

企業社會責任

Corporate Social Responsibility Report

持之以恆演繹中華飲食文化

康師傅深情投入研究中華飲食文化的色、香、味，持之以恆將傳統美味現代化，讓所有人享受美味。

一切為消費者

2013年康師傅產品持續獲得消費者的讚譽。讓消費者安心，是康師傅對消費者的承諾，也是我們持續成長茁壯的重要基石。

一切源於康師傅自始至終積極響應「從農田到餐桌」全程質量控制理念的倡導，恪守消費者食品安全原則，投入鉅資嚴控源頭安全，牢牢掌握上游供應鏈，嚴苛管理原料和供貨商。

一、嚴苛原物料規格的落實

- A. 秉持嚴格、合理的原料規格表，限定了原料的屬性、質量指針和安全指標，為採購／驗收原料提供量化、明確的標準。
- B. 規格制定嚴格參照國家相關法規標準，隨國家安全標準／行標／地標等的出台，做及時的修訂與更新。
- C. 同時，積累數據經驗，提出較國家標準更嚴格，但是保持合理性的規格指針，進一步保障原物料安全性。

CONSISTENT INTERPRETATION OF CHINESE CULINARY CULTURE

Let everyone tasting delicious dishes is Master Kong's belief. We studied the traditional Chinese culinary culture in-depth in different aspects: color, smell and taste to modernize the traditional taste.

ALL FOR THE CUSTOMERS

In 2013, Master Kong's products built a good reputation among consumers. Master Kong commits to bring consumers peace-of-mind, it is also the cornerstone of our thriving growth.

All thanks to Master Kong's dedicated support for the guiding principle of total quality control "from farm to table" and strict compliance with the consumer food safety principles. Master Kong invested heavily to control food safety from the source and closely monitored the upstream supply chain through tight management of the raw materials and suppliers.

I. Raw material specifications are strictly followed

- A. For adherence to strict and rational raw material specifications, Master Kong prescribes the attributes, quality indicators and safety indicators to offer quantified and clear criteria for the sourcing/inspection of raw materials.
- B. Master Kong develops specifications with strict reference to the relevant regulatory standards of the Country and makes timely revision and update upon the issuance of the national safety standards/industry standards/local standards.
- C. Meantime, Master Kong accumulates historical data and experience to establish stricter specification criteria than the national standards but still at a rational level, in order to guarantee the safety of raw materials.

二. 加強供貨商資質管控

- A. 供貨商必須具備相關資質證件。
- B. 對供貨商的生產能力、技術能力、質量系統、生產環境、檢驗能力、人員等方面進行實地考核，評鑒合格後方具備供貨商資格。
- C. 供貨商分級管理，使供貨商和康師傅共同成長，一同進步，從而確保原料質量。

三. 原料檢驗制度

- A. 著重進料、制程和成品三個環節的管理，每一個環節都進行監控，這些都在產品設計和原料設計之初就要加以考慮。
- B. 對於原料質量管理，依照原料規格表的設定項目，分別制定合理可行的檢測頻率，如決定產品質量的關鍵指針批檢，其它指標月檢、半年檢或年檢。
- C. 同時，針對規格要求指針，要求供貨商提供第三方外檢報告。康師傅也不定期抽檢，進行第三方檢驗，多方保證原料質量安全。

II. Strengthened control over supplier qualification

- A. Suppliers must have relevant qualification certificates.
- B. Master Kong will carry out on-site assessments on the production capability, technical capability, quality system, production conditions, inspection ability and personnel of a supplier, who would be qualified as a supplier only after passing such assessments.
- C. Suppliers are managed by different levels, so that suppliers can grow and make progress along with Master Kong to ensure the quality of raw materials.

III. Raw material inspection system

- A. Master Kong focus on the management of incoming materials, procedures and finished products by monitoring each stage. These are factors required to be considered at the beginning of product design and raw material design stages.
- B. For quality management of raw materials, Master Kong works out reasonable and practicable inspection frequencies respectively according to the items set in the raw material specifications, such as determining the key indicators of product quality for inspection approval, and other indicators for monthly, half-yearly and annual inspections.
- C. Meanwhile, Master Kong demands external inspection reports issued by third parties to be provided by suppliers on the indicators required in the specifications. It also conducts sample inspections and third party inspections from time to time, so as to ensure the quality and safety of raw materials.

