

Press Release

Taishin International Bank awarded Best Private Bank in Wealth and Society in Taiwan at the inaugural Global Wealth and Society Awards 2018

- **Customer-centric strategy drove stable AUM growth for Taishin's wealth business**
- **Bringing Wealth Management to the Young**
- **Spearheaded the Household Wealth Programme to promote succession planning**

London, November 8th 2018- Taishin International Bank (Taishin) received the **Best Private Bank in Wealth and Society in Taiwan** award at The Global Wealth and Society Awards 2018. The award ceremony was held in conjunction with the Future Wealth Summit 2018, at the Courthouse Hotel Shoreditch, London.

The London-based Global Wealth and Society Awards Programme seeks to recognise high and ultra-high net-worth individuals who use their wealth to bring about positive impacts on the society that they operate in, and the institutions that help them do so. Recipient of these awards underwent a stringent and comprehensive evaluation process, demonstrating the verve to deploy wealth in ways to bring about positive impacts on the society and at the same time make positive financial return on client investments.



Standing from left: Members of the International Advisory Council of the Global Wealth and Society Awards programme; Gordian Gaeta, April Rudin and Urs Bolt with Perry Huang, Senior Vice President, Taishin International Bank

Customer-centric strategy drove stable AUM growth for Taishin's wealth business

The only wealth management bank in Taiwan to deliver a positive fee income growth in 2017 where relative peers reported less or even strong contractions. End to end services for its tailored asset management scheme from its household wealth program increased average assets under management (AUM) of high net worth individuals (HNWI) customers and average customer fee revenue after half-yearly implementation of the programme. The total number of households also increased on the back of product customization.

Bringing Wealth Management to the Young

With the goal of inculcating financial management practices among young children, the bank launched wealth management services for children, the "Young Banker Officer" (YBO) for its clients under 18 years. YBO was developed with interactive monopoly games to help children manage their own accounts. The programme was further developed as Richart to bring down the age limit of opening an account to 15 years, Richart being integrated with online banking to offer convenient and immediate access to financial information. The YBO accounts grew 16% post launch.

Spearheaded the Household Wealth Programme to promote succession planning

The first in Taiwan to spearhead the household wealth programme for adults in meeting the dual purpose of wealth accumulation and wealth transfer to next generation, Taishin delivered a complete financial solution linking the accounts of all family members. The programme assists family members in preserving wealth across generation, comes with exclusive privileges and a dedicated family account manager in charge of tailor made, high quality portfolio suggestions.

At the awards ceremony, DBS Bank of Singapore was named the Best Private Bank in Wealth and Society in Asia-Pacific. Other Best Private Bank in Wealth and Management Award winning institutions include Indonesia's Bank Mandiri, South Korea's KB Kookmin Bank, Saudi Arabia's Samba Financial Group, Thailand's Kasikornbank and Turkey's TEB Private Bank.

For specific details relating to description of the awards, evaluation criteria and process, kindly visit <http://www.wealthandsociety.com/theglobalwealthandsocietyawards/criteria>.

For all Wealth and Society Awards 2018 photos, please visit https://www.facebook.com/pg/wealthandsociety/photos/?tab=album&album_id=368836930527229

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