

Press Release

Embargoed for 16th March 2016

CTBC Bank awarded Best Retail Bank in Taiwan for 2016

- **CTBC Bank maintained a leading position with steady growth in customer base and satisfaction in 2015**
- **Offering diversified and enhanced products and services, CTBC Bank broadened its comprehensive financial services capability**
- **Leveraging on its technology capability, CTBC Bank created a seamless digital channel experience for customers**

Hong Kong, March 16th 2016— **CTBC Bank** was awarded **Best Retail Bank in Taiwan for 2016** at The Asian Banker's International Excellence in Retail Financial Services 2016 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 March 16th 2016 at the W Hotel, Hong Kong.

CTBC Bank maintained a leading position with steady growth in customer base and satisfaction in 2015

CTBC Bank continued to strive for excellence by keeping its customers at the centre of its business. The bank deepened its engagement with clients by soliciting their feedback through surveys and responding with innovative and improved products and services.

Offering diversified and enhanced products and services, CTBC Bank broadened its comprehensive financial services capability

With a strategic focus to provide its customers a complete financial services experience, CTBC Bank developed comprehensive products and services to meet customer banking and wealth management needs onshore and offshore; flexible mortgage services to fulfil customer requirements in housing and financing; and digitalised and omni-channel experiences to increase service quality and efficiency.

Leveraging on its technology capability, CTBC Bank created a seamless digital experience for customers

CTBC Bank set up a digital banking division in 2015 and devised new payment initiatives, cross-border business solutions, integrated and open platform set-up, and fintech strategic investment opportunities evaluation to provide a seamless digital experience to customers.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the 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 company is headquartered in Singapore, with offices in Manila, 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.

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