

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.

ecoFACTS label



Product Package Exterior



Customer Promise

Qisda 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 consumers and partners.

Customer Satisfaction

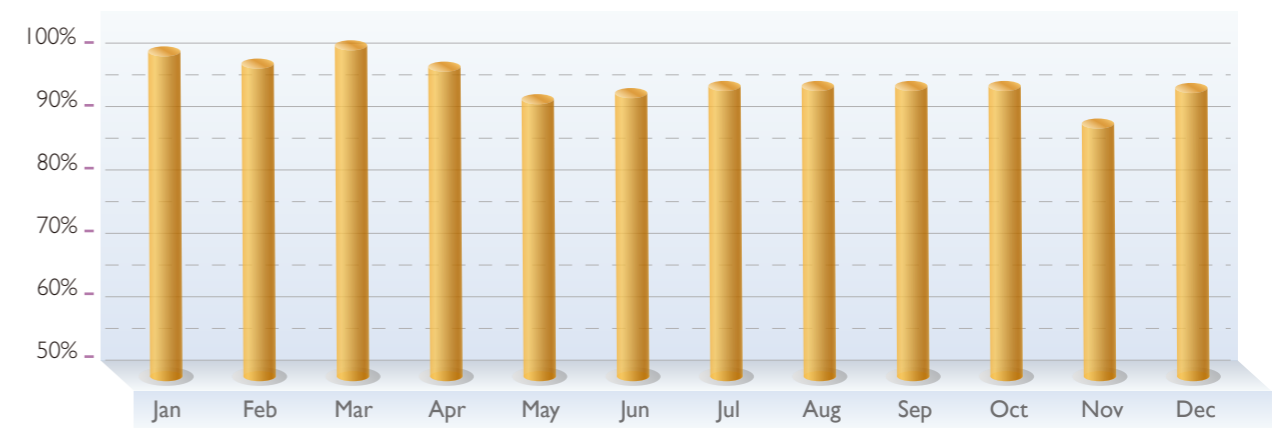
The truthful opinion feedbacks of consumers and business partners have been the source of progress and leadership of BenQ. Therefore, BenQ regularly collects immediate responses of clients and ensure their needs are understood and satisfied. For the acknowledged advantages, we keep doing our best. For 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

Monthly Satisfaction Score in 2019



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

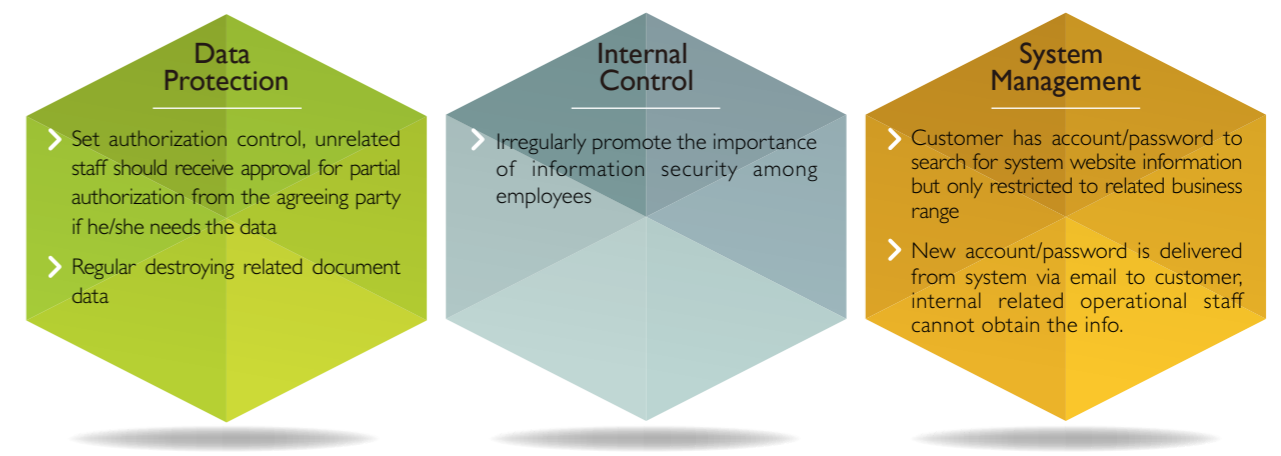
customer problems with a swift and concrete fashion and provide a sound and fair communication channel. We hope by a more advanced customer service management, we can provide the best service quality to establish a fair partner relationship.

