

Press Release

FOR IMMEDIATE RELEASE

**Cathay United Bank wins Best Employee Engagement Initiative award in Taiwan for 2014**

- **Cathay United Bank has invested in personnel development through the Taiwan TrainQuali System implemented by the Bureau of Employment and Vocational Training, the first bank to do so at the national level.**
- **The bank's forward-looking training system is based on a professional, inter-disciplinary and international approach.**
- **A survey of Internal Customer Satisfaction showed employee satisfaction at 86 points on a 100 point scale.**

**Taipei, June 25<sup>th</sup> 2014**—Cathay United Bank (CUB) has been named the winner of Best Employee Engagement Initiative award in Taiwan for the year 2014 at The Asian Banker's second annual Taiwan Awards Ceremony. The ceremony was held at the W Taipei, Taiwan on June 25<sup>th</sup> 2014.

CUB is focusing on developing financial expertise in order to enhance the value of its services. It has invested heavily in personnel training and development through the Taiwan TrainQuali System implemented by the Bureau of Employment and Vocational Training, the first bank to do so at the national level.

CUB's forward-looking training system is based on a professional, inter-disciplinary and international approach involving six major innovative systems, four major learning platforms and a national-level training quality management system. The six systems include talent selection, performance assessment, reward, training, reserve and regional development which are administered through the classroom and via satellite, online and mobile channels.

A survey of Internal Customer Satisfaction showed employee satisfaction at 86 points on a 100 point scale. Its personnel development initiatives have translated into improved employee performance, lower attrition rate and a 5% profit increase per employee.

The Asian Banker's Taiwan Country Awards is part of the Excellence in Retail Financial Services Programme which is acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry in Asia.

A stringent three-month evaluation process based on a balanced and transparent scorecard has been used to determine the winners.

**About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila Hong Kong, Beijing and Dubai as well as representatives in London, India, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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