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Press Release

FOR IMMEDIATE RELEASE

**Chinatrust Commercial Bank wins Best Retail Bank in Taiwan Award 2013**

- Chinatrust Commercial Bank efficiently utilized its retail fund pool and minimized fund cost and potential losses by improving service quality across channels.
- The bank has developed a HNWI model that provides strong awards to specific customer clients and retains high-end clients.
- The bank leveraged its CRM knowledge to create advanced marketing ideas to motivate clients to purchase their products.

**Seoul, South Korea, March 22<sup>nd</sup> 2013-** Chinatrust Commercial Bank won the Best Retail Bank in Taiwan Award 2013. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2013 ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Westin Chosun, Seoul Korea on March 22<sup>nd</sup> 2013.

The bank remains a market leader in credit cards in Taiwan, with over 5 million cards in circulation, and it now has the highest spending volume on them in the country. While pushing new initiatives in SME management and technology, the bank has continued to keep a low NPL ratio and kept a high return. The reasons why the bank continued to lead in the Taiwan is not only because of its sheer size, but also because of its continuous innovations in the areas of mobile banking, wealth management, and its strategies about lending to SMEs.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

**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, Hong Kong and Shanghai 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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## **Evaluation Criteria for Excellence in Retail Financial Services Programme**

The Excellence in Retail Financial Services Programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions in the region. The programme is also a repository of evolving best practices from which players can benchmark their own products and processes over the long term.

The Excellence in Retail Financial Services programme is predicated by the belief statement below.

Core Belief:

"We believe that a well-run retail bank is one that demonstrates a long term, sustainable, profitable franchise with the customer as its core proposition."

As per the belief, an outstanding player in the retail financial services industry should demonstrate the following attributes:

- 1. Outstanding annual performance of the retail banking unit**
- 2. Sustainability as a franchise over a long period of time and across economic cycles**
- 3. A well-defined franchise in the chosen marketplace**
- 4. Transparency and accountability of business model**
- 5. Clear sales and execution skills at the product level**
- 6. Rigorous risk management capabilities**
- 7. Superior business and operational processes and technology**
- 8. Strong penetration and efficiency of distribution channels**
- 9. Focus on developing human resources to support the bank's strategy**
- 10. Ethical banking**

In addition, we have developed stringent evaluation criteria for each product or process. The decision-making process we use for these prestigious awards is made as transparent as possible so that banks in the region can understand where they stand as sustainable retail franchises, as well as use the process to re-examine their own products and processes.

Further information on the programme can be found at The Asian Banker website, Awards Programme, at [www.theasianbanker.com](http://www.theasianbanker.com).

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