

Press Release

Embargoed for 19th March 2015

CTBC Bank wins Best Retail Bank in Taiwan award for 2015

- **CTBC Bank acquired over 320,000 new credit card holders with a year-on-year growth rate of 38%.**
- **It has 2.5 million internet banking users and over one million mobile banking download users, the largest number of any bank in Taiwan.**
- **The bank has maintained its leading position in many areas due to technology deployment to obtain deep customer analysis and insight.**

Singapore, March 19th 2015—CTBC Bank won Best Retail Bank in Taiwan award for 2015. The bank received the award at The Asian Banker's International Excellence in Retail Financial Services 2015 Awards 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 Capella, Singapore on March 19th 2015.

CTBC Bank implemented strategic management to broaden profit sources at home market and accelerate growth of overseas markets, acquiring over 320,000 new credit card holders and achieving a year-on-year growth rate of 38%.

The bank has more than 2.5 million internet banking users and over one million mobile banking download users, the largest market share of any bank in Taiwan.

The bank has succeeded in maintaining its leading position in many fields due to the technology deployment for deep customer analysis and insight.

About 200 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, 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:

Mr. Colin Savage
Head of Research
Tel: (+65) 6236 6520
cjsavage@theasianbanker.com

Ms. Janice Chua
Senior Executive, Marketing
Tel: (+65) 6236 6532
jchua@theasianbanker.com

ENDS