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.

Customer Privacy Protection Mechanism



BenQ corporate vision and brand mission: "Bringing Enjoyment 'N' Quality to Life"

善美 的科寶 真活技現

Bringing Enjoyment 'N' Quality to Life

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.

BenQ "Design and Technology Based on Human Being"

Design and Technology Based on Human Being



Design Beauty and Useful Technology Based on Human Being

BenQ Business Deployment LIFE expand to key aspects of human life



BenQ wins various global and regional award recognition by basing on human being, having beauty and function and green environmental design concept.



Quality and Hazardous Substance Free Management



BenQ strives to enforce quality management system (ISO9001), medical equipment quality control system (ISO13485); its products should meet requirement of green product hazardous substance restriction of usage.

BenQ chairman, president and vice president are the highest responsible people of BenQ's quality system, overseeing and establishing various responsible staff and quality control organization, realizing the requirement of quality/green product hazardous restriction of usage throughout the company and employees. They also let the thinking of all members of the company to meet the importance of regulation and law requirements, company quality policy, quality goal and customer requirement via various communicational methods such as educational training, official website announcement and propaganda card, while reviewing the management system appropriateness and resource usefulness during management review meetings.

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).

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.

Internal Quality Requirement

BenQ has unique B System

BenQ (Bring enjoyment n Quality to life) means that the company brings the truth, goodness and

BenQ Product Development System



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



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 quality management system global system and third-party certificates



Total Quality Management (TQM)

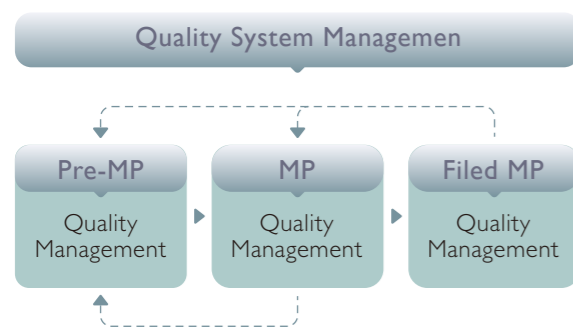
We realize and promote Total Quality Management (TQM), which is an operation that focuses on customers.

BenQ's quality policy is: "deliver on time products and services with zero defects and are competitive to customers". Basing on the belief, we lay foundation of BenQ quality four action planes:

- 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 Quality Four Action Planes



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).

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

Mass Production 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 ensure effective fulfillment of continuous improvements.

Field Site Quality Management

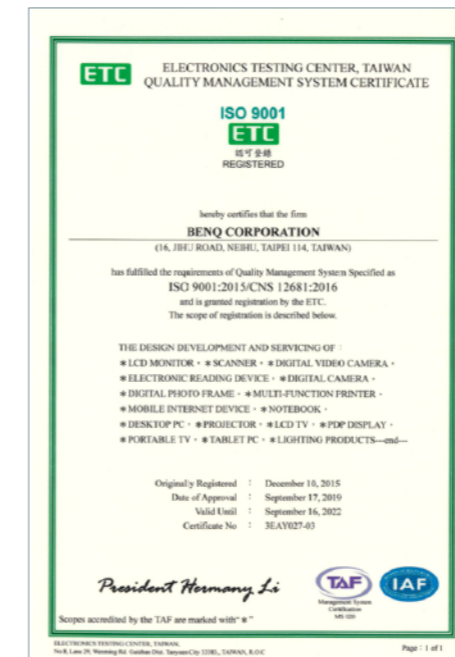
- Immediately and actively collect and analyze product quality status in the market by the market quality monitoring system for IFR (Initial Failure Rate) and AFR (Annual Failure Rate) improvement references
- Control consumer satisfaction status via customer satisfaction survey done by the customer service unit while inspecting and indicating the improvement status of customer satisfaction with management examination participated by high-end executives

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 ISO 13485 medical equipment quality systems.

