

Press Release

**E.SUN Bank awarded the Best Payment Bank in Taiwan and the Best Foreign Exchange Bank in Taiwan for 2018 at the Asian Banker Transaction Awards 2018**

Beijing, China, May 24<sup>th</sup> 2018—**E.SUN Bank** was awarded **the Best Payment Bank and the Best Foreign Exchange Bank in Taiwan for 2018** at The Asian Banker's Transaction 2018 Awards ceremony, held in conjunction with The Asian Banker Future of Finance Summit at the China World Hotel in Beijing, China.



*Standing from left: Siddharth Chandani, Research Analyst, The Asian Banker; Bill Chua, International Resource Director, The Asian Banker; Winnie Liu, Executive Vice President, E.SUN Bank; Matthew Welch, International Resource Director and member of the Asian Banker Transaction Awards Advisory Council*

**E.SUN Bank innovatively enhanced the customer experience.**

E.SUN introduced extended trading hours and improved trading platforms across physical and virtual channels to provide greater flexibility for customers. E.SUN leveraged its competitive edge in digital and social media by sending campaigns and information over the internet, which were well received by young generations. Additionally, big data analytics was used to provide an understanding of customer behaviour and to enable the Bank to target customer needs with better accuracy.

**The Bank introduced a number of innovative financial products**

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E.SUN Bank launched a number of innovative financial products, including evening foreign exchange transactions, FX rate app alerts, and foreign currency purchases via Internet banking. A total of 4.27 million transactions, or 77% of all foreign exchange transactions, were completed through automated channels in 2017. This number reflected a 64% YOY growth on the 2016 figure. Foreign exchange transactions via mobile banking showed the largest increase at 134%, while those facilitated through ATMs rose by 61%.

### **E.SUN provided comprehensive services through virtual channels**

E.SUN Bank is the first bank in Taiwan to execute foreign currency collection and payment transfer services on the FISC Foreign Exchange Clearing System. Merchants who need to receive payments for foreign currency denominated insurance policies, mutual funds, or securities can apply to E.SUN Bank to initiate auto-debits from a payer's existing foreign currency account at his/her bank. The mechanism contributes to a safer, more convenient foreign currency payment environment. The Bank's in-house FX core system was fully integrated with other automated channel systems to improve efficiency and reduce the cost of labour. As a result, E.SUN Bank was able to invest more in innovation and apply to be licensed for new services ahead of its competition.

Some 2,000 senior executives from award-winning retail financial services institutions from nearly 30 countries across the Asia Pacific, the Middle East and Africa attended The Asian Banker Future of Finance Summit, which recognises the efforts of financial institutions 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 Transaction 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 all Transaction Awards 2018 photos, please visit  
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