

Press Release

Embargoed for 16th March 2016

CTBC (Taiwan) awarded Mortgage and Home Loans Product of the Year for 2016

- **CTBC's Housing Finance Management program provided competitive pricing, and customised, flexible mortgage solutions for each customer**
- **CTBC improved customer service by providing highly personalised solutions to identify suitable loans and payment procedures**
- **CTBC increased its market share by strategising the capture of a niche market**

Hong Kong, March 16th 2016— **CTBC (Taiwan)** was awarded **Mortgage and Home Loans Product of the Year 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's Housing Finance Management program provided competitive pricing, and customised, flexible mortgage solutions for each customer

CTBC's goal of acquiring market share and developing confidence in government employees' repayment ability was met by its Housing Finance Management Scheme. This scheme provides mortgage loans with a competitive interest rate that is suitable for a government employee. Lower interest rates improved sales volumes and created more business for the bank. Aside from this, the bank employed a flexible approach towards its application process whereby a simple collateral statement from the government employee allowed the appraisal officer to skip the on-site check and pass the loans.

CTBC improved customer service by providing highly personalised solutions to identify suitable loans and payment procedures

CTBC bank improved its customer service with its "Housing Finance Management" product concept to provide different combinations of repayment schedules, loan period, and capital attrition plans that cater to each individual customer's preferences. The bank also launched the "5 steps to YOUR house" purchasing service that coordinates the customer's personal loan preferences with current offers to come up with the ideal mortgages for clients, affording them a guided and personalised purchasing experience.

CTBC increased its market share by strategising the capture of a niche market

Much of CTBC's growth in 2015 can be credit towards its dramatic increase in market share. Given the phenomenon of overbanking in Taiwan, the bank employed the strategy of

focusing on niche markets to capture market share. CTBC launched the mortgage premium program for government employees only. As a result, in 2015, the accumulated new booking from the program had exceeded NT\$46.15 billion. As the bank continued to acquire specific customer segments, such as teachers and doctors, it offered other products such as a down payment investment plan and mortgage insurance products to protect and increase its market share.

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.

For more information please contact:

Mr. Mobasher Zein Kazmi
Head of Research
Tel: (+65) 6236 6520
mkazmi@theasianbanker.com
www.theasianbanker.com

Ms. Janice Chua
Marketing Manager
Tel: (+65) 6236 6532
jchua@theasianbanker.com
www.theasianbanker.com