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

ISO9001 Certificate



ISO 13485 Certificate

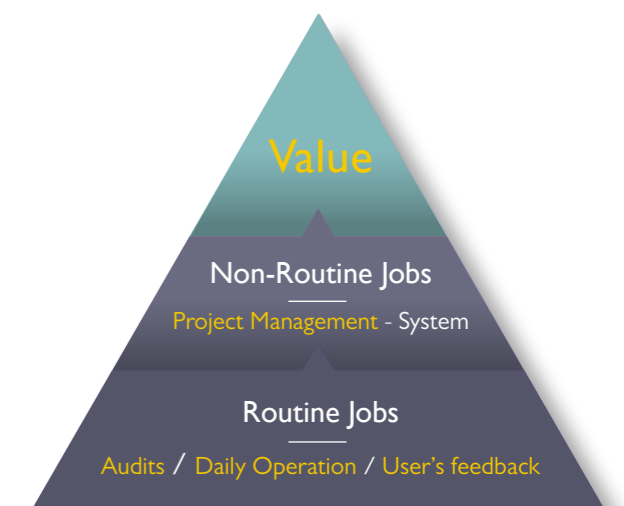


problems, further establishing project improvement team to strengthen our existing system operation and elevate the core ability and value of BenQ quality management system, improving quality management to the level to quality operation.

Quality System Management Golden Triangle



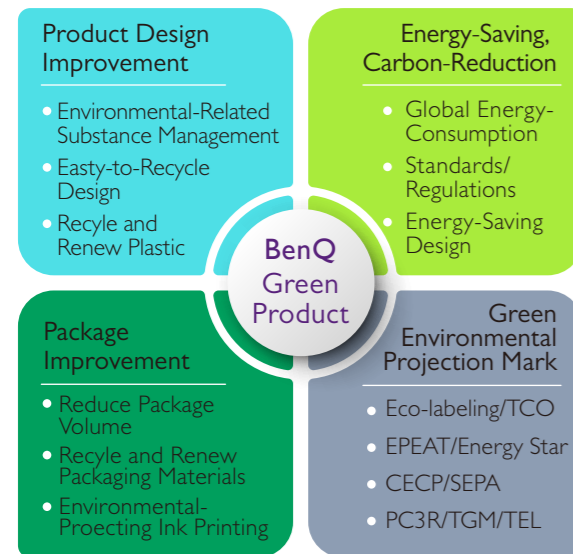
Quality System Management Value Structure



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.

BenQ Green Product Four Perspectives



BenQ Controlled Substance

RoHS Substance	Other Legal and Voluntary Controlled Substance		2019 Added and Adjusted Controlled Substance
Package material (cadmium+lead+mercury+hexavalent chromium) total sum	Asbestos	Bexabromo-cyclododecane (HBCD)	VOCs
Cadmium and its compound	Greenhouse gas with fluorine	Perfluorooctane sulfonate (PFOS)	Red Phosphorus
Lead and its compound	Chlorodiphenyl Methane Substance damaging ozone layer	Perfluorocaprylic acid	REACH SVHC: 20TH batch
Mercury and its compound	Organotin compound	Chloroalkanes (C10-13)	REACH SVHC: 19TH batch
Hexavalent chromium and its compound	Polychlorinated biphenyls and Polychlorinated triphenyls	Polyvinyl chloride (package material/mechanism part)	Bis(2-ethylhexyl)phthalate (BEHP)
Polybrominated biphenyls	Radioactive substance	Arsenic and its compound (panel)	Butyl benzyl phthalate (BBP)
Polybrominated diphenyl ethers, PBDEs	Azo compound	Nickel and its compound	Dibutyl phthalate (DBP)
Bis(2-ethylhexyl)phthalate (BEHP)	Dibutyltin hydrogen borate	Beryllium and its compound	Diisobutyl phthalate (DIBP)
Butyl benzyl phthalate (BBP)	Dimethyl fumarate	Antimony and its compound	
Dibutyl phthalate (DBP)	Polychlorinated naphthalene	Chlorine coming from Chlorine flame retardants or Polyvinyl chloride (PVC)	
Diisobutyl phthalate (DIBP)	Formaldehyde	Bromine coming from Brominated flame retardant	
		Polycyclic aromatic hydrocarbons (PAHs)	

We continue the four perspectives we have compiled (1. Product design improvement 2. Package improvement 3. Energy-saving mark, 4. Green environmental protection mark) and keep growing further, using methods such as CSR website and product ecoFACTS mark to disclose product environmental feature information for the channel of communicating with the consumers about green products.

