

Press Release

Taipei Fubon Bank's Fubon Joint QR Code was awarded Best Payment Merchant Services of the Year at The Asian Banker Taiwan Awards 2019

- **Taipei Fubon Bank integrated the banking payment services and cross-border payment QR Code to create a joint QR code**
- **Fubon Joint QR Code reduced transaction time, increased customer flows and improved service quality**
- **The bank spares no effort in innovating and providing solutions to miniature merchants**

Taipei, Taiwan, 23 October 2019 – Taipei Fubon Bank's Fubon Joint QR Code was awarded Best Payment Merchant Services of the Year 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 integrated the banking payment services and cross-border payment QR Code to create a joint QR code

Due to multiple mobile payment services that require downloading applications to review transaction records, Fubon Joint QR Code provided a solution to integrate the transaction records of LuckyPay and WeChat Pay backend to solve accounting issues. Fubon Joint QR Code can complete credit card, bank account, and WeChat Pay transactions and facilitate consumer spending by local citizens and tourists.

Fubon Joint QR Code reduced transaction time, increased customer flows and improved service quality

Fubon Joint QR Code reduced transaction time, increased customer flows and improved service quality. The joint QR code can effectively increase the frequency of repeated future spending and the increase of customers. In 2019, the addition of a merchant expansion program will award bonuses for business referrals to increase incentives for expanding across commercial districts.

The bank spares no effort in innovating and providing solutions to miniature merchants

The bank spares no effort innovating and providing solutions to miniature merchants who can only receive cash payments in the past. Fubon Joint QR Code eliminated the inconvenience of preparing changes daily, reduced the risk of theft and solved the difficulties of applying for credit card machines.

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.

For more information, please contact:

Ms. Moira Zhan
Tel: (86) 10 5869 4670
mzhan@theasianbanker.com
www.theasianbanker.com