四. 供貨商溯源制度

- A. 建立供貨商溯源制度，從原材料源頭保證產品質量安全。
- B. 對供貨商的原料規格制定合理性、原料檢驗記錄、安全性指針送檢狀況、以及對其源頭供貨商的管理能力等方面，進行全方位的評價和追溯，保證供應鏈安全。
- C. 追溯供貨商的源頭供貨商，實地考察並掌握其生產、技術、質量管控等能力，保證供貨商原材料來源的安全性。

五. 食品安全風險預警機制

研發中心設有食品安全法規崗，能夠隨時掌握國內外食品安全質量的訊息，對可能存在的潛在風險，隨時發佈，立專案處理。

食品安全一直是康師傅關注的核心內容，結合在節能環保、公益事業、人才培育、兩岸文化交流等方面的努力，更獲得人民日報社主辦「最具責任感企業」榮譽，並連續五屆在年度食品安全重要會議上倍受稱讚和嘉獎。榮獲首屆BrandSpark《消費者的選擇》「消費者信賴的品牌」榮譽。此外，康師傅更取得2013年台灣國際品牌獎第二名、德國品牌協會於2014年3月頒發的「最佳產品品牌獎」及「最佳食品與飲料品牌獎。」

IV. Supplier tracing system

- A. Master Kong sets up a supplier tracing system to guarantee the quality and safety of products from the source of raw materials.
- B. Master Kong comprehensively assesses and traces the rationality of established raw material specifications, the inspection records of raw materials and the inspection status of safety indicators, as well as management ability of suppliers at the source, ensuring the safety of the entire supply chain.
- C. Master Kong traces the original source supplier of its suppliers, conducts field visits and learns about their capabilities in production, technology and quality control, thus assuring the safety of suppliers' raw materials source.

V. Pre-warning mechanism for food safety risk

The research and development center has food safety regulation posts in place, which are capable of grasping information about domestic and overseas food safety and quality frequently, releasing potential risks warning bulletin and coping with them as special cases.

Food safety has always been the core concern for Master Kong through the combined efforts on energy-saving and environmental protection, social charities, talent development and cross-strait cultural exchanges. Also, Master Kong was awarded the honor of "the Most Socially Responsible Enterprise", which was organized by People's Daily, as well as being recognized and acclaimed at the important annual conference on food safety for five consecutive years. Master Kong won the honor of the "Consumer Trusted Brand" at the first BrandSpark "Consumers' Choice" Awards. Moreover, Master Kong has also won the Second Prize at the 2013 Taiwan International Brands Award, the "Best Product Brand Award" and the "Best Food & Beverage Brand Award" granted by the German Brands Association in March 2014.

一切為夥伴

康師傅一直致力於發揮以人為本的最大價值，圍繞著「人」為核心，完善選、育、用、留各項人才發展政策，康師傅持續發展儲備優秀人才。對外，我們落實招募與培育機制，儲備人力來配合企業的成長；對內，我們積極關照員工的生活起居，主辦各式各樣的培訓課程，提高員工的業務素質來應對各式各樣的挑戰。我們以具有市場競爭力的薪資結構照顧員工，並以公平、公正的考核制度，鼓勵同仁自我挑戰。為根植下一代，康師傅還提供員工子女獎學金，為有意深造的員工子女拓展視野。兼顧發展與儲備，人才不僅是康師傅得以快速成長的核心競爭力之一，也是企業永續發展的基石。

優秀的合作夥伴除了內部敬業愛群的員工之外，也包括外部的上下游原料、通路供應鏈、協力廠商與合作企業。康師傅的穩健成長來自與合作夥伴的緊密協作，共生共榮的關係也提供合作夥伴可持續發展的遠景，提供了共同成長的契機。

ALL FOR THE PARTNERS

Master Kong treats "people" as the core, committed to develop the maximum value of people-oriented. With well-developed policies regarding talents selection, development, allocation and retention, Master Kong continues to develop and retain talents. Externally, we implement the recruitment and training mechanism, in order to retain manpower to cope with business growth; internally, we actively take care of employees' daily living, organize a wide range of training courses to improve their professional quality to tackle various challenges. We offer market-competitive salary for staff, and a fair and impartial appraisal system to encourage employees for self-challenge. In order to cultivate next-generation, Master Kong also provides employees' children scholarship, for the children of employees interested in further studies to expand their horizons. Taking into account the development and retention of employees, talent is not only one of the core competitivenesses of Master Kong's rapid growth, but also the cornerstone of sustainable development of enterprise.

