

Press Release

E.SUN Bank was awarded Best Wealth Management Business (Affluent Segment) at The Asian Banker Taiwan Awards 2019

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- **The bank developed innovation digital services for self-investing customers**
- **The bank expanded its footprints in overseas wealth management business for customers**

Taipei, Taiwan, 23 October 2019 – E.SUN Bank was awarded Best Wealth Management Business (Affluent Segment) 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 E.SUN Bank; Matt Dooley, International Resource Director, The Asian Banker

E.SUN Bank's wealth management customers increased by approximately 10% in 2018

The bank's growth of wealth management business was mainly driven by customers' trust. The number of affluent wealth management customers increased by approximately 10% in 2018 and increased by approximately 40% in the last three years. Investment assets under management grew by approximately 15% in the last year while the portion of investment assets under management increased by approximately 60% in the last three years.

The bank developed innovation digital services for self-investing customers

E.SUN was the first bank in the country to launch "Wealth Management Express" that enables relationship managers to discuss asset allocation face-to-face with customers and confirm transactions over smartphone. The bank also utilised artificial intelligence to offer a 24 hour online wealth management calculation service in Taiwan. In addition, E.SUN was the first bank in Taiwan to offer an online insurance service at E.SUN online banking, breaking the restrictions of online insurance in the past.

The bank expanded its footprints in overseas wealth management business for customers

In order to meet the needs of customers' asset allocation, E.SUN established and developed a wealth management business in Hong Kong in 2007 and expand very fast in the past three years. The bank also established a wealth management business in Singapore in 2018 to expand its global wealth management footprint. Future plans include building various kind of infrastructure and integrating customers' needs for investment in the Greater China region.

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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