

Press Release

**E.SUN Bank's "E.SUN Fit Mortgage" was awarded Mortgage and Home Loans Product of the Year at The Asian Banker Taiwan Awards 2019**

- **E.SUN Bank's "E.SUN Fit Mortgage" tailors loan services to different customer needs**
- **The bank made loan services more accessible through omni channels integration**
- **The bank realised an outstanding mortgage balance growth**

**Taipei, Taiwan, 23 October 2019** – E.SUN Bank's "E.SUN Fit Mortgage" was awarded Mortgage and Home Loans Product 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 E.SUN Bank; Matt Dooley, International Resource Director, The Asian Banker*

**E.SUN Bank's "E.SUN Fit Mortgage" tailors loan services to different customer needs**

E.SUN Bank is one of the leading banks to launch an online mortgage limit and rate assessment platform, ahead of other banks in Taiwan. In 2018, the bank continued to build an "e-Click loan platform" that offered a complete product line for mortgage clients. The platform offers customers mortgage products with the best fit based on customers' needs and gives customers access to fast, easy-to-use banking services.

**The bank made loan services more accessible through omni channels integration**

The bank completed a full omni-channel implementation and shifted from a product-oriented approach to a customer-oriented approach on loan services. The bank combined a wide range of choices and an O2O integrated application process to effectively shorten the process and provide a one-stop loan service for customers.

**The bank realised an outstanding mortgage balance growth**

E.SUN Bank has delivered sound business results since it launched its e-Click Mortgage in 2016. The increase in the bank's outstanding mortgage balance on December 2018 placed the bank in second place among Tier 1 banks. The 14.03% growth was the highest among Tier 1 banks. The number of online applications completed in 2018 was 122.82% higher than 2016 and the number of e-Click Mortgage trial users has reached 1.93 million from 2016 to 2018.

### **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](http://www.theasianbanker.com).

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