

Press Release

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CTBC Bank receives the Best Retail Bank in Taiwan and Wealth Management of the Year in Asia Pacific Awards for 2017

- **CTBC Bank has dominant position in retail banking through big data and precise market segmentation**
- **The bank enhances customer experience through digitisation**
- **The bank solidified its leadership in the wealth management business**

Tokyo, Japan, March 17th 2017— CTBC Bank received the **Best Retail Bank in Taiwan and Wealth Management of the Year in Asia Pacific Awards** for 2017 at The Asian Banker's International Excellence in Retail Financial Services Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention, held at Conrad Tokyo on March 17, 2017.

CTBC Bank has dominant position in retail banking through big data and precise market segmentation

CTBC Bank employs a precise market segmentation strategy to understand, anticipate and fulfil the needs of its customers. The bank used advanced data analytic techniques and a sophisticated customer relationship management platform to analyse customer behaviour and lifestyle to generate contextual and relevant offers to customers. This has allowed it to increase its customer base, which grew by 8% in 2016, giving it a dominant share of the market.

The bank enhances customer experience through digitisation

CTBC Bank ensured that its physical and virtual channels are in-sync and up-to-date to offer customer-centric and ubiquitous banking services. The bank strengthened its digital marketing capabilities by using various social media platforms and forging strategic partnerships with e-commerce sites. Moreover, CTBC Bank leads the market in terms of payments' innovations and online approval for mortgage and credit card applications.

The bank solidified its leadership in the wealth management business

CTBC Bank made further progress to achieve a single wealth management platform. It integrated its different retail banking business units and channels and leveraged its strong mortgage customer base to grow its wealth management business. CTBC Bank's assets under management and affluent clients increased by double digits in 2016.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East 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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