

Press Release

FOR IMMEDIATE RELEASE

Taishin Bank wins Best Mortgage and Home Loans Initiative award for 2014

- **Taishin Bank differentiated itself with its “Mortgage Transformer, developing three main mortgage products and more than 20 mortgage combinations to cater to different customer needs.**
- **To handle the complex product offerings, the bank introduced an integrated e-loan system to increase efficiency, cutting waiting time by 53% and mortgage approval time by 50%.**
- **Between 2009 and 2013, outstanding home equity and second mortgages have grown more than 20% per year while probability of default over 60 days has decreased by 20% each year. Interest income increased 49%.**

Sydney, April 3rd 2014—Taishin Bank won the Best Mortgage and Home Loans Initiative award for 2014. The bank received the award at The Asian Banker’s International Excellence in Retail Financial Services 2014 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 at the Shangri-La Hotel, Sydney, Australia on April 3rd 2014.

Although total outstanding mortgages in Taiwan have increased, the spread among banks is decreasing. In this competitive market, Taishin Bank differentiated itself by introducing its “Mortgage Transformer”. It established three main mortgage categories and over 20 different mortgage combinations to cater to different risk levels and customer needs.

To handle the complex product offerings, the bank introduced an integrated e-loan system to increase efficiency, productivity and customer satisfaction. With the e-loan system, waiting time per case has fallen to one hour, a 53% decline. The average mortgage approval time dropped from 3.8 days to 1.5 days, increasing efficiency by 50%.

Between 2009 and 2013, outstanding home equity and second mortgages have grown more than 20% per year while probability of default over 60 days has decreased by 20% each year. Interest income increased 49%. In terms of customer satisfaction, 89% customers are satisfied or very satisfied with the products and services offered.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their 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 three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

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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