Excellent partners not only include internal professional staff with team spirit, but also include external upstream and downstream raw materials, network supply chain, third-party providers and business partners. Master Kong's robust growth comes from close collaboration with partners. Such symbiotic relationship also provides partners with vision of sustainable development, as well as the opportunity for mutual growth.

一切為社會－為環保，獻力量

康師傅秉持引領行業健康有序成長為宗旨，為社會以及環境可持續發展貢獻心力。沿承2012年的舉措，在精進生產效能的同時，持續不斷貫徹節能減排的工作：

方便麵事業以蒸汽為主要能源，通過蒸汽管路採用水平波紋式膨脹節、免維護型垂直旋轉式膨脹節、冷凝水罐熱水直接打入空調系統、熱水罐充分利用冷凝水進行加熱、增加回水管路、減少旁路、利用冷凝水罐熱水對空調系統進行加熱等舉措，以小博大，循序漸進，產生了相當的社會效益。新的、全世界最快速的方便麵生產線的不斷更新，也因為生產效能提高，對每單位產能的節能減排做出貢獻。

2013年方便麵事業投資936,000美元用於蒸汽節能，建立蒸汽穩壓穩流系統，提升蒸汽效能，合理配置優化水電系統。2013年節約蒸汽6.33萬噸，節水36.67萬噸，年節電760.69萬度，污水減排25.9萬立方米，相當於二氧化碳減排26.41萬噸，碳減排7.2萬噸，直接效益3,559,000美元。

飲品事業2013年共有29家工廠(綜合廠、水廠)通過飲料協會優秀節能企業審核，獲得優秀節能企業稱號。共有25家工廠通過飲料協會優秀節水企業審核，獲得優秀節水企業稱號。2013年天津一廠、鄭州、吳江、廣州、哈爾濱等5家工廠的新增污水處理，共投資3,899,000美元。

ALL FOR THE SOCIETY – CONTRIBUTION TO THE ENVIRONMENTAL PROTECTION

Master Kong upholds the principle of leading the industry development in a healthy and orderly manner, and contributes to the sustainable development of society and environment. By following and continuing those measures in 2012, Master Kong will further implement energy-saving and emission-reduction while improving production efficiency:

Instant noodle business uses steam as main energy, and through such measures as employing horizontal ripple expansion points and maintenance-free vertically rotary expansion points in steam pipelines, direct flow of hot water in condensed water pots to air-conditioning system, use of condensed water by hot water pots for heating, increase retrieved water pipelines, decrease bypasses, utilization of hot water in condensed water pots to heat air-conditioning system, considerable social benefits have been produced gradually. Through continuous upgrading to new and world-fastest instant noodle production lines, and also due to improvements in production efficiency, contributions to energy saving and emission reduction have been made by each unit of production capacity.

In 2013, the instant noodle business invested US\$0.936 million in steam energy saving to establish a steam system with stable pressure and stable flow by enhancing the steam productivity and equipped with an optimized water and electricity joint system. In 2013, the annual conservation of resources amounted to 63,300 tons of steam, 366,700 tons of water and 7,606,900 units of electricity, and waste water discharge was reduced by 259,000 cubic meters, which were equivalent to a reduction of carbon dioxide emissions by 264,100 tonnes, a reduction of carbon emissions by 72,000 tonnes or a direct benefit of US\$3.559 million.

In the beverage business, a total of 29 plants (complex plants and water plants) in 2013 were awarded the title of Outstanding Enterprise on Energy Saving after passing the examination for qualifying as an Outstanding Enterprise on Energy Saving organized by China Beverage Industry Association (hereinafter referred to as "CBIA"). 25 plants were awarded the title of Outstanding Enterprise on Water Saving upon passing the relevant examination organized by CBIA. In 2013, a total investment of US\$3.899 million was invested in new sewage treatment projects by 5 plants, including Tianjin Plant I and the plants located at Zhengzhou, Wujiang, Guangzhou and Harbin.

通過創建卓有成效的節能降耗措施，對工廠能耗內部管理，如制定節能目標、能耗考核、建立節能管理機制及各節能細項落實改善。生產線及輔助設備選型、採購(節能型)。RO及超濾濃水回收、洗瓶水回收、一級二級RO水調整使用等節水案。輔機設備增加變頻及自控、降低吹瓶吹氣壓力、冬季用公建塔水代替冰水節電、蒸汽冷凝水回收利用等節能案。

