

Press Release

Taipei Fubon Bank's 'Mobile Banking 5.0' was awarded Best Mobile Initiative, Application or Programme at The Asian Banker Taiwan Awards 2019

- **Taipei Fubon Bank has fully upgraded its mobile banking with three value propositions**
- **The bank's active mobile banking users has increased by more than 40%**
- **The bank's Mobile Banking 5.0 emphasised on "customer-centric"**

Taipei, Taiwan, 23 October 2019 – Taipei Fubon Bank's "Mobile banking 5.0" was awarded Best Mobile Initiative, Application or Programme at The Asian Banker Taiwan Awards 2019. The awards luncheon, which gathered the foremost decision makers in the financial services industry in the country, was held on 23 October 2019 at Mandarin Oriental, Taipei.

Standing from left: Foo Boon Ping, Managing Editor, The Asian Banker ; Representatives from Taipei Fubon Bank; Matt Dooley, International Resource Director, The Asian Banker

Taipei Fubon Bank has fully upgraded its mobile banking with three value propositions

Taipei Fubon Bank has fully upgraded its mobile banking with three value propositions of "my screen, my way", "my account, my way" and "my family, my way". Users can design their own main screen, put often-used financial services on the front page. Mobile Banking 5.0 can actively record customers' spending habits, remind them to make deposits, and help customers manage money easily. The bank designed a unique financial service for young families. When parents want to reward their children, they only need to touch their mobile screens and then the rewards will be deposited straight into their children's accounts.

The bank's active mobile banking users have increased by more than 40%

Since the launch of "Mobile Banking 5.0" in November 2018, the number of "login-free quick-query" users has exceeded 180,000 and the number of "Goal-Based Savings" and "Life Accounting" users have exceeded 40,000 in less than one month. Active users of Mobile Banking 5.0 also went up and exceeded 930,000, realising an increase of more than 40% over the same period last year.

The bank's Mobile Banking 5.0 emphasised on "customer-centric"

The most upgraded mobile banking emphasised on "customer-centric", it targeting highly autonomous action users, allowing them to check real-time information as fast as possible on the amount of deposits, credit cards and exchange rates without logging in. The bank has created a duo of financial helpers called "Life Accounting" and "Goal-Based Savings" to help

the younger generation record their transactions 24 hours a day and know their spending habits at a glance, thereby making their spending management more efficient.

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, 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.

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