

Press Release

FOR IMMEDIATE RELEASE

E.Sun Bank wins Best Payment Product in Taiwan award for 2014

- **E.Sun Bank partners with China's leading online payment service provider Alipay to set up E.Sun Trade**
- **The service makes it much easier to present local Taiwanese products and services to consumers on the Chinese mainland**
- **E.Sun Trade is a one-stop solution that covers marketing, commodity flow and cash flow simultaneously.**

Taipei, June 25th 2014—E.Sun Bank has been named the winner of Best Payment Product in Taiwan award 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 25th 2014.

E.Sun Bank partnered with China's leading online payment service provider Alipay to set up E.Sun Trade the first cross-strait disbursement platform in Taiwan and provides a one-stop solution covering marketing, commodity flow and cash flow. Alipay processes 50% of China's online shopping transaction and was founded by the Alibaba group. After Alipay confirms the purchases with Chinese buyers then E. SUN Trading will pay the local product and service provider. The service makes it much easier to sell Taiwanese products and services to consumers in China.

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

For more information please contact:

Ms. Janice Chua

Tel: (65) 6236 6532

jchua@theasianbanker.com

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315

Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

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