通過污水處理工程，處理污水總量達47,500-52,500噸/日，全部達到國家三級排放標準，天津、廣州等優秀工廠達到二級標準。

通過加強管理及濃水回收、變頻節能、冷凝水回收等大量節能節水案，年節約用水285萬噸，節約用電1.03億度，節約蒸汽5.72萬噸。2013年，每箱產品耗用自來水10.52千克，較2012減少2.49千克；每箱產品耗電0.64度，較2012減少0.09度；每箱產品耗用蒸汽1.20千克，較2012減少0.05千克；

An internal management system of energy consumption at the production plants was set up through the establishment and construction of effective energy-saving and consumption-reduction measures, such as setting energy saving targets, appraisal on energy consumption, establishment of energy saving management mechanism as well as the implementation and improvement of various energy saving items; model selection and purchases (energy saving models) for production lines and auxiliary equipment; recycling of RO and ultra-filtrated concentrated water, recycling of bottle washing water, as well as the adjusted uses of RO first and second grade water; energy saving solutions such as addition of variable frequency and automation on auxiliary equipment, reduction in pressure for bottle and air blowing, replacement of iced water by water from public water tower during winter season for saving energy, and the retrieval of steam and condensed water for use were adopted.

Through the sewage treatment projects, a total volume of 47,500 – 52,500 tons/day of sewage water was treated, all of which met the third grade national discharging standard, while outstanding plants in Tianjin and Guangzhou have met the second grade standard.

Through enhancing the management and recycling of concentrated water, variable frequency and energy saving, recycling of condensed water and other energy and water saving measures, Master Kong achieved an annual saving of 2.85 million tons of water, 103 million units of electricity and 57,200 tons of steam. In 2013, the consumption of tap water per box of products was 10.52 kg, representing a decrease of 2.49 kg as compared to 2012; consumption of electricity per box of products was 0.64 units, representing a decrease of 0.09 unit as compared to 2012; and consumption of steam per box of products was 1.20 kg, representing a decrease of 0.05 kg as compared to 2012.

方便食品事業2013年明確提出節能減排的目標，推進綠色低碳發展，建立「目標明確、責任清晰、一級抓一級、一級考核一級」的節目標責任和評價考核制度。嚴格執行固定資產投資項目、節能評估和審查制度，擴大能效標識在三相異步電動機、變頻空調、照明產品的推廣應用。在新投資餅乾生產線中選用了循環補熱風式天然氣烘焙爐，比選用電能的烘焙爐節煤38%；在減排方面投資326,000美元。新建了廢氣淨化排煙系統，廢氣排放達國家標準；生產所用的廢水經污水站處理再利用，用於澆綠地及清洗地墊等，2013年生產用水全年節水約5萬噸、節電約200萬度。

一切為社會－為未來，植希望

康師傅基於社會需求以及企業自身可持續發展的需要，啟動世界名校獎學金計劃，並結合日本百年名校早稻田大學的資源，與包括復旦大學、上海交通大學、同濟大學、浙江大學、上海財經大學、台灣大學以及政治大學七所兩岸一類高校進行合作，將支持兩岸優秀學子繼續深造。

近十年來，兩岸已有累計近一萬名的留學生在早稻田大學進修，並對社會做出積極的貢獻。也正基於這樣的交流基礎，康師傅便選擇與早稻田大學合作及設立獎學金計劃。截至2013年底，已經有226位莘莘學子透過這個渠道進入早稻田大學，未來還將預計支持總數超過400名的優秀學生繼續深造。

The instant food business has explicitly proposed the energy saving and discharge reduction targets in 2013 to boost green and low-carbon developments by establishing a responsibility and appraisal system for energy saving targets based on the principles of "explicit objective, clear responsibility, grade-on-grade supervision, grade-on-grade appraisal". Fixed asset investment proposals, energy saving appraisal and review system will be strictly implemented and promoted the more extensive use of energy efficiency labels on three phase asynchronous motors, inverter air-conditioners and lighting products. Natural gas ovens with looped hot air compensation system were selected for the newly invested biscuit production line, which could save 38% of standard coal when compared with electric ovens, and US\$0.326 million were invested in discharge reduction measures. A new flue gas emission purification system was built, with exhaust gas meeting the national discharge standard. Waste water from production was treated by the sewage station for re-use in production, sprinkling the green belt and carpet cleaning. In 2013, approximately 50,000 tons of water used for production and approximately 2 million units of electricity were saved during the full year.

ALL FOR THE SOCIETY – PLANTING HOPE FOR THE FUTURE

Based on the society needs and its own needs of sustainable development, Master Kong has started the world elite universities scholarship program, and combined with the resources of Waseda University, a prestigious university in Japan with over 100 years of history, and co-operated with seven universities in the cross-strait, namely Fudan University, Shanghai Jiao Tong University, Tongji University, Zhejiang University, Shanghai University of Finance and Economics, National Taiwan University and National Chengchi University, will support outstanding students between the cross-strait to further studies.