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 fashion to prohibit or control usages of carcinogenesis, mutagenicity and toxicity to reproduction.

In addition, BenQ continues to focus on worldwide related researches of possible environmental-related substances of electronic products and suggested control standards such as International Electronics Manufacturing Initiative (iNEMI), Greenpeace International and European Union (EU) initiatives and reach the following environmental-related substance control goals:

- Hg: Replace CCFL by energy-saving, Hg-less LED
- Brominated Flame Retardant (BFR): No BFR for plastic casing over 25g of all products
- PolyVinyl Chloride (PVC): No PVC for package material and plastic body part of all products
- Phthalate: No usage of Phthalate on all products

II. Easy-to-Recycle Design

To lower environmental impact and help recycling for reuse of materials, BenQ considers the following principles of easy to recycle during product design phase:

- Use single material for plastic component as much as we can
- Plastic component can be dismembered by general tools
- Mark the materials of plastic components of over 25g according to the ISO 11469 international standard.
- Use recyclable and renewable plastic materials as much as we can

- Fix body parts with engaging structure as much as we can, avoiding gluing or welding
- Reduce screw and bolt types
- No use of external coating technology and metal deposition processing unless necessary
- Avoid back-end procedure of spraying paint, electro-plating and printing as much as we can
- Use shared channel or volume-produced paint as much as we can

Currently, BenQ has cooperated with local recycling systems and offer recycling services in Europe, the US and Taiwan to ensure wasted products and packages are appropriated processed. For detailed recycling channel information, check BenQ international websites. The recycling rates of BenQ product materials, reuse rates of its components/body parts and energy recovery rates all reach 80%. The last "product waste and recycle phase" follows EU's Waste Electrical and Electronic Equipment Directive (WEEE).

III. Recycle and Renew Plastic

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.

Monitor

- Use power-saving mode function or high-energy conversion efficiency component
- Use high light-emitting efficiency and low-power LED panel
- Use ambient light sensor to automatically adjust backlight
- Use proximity sensor to detect whether the person is before the screen and automatically shut down backlight
- When no image, close backlight and enter power saving mode, and enter power off mode after several minutes

- When no image, peripherals can enter automatically the standby mode
- When PWM enters power off, use burst mode method to reduce standby loss
- Increase eco preset mode and show percentage of power saving
- When increase backlight, signal power-consumption index by icon to remind user of power-consumption message
- Increase OSD timer to remind user the rest time to reduce loss

Projector

- Use high-efficiency/conversion efficiency electronic components
- Use power-saving LED lighting source
- Use color wheel allocation to increase light and color transmission rate to improve system efficiency
- Add the circuit design of zero-power consumption for AC power switch component

- Use software to control lighting source to enter the ECO energy-saving mode
- Flexible control various module switches, so that system reaches lowest consumption in standby mode
- Improve lightness performance, increasing system utilization efficiency

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

The Year's Best of ENERGY STAR Energy Efficiency and Innovation

WHEN ONLY THE BEST WILL DO.

Looking for the ENERGY STAR label is a simple way to save you money and protect the environment. Now EPA offers ENERGY STAR Most Efficient 2020, a distinction recognizing products that deliver cutting edge energy efficiency along with the latest in technological innovation. It is an award that truly represents the best of ENERGY STAR.

Most Efficient 2020
ENERGY STAR www.energystar.gov

BenQ products shown: 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 reuse 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 clipboard, 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-Protecting 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

2019 models of Green Environmental Projection Mark



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, PC3R 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.

I. 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 1.1, 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.

Product and Service Information and Labeling

Item	Yes	No
The sourcing of components of the product or service	●	
Content, particularly with regard to substances that might produce an environmental or social impact	●	
Safe use of the product or service	●	
Disposal of the product and environmental/social impacts	●	