’s quality policy is: “deliver on time products and services with zero defects and are competitive to customers”. Based on the belief, we lay foundation of BenQ quality four action plans:

- Pre-MP Quality Management
- Mass Production Quality Management
- Field Site Quality Management
- Quality System Management

With the four perspectives, ensuring vendor quality, product design development quality, production and production procedure quality and maintain a systematic quality management system via active collection and feedback of product quality information of the market. With realizing source and process management and fulfilling the quality spirit of sustainable improvement to fulfill our operational belief, quality policy and quality goal.

BenQ uses the golden triangle of quality system management, Audit & Management Review, Consultation and Continued Enforcement, to maintain our quality management operation. We use quality system daily management and quality audit operation to inspect existing system operation and discover system problems, further establishing project improvement team to strengthen our existing system operation and elevate the core ability and value of BenQ quality management system, improving quality management to the level to quality operation.

ISO9001 Certificate

ISO13485 Certificate

BenQ Quality Four Action Plans

Pre-MP Quality Management

Filter and select qualified vendors via vendor audit system to establish QVL (Qualified Vendor List).

Mass Production Quality Management

Use vendor selection system to select and work with the most suitable vendor meeting the various function conditions of RFQ (Request For Quotation).

Field Site Quality Management

Use product development system to execute tests such as EVT (Engineering Verification Test), DVT (Design Verification Test) and PVT (Production Verification Test) to meet goals and purposes of quality management in different design phases.

Quality System Management

Monitor production procedure quality and shipment quality level by On-site Quality Inspection

Convene quality review meetings regularly for each level, inviting executives of various levels or customer representatives to participate in weekly, monthly, quarterly and annual meetings to review on the status of quality goal fulfillment and improving resources to assure effective fulfillment of continuous improvements.

- Quality Management System

Quality management system certificate: For various products, we have obtained certificates of international quality systems:

1. For electronic, electric and information products, we have obtained ISO9001 international quality system certificate.
2. For medical equipment products, we have finished certification of ISO13485 medical equipment quality systems.

The following section explains the major content of the four quality perspectives:

Pre-MP Quality Management

- Filter and select qualified vendors via vendor audit system to establish QVL (Qualified Vendor List).

Mass Production Quality Management

- Use product development system to execute tests such as EVT (Engineering Verification Test), DVT (Design Verification Test) and PVT (Production Verification Test) to meet goals and purposes of quality management in different design phases.

Field Site Quality Management

- Monitor production procedure quality and shipment quality level by On-site Quality Inspection
- Convene quality review meetings regularly for each level, inviting executives of various levels or customer representatives to participate in weekly, monthly, quarterly and annual meetings to review on the status of quality goal fulfillment and improving resources to assure effective fulfillment of continuous improvements.

Quality Management System

- Quality management system certificate: For various products, we have obtained certificates of international quality systems:
  1. For electronic, electric and information products, we have obtained ISO9001 international quality system certificate.
  2. For medical equipment products, we have finished certification of ISO13485 medical equipment quality systems.


**Green Product**

Besides innovation of product functions, BenQ also continues to develop and manufacture green products, realizing the belief of environmental sustainability by our products.

1. **BenQ Green Product Four Perspectives**

   - **Product Design Improvement**
   - **Energy Saving and Carbon Reduction**
   - **Environmental-Related Substance Management**
   - **Easy-to-Recycle Design**

2. **Product Design Improvement**

   **I. Environmental-Related Substance Management**

   All BenQ products should conform to the green product Restriction of Hazardous Substance Guideline (SUP-QM-07-02) version 12, with the controlling range including RoHS and other legal or self-control substances. BenQ continues to track the disclosed substances of very high concern (SVHC) by the European Chemicals Agency (ECHA) each year.

   The company also has included the disclosed substances in its control sheet and communicating with vendors in a two-way faction to prohibit or control usages of carcinogenesis, mutagenicity and toxicity to reproduction.

3. **RoHS Controlled Substance**

<table>
<thead>
<tr>
<th>RoHS Substance</th>
<th>Other Legal and Voluntary Controlled Substance</th>
<th>2019 Added and Adjusted Controlled Substance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package material (cadmium+lead+mercury+hexavalent chromium) total sum</td>
<td>Asbestos</td>
<td>Vinylchloroethylene (VdCS)</td>
</tr>
<tr>
<td>Cadmium and its compound</td>
<td>Greenhouse gas with fluoride</td>
<td>Perfluorooctane sulfonate (PFOS)</td>
</tr>
<tr>
<td>Lead and its compound</td>
<td>Polychlorinated Phthalate Substance damaging ozone layer</td>
<td>Perfluorocrylic acid (PFCA)</td>
</tr>
<tr>
<td>Mercury and its compound</td>
<td>Organotin compound</td>
<td>Chlordanes (C-10-13)</td>
</tr>
<tr>
<td>Hexavalent chromium and its compound</td>
<td>Polychlorinated diphényls and Polychlorinated triphényls</td>
<td>Polyvinyl chloride (package material/mechanism part)</td>
</tr>
<tr>
<td>Polybrominated biphenyls</td>
<td>Radiative substance</td>
<td>Arsenic and its compound (panel)</td>
</tr>
<tr>
<td>Polybrominated diphenyl ethers, PBDEs</td>
<td>Arso compound</td>
<td>Nickel and its compound</td>
</tr>
<tr>
<td>Bis(2-ethylhexyl)phthalate (BBP)</td>
<td>Dibutyl hydrogen borate</td>
<td>Beryllium and its compound</td>
</tr>
<tr>
<td>Butyl benzyl phthalate (BBP)</td>
<td>Dimethyl fumarate</td>
<td>Arsenic and its compound</td>
</tr>
<tr>
<td>Polychlorinated napthalene</td>
<td>Chlorine coming from Chlorine flame retardants or Polychlorinated Vinyl (PVC)</td>
<td>Chlordanes coming from Chlordanes flame retardant</td>
</tr>
<tr>
<td>Disobutyl phthalate (DBP)</td>
<td>Formamide</td>
<td>Chlordanes coming from Chlordanes flame retardant</td>
</tr>
</tbody>
</table>