In the past decade, nearly 10,000 students in total students overseas further studied in Waseda University, and actively contributed to society. On the ground of such exchanges, Master Kong decided to co-operate with Waseda University of the scholarship program. As of the end of 2013, many students, around 226, studied in Waseda University though this scholarship program, we expect that totally over 400 outstanding students will further study in Waseda University in the future.

為了提供更廣泛的機會給予立志向學的優秀青年，康師傅配合世界名校獎學金的設置，同步創設「康師傅創新挑戰賽」的活動，在合作的七所高校之外，開闢特別選考的機會，讓更多具備創新特質的青年朋友也能赴早稻田大學進修。

「康師傅創新挑戰賽」跨越學業成績的限制，邀請青年朋友就身邊值得關注的大小事件提出創意，經過專家學者組成的評審團認可後，便能取得參加特別選考資格，爭取前往早稻田大學進修的機會。每年，康師傅會在兩岸舉辦十餘場校園宣講，在第一線邀請青年朋友通過網絡關注了本次活動。

「康師傅創新挑戰賽」自2010年以來深入海峽兩岸上百所學校，透過網絡平台影響人數累計也達1.53億人群。

自2010年至2013年，「創響新生代」康師傅創新挑戰賽已經成功舉辦四屆。康師傅創新挑戰賽致力於為海峽兩岸的有志青年提供實現公益夢想的平台。賽事呼籲青年朋友關注社會問題、關愛弱勢群體、保護生態環境，以身邊小事為始發點，身體力行投身公益。在康師傅創新挑戰賽長達6個月的賽事時間，主辦方更走進了兩岸三地各大城市的高校，每年與超過5000名大學生面對面交流，並吸引上千篇媒體報道。經過賽事的不斷提升和自我完善，這項賽事已在青年群體中累積了極高的關注度，覆蓋人群超過1.53億人次，影響力與日俱增，已成為具有品牌號召力的年度青年公益賽事。公益事業是大愛的事業，康師傅相信，你的公益善舉，值得與世界互聯！讓小公益，@世界，從你開始。

In order to provide more opportunities to outstanding youths dedicated to study, in align with the world elite universities scholarship program, Master Kong synchronously launched the “Master Kong Creative Challenges” (康師傅創新挑戰賽) activity, in addition to such seven co-operated universities, which also offers a special selection opportunity to the youths with the characteristic of creativity to further study in Waseda University.

“Master Kong Creative Challenges” (康師傅創新挑戰賽) beyond the restriction of academic results, but invite youths to raise more creative ideas about the daily events which we should concern. After the recognition from the adjudication panel which comprises with professionals, such youth can be entitled to the special selection qualification to compete for the opportunity of further study in Waseda University. In every year, Master Kong held nearly ten campus talks, in order to invite the youths directly to join such activity through the internet.

The “Master Kong Creative Challenges” program has penetrated into nearly a hundred schools on both sides of the Taiwan Straits since 2010 and the number of persons involved through the online platform also reached 153 million.

From 2010 to 2013, the “New generation with creativity and sound bite” Master Kong Creative Challenge has been successfully organized for four years. The Master Kong Creative Challenge has been focused on the provision of a platform for the realization of charitable dreams by young people across the Straits. The challenge program urged young people to concern about social problems, care for the weak and poor, protect ecology and the environment, and undertake charitable work in person by starting from small missions in their own surroundings. During the Master Kong Creative Challenge program which lasted for a period of six months, the organizer conducted presentations in tertiary education colleges in various main cities in the greater China region across the Straits, including face-to-face interflow meetings with over 5,000 university students every year, and attracted nearly a thousand media reports. After continuous proactive enhancement and improvement of the program, this program has already accumulated a very high visibility among youth groups with a population coverage of over 153 million person-times with increasing influence, and has become a branded and alluring annual charitable event for youths. A charitable undertaking is an undertaking for caring the public, Master Kong believes that your charitable actions are worth interacting with the world! Let a small charity (@world) starts from you.

