

Press Release

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E.SUN Bank (Taiwan) awarded Data and Analytics Initiative of the Year for 2016

- **E.SUN Bank's large-scale data processing and analysis platform addressed the challenge of processing an explosive volume of information in the digital era**
- **E.SUN's self-developed customer intention database dramatically boosted marketing precision**
- **E.SUN increased its profitability by more accurate and precise insight into customers' intentions and design**

Hong Kong, March 16th 2016— **E.SUN (Taiwan)** was awarded **Data and Analytics Initiative 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.

E.SUN Bank's large-scale data processing and analysis platform addressed the challenge of processing an explosive volume of information in the digital era

E.SUN leveraged on its existing quantitative analysis platform by installing a big data analysis platform, Hadoop. With this platform, E.SUN Bank now has the ability to automatically collect and classify more than 100 million records of data. The processing time for 1 billion records of customer identification data has been shortened to less than 5 minutes whereas it took 4 hours in the past.

E.SUN's self-developed customer intention database dramatically boosted marketing precision

E.SUN's Digital Intention database was established by anchoring on the power of the bank's big data analysis platform. The database has effectively boosted E.SUN's marketing precision. For example, both SMS text message response rate and electronic direct mail open rates improved dramatically after implementation.

E.SUN increased its profitability through more accurate and precise insight into customers' intentions

This project helped E.SUN to more accurately and precisely monitor customers' intentions, thereby allowing the bank to design corresponding marketing activities, such as the monthly E.SUN Special Exchange Days. E.SUN also used the analysis results to take care of and

optimise digital services (such as e-Click Online Credit Card Application and e-Click Online Loan Application), and improve customer experience in digital channel and loan issuance. By connecting customer intentions with products and services, E.SUN has successfully reached more noncustomers and created more marketing opportunities.

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.

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