

Press Release

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Taishin Bank wins the Internet and Mobile Security Technology Implementation of the Year Award 2015

- **Launch of the Mobile Identity Registration Initiative**
- **Launch of device management and maintenance services**
- **Achieved impressive results from the implementation**

Hong Kong, April 15th 2015 - Taishin Bank has been named as winner for the **Internet and Mobile Security Technology Implementation of the Year** award 2015 during The Asian Banker Risk Management Awards Programme. The programme has been administered by The Asian Banker as part of its prestigious annual Business Achievement Awards programme. The awards ceremony was held in conjunction with The Asian Banker Summit 2015, the foremost annual meeting for decision makers in the financial services industry in the Asia Pacific region, held at the Hong Kong Convention and Exhibition Centre, Hong Kong on April 15th 2015.

Launch of the Mobile Identity Registration Initiative

The Mobile Identity Registration Initiative is designed to develop convenient and more responsive payments in a secure transaction environment. The initiative provides transaction authentication services. It achieves security control through two-factor authentication and complies with the security standards for transfers to non-designated accounts, funds and payment transactions in order to enhance mobile banking account services.

Launch of device management and maintenance service

Given that customers may have more than one mobile phone or tablet, Taishin Bank has launched device management and maintenance services as part of their online banking package. Customers may obtain separate activation codes to register different devices. They will also be able to de-register lost devices or replace previously registered devices on the maintenance screen.

Achieved impressive results from the implementation

Despite the challenges encountered during project development, the mobile identity registration was successful and has achieved impressive results. The initiative has brought about impressive results. There was a 320% growth in online transactions and reduced potential cost of text messages. The launch of the initiative has also indirectly contributed to cost savings for Taishin.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind. A stringent three month long evaluation process determined the winners from across Asia Pacific, Middle East and Africa. The winners were honoured at a gala event that recognized their efforts in using the best technology to run their institutions and bring superior products and services to their customers

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

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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

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