2013年康師傅創新挑戰賽以「小公益，@世界」為主題，賽事希望邀請青年朋友能夠用「@」的生活方式，傳播公益精神；用「愛」的胸懷，鑄就公益夢想。三個月的海選過程中，搜集到的公益提案內容涉及社區發展、環境保護、弱勢群體關愛、文化教育、非遺保護等諸多領域。以「授之以漁」為出發點的主辦方更精心安排為期三天的公益訓練營，透過一系列互動式課程、充滿趣味的公益體驗、緊張激烈的複賽答辯等精彩行程，協助青年公益家更深刻體會社會服務的真諦，在競賽中不忘相互砥礪。

北京師範大學－香港浸會大學聯合國際學院「思成築夢」團隊的「貴州希望小學籌建計劃」獲得2013年康師傅創新挑戰賽「年度公益項目」殊榮。「貴州希望小學籌建計劃」項目運用創新的社會募捐形式，將宣傳與唱歌、口號、愛心絲帶等多種勸募手段相結合，僅用21天便在三省四市發動3,000多名大學生志願者投入募捐的行列，向約10萬人順利籌得善款164,000美元用於貴州省畢節市納雍縣曙光鄉的陳家寨小學重建工作。

「康師傅創新挑戰賽」項目憑藉其穩定持續的信息發佈、廣泛的媒體關注度和良好社會反響在眾多參選方案中脫穎而出，斬獲美通社評選的「2013最佳CSR傳播獎」。這是康師傅創新挑戰賽獲得「中國最佳公共關係案例大賽公益傳播獎項」肯定之後，再次榮獲企業社會責任傳播類大獎。

The 2013 Master Kong Creative Challenge program used “A small charity, @world” as its theme. The challenge program wished to invite young people to use the “@” lifestyle to disseminate the charitable spirit and a “loving” heart to achieve charitable dreams. During the three months of open audition process, the collected charitable proposals were involving various areas, including community developments, environmental protection, caring for the weak and poor, cultural education, non-heritage protection. The organizer has arranged a charity training camp for a period of three days with the selected theme “a teaching of fishing skills” as the starting point. Through an exciting itinerary with a series of interactive study sessions, interesting experience in charities and a second round of exciting question and answer tournament, young people with charitable hearts were guided to a deeper understanding of true social services, and they would encourage each other during the challenge program.

The “Guizhou Hope Primary School Preparation and Construction Plan” proposed by the “Si Cheng Dream Building” Team of the BNU-HKBU United International College had won the “Annual Charity Project” Award in the 2013 Master Kong Creative Challenge program. The project of the “Guizhou Hope Primary School Preparation and Construction Plan” utilized an innovative way for public fund-raising, by combining promotional activities with various approaching means including songs, slogans and caring ribbons, and more than 3,000 university student volunteers were recruited within only 21 days in four cities across three provinces to participate in the fund-raising campaign and a total amount of US\$164,000 was raised from approximately 100,000 persons for use in re-building the Chenjiazhai Primary School in Shuguang Village, Nayong County, Bijie City, Guizhou Province.

The Master Kong Creative Challenge project has won the “2013 Best CSR Communication Prize” awarded by the PR Newswire due to its stable and continuous dissemination of information, arousing general media concern and warm feedback from the public. This is another Corporate Social Responsibility Communication Award won by The Master Kong Creative Challenge program after it has been confirmed of winning the “Charity Communication Award in the Best Public Relations Case Competition in China”.

一切為社會 – 為弱勢，送關懷

濟弱扶貧向來是傳統美德之一。康師傅遵循「取之於民，用之於民，回饋社會，永續經營」的經營之道，歷年來投入助學、抗洪、抗震、扶貧、支持體育活動等社會公益事業的費用超過4億元人民幣。康師傅向來抱持人饑己饑，人溺己溺的初衷，彙聚各子公司的力量，積極投身各公益活動，在教育、兩岸文化交流以及扶貧賑災等方面盡更大社會責任。

FOR THE COMMUNITY – CARING THE SOCIAL VULNERABLE GROUPS

Salvation and helping the poverty is one of the traditional virtues. Master Kong has always committed to develop the maximum value of people oriented activities. Salvation and helping the underprivileged is one of the traditional virtues. Upholding the operation philosophy of “obtaining from the people, using on the people and repaying the society for a sustainable operation”, Master Kong has contributed an aggregated amount of RMB400 million for social charitable work such as sponsoring education, fighting floods, relieving earthquakes, relieving poverty, supporting sports activities during past years. Master Kong always upholds the philosophy of empathy, feeling how others feel, by gathering all the power of subsidiaries and proactively devoting to various social charities, so as to fulfill more social responsibilities in education, cross-strait cultural exchange and poverty relief and disaster relief work.