4. **Product Design Improvement**

   - **Add the circuit design of zero-power consumption system efficiency**
   - **Improve lightness performance, increasing system utilization efficiency**
   - **Flexible control various module switches, so that system reaches lowest consumption in standby mode**

5. **Easy-to-Recycle Design**

   To respond to the green product design concept of from cradle to cradle, the recyclable and renewable plastic materials BenQ uses exceed 25% (calculated by plastic component total weight) of several major models.
Energy-Saving mark

I. Global Energy-Consumption Standards/Regulations
The energy-consumption designs of BenQ products when at standby state or power off mode meet the Energy Star 7.1 version energy-consumption requirement. External adapter also meets Energy Star External Power Supply sixth level requirement.

II. Energy-Saving Design
Since more energy is consumed of electronic products during the usage phase, BenQ prioritizes the following energy-saving design principles in the product design phase.

III. Award Winning Product
BenQ had six display products winning the US ENERGY STAR Most Efficient 2020 award in 2019.
The ENERGY STAR Most Efficient requires products to further consume at least 35% less energy comparing with products of the same class. This shows BenQ’s concrete performance of investing in the R&D and innovation of display management.

ENERGY STAR Most Efficient 2020 Model

GW2480-B GW2780-B GL2480-B GL2780-TF BL2581T-B PD2700U-B

Package Improvement

Product package design is also an important aspect of BenQ green product design. We review product package design to reduce space waste, increase carrying capacity rate and lower transportation energy and costs.

I. Reduce Package Material Types
By buffering materials, we use paper plastic to replace polystyrene (EPS) to effectively increase recycling and reusage proportion of package materials. The slim appearance not only helps reducing package materials, but improves the usage space of freight, further lowering transportation costs and environmental impact.

II. Reduce Package Volume
Use paper plastic to replace clapboard, electronic file replacing paper manual while calculating in details the sizes of packages and pallets to optimize stacking and reduce package volume.

III. Recycle and Renew Packaging Materials
Use 85% recycled, renewed papers to pack.

IV. Environmental-Protecing Ink Printing
Use environmental-protecting soybean ink single-color printing to not only save ink but better allow package box recycling. Increase proportion of soybean ink printing for product package color box while using soybean ink printing in product manuals.

Green Environmental Projection Mark

Only around 20-30% of advanced products in the market meet the definition of green product specifications by green marks. Besides actively implement green design concepts such as energy-saving and carbon-reduction, low environmental impact, environmental-friendly materials, BenQ verifies its major models meet the newest green product specifications by applying for green marks.

BenQ has obtained various green marks in various countries including EnergyStar, EPEAT of the US, PCTI of Japan, TCO of Sweden, energy-saving mark of China, environmental-protection mark of Taiwan and energy-saving mark of Taiwan.

Customer Health and Safety

BenQ establishes internal product development flow to ensure all products that are produced and delivered by BenQ to customers meet the following two requirements. Moreover, there were no violations of product health and safety regulations or voluntary standard in 2019.

1. A product prototype must pass all relevant product safety tests
BenQ’s product prototype must pass following tests such as Product Safety, EMC, Energy Consumption and so on. In addition, its products must obtain related product safety certificate of each region or country before able to be volume produced. This step ensures that the products received by our customers are free from safety concerns.

II. A product must adhere to the requirement defined in “Non-Use of Hazardous Substances Management Procedure”
All BenQ products meet the Restriction of Hazardous Substance Guideline (SUP-QM-07-02) version 11, with controlling range covering RoHS and other legal or self-control substances. This approach ensures that the products received by our customers are free from health concerns.

Product and Service Information and Labeling

BenQ establishes internal product development flow to ensure all products that are produced and delivered by BenQ to customers meet the following requirements. In 2019 no violations of regulations or self-controlled guidelines of products and service information mark happened.

<table>
<thead>
<tr>
<th>Item</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>The sourcing of components of the product or service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Content, particularly with regard to substances that might produce an environmental or social impact</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safe use of the product or service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Disposal of the product and environmental/social impacts</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>