

FOR IMMEDIATE RELEASE

Joseph Huang, president and managing director of Taiwan's E.SUN Bank, wins Transaction Banker of the Year in Asia Pacific award for 2015

- **Led transaction bank to grow profits by 302.6% and assets by 35.6% in last three years**
- **Improved service quality and introduced tailor-made products and services**
- **Leverages technology to pioneer innovation in transaction banking**

Hong Kong, April 14th 2015—Joseph Huang, president and managing director of Taiwan's E.SUN Bank, won the Transaction Banker of the Year in Asia Pacific award for 2015 during the 16th Asian Banker Summit. The ceremony was held at the Four Seasons on April 14th 2015.

Huang is a veteran banker with over two decades of experience at E.SUN Bank. He started out as an entry-level trading and planning clerk before being promoted to treasury manager, general manager and executive vice president. In 2004, he was appointed the chief strategy officer of the financial holding group to help chart its strategy for the short, medium and long term.

Leading the bank's rapid financial growth

Upon becoming president of the bank in 2008, Huang was confronted by the challenge of the global financial crisis. Under his leadership, E.SUN Bank adapted quickly and successfully to changing economic conditions and experienced rapid financial growth. In the past three years, the bank saw net profit surge 302.6% while assets rose by 35.6%.

Focus on service quality and IT

His emphasis on transaction banking as one of the most important businesses within the bank led him to improve quality of service through a deeper understanding customers' needs and offering tailor-made products and services. He understood the importance of IT and set a consistent investment plan to improve systems.

Impact on the industry

Huang played an important part in launching Taiwan's financial industry into a new era by pioneering a number of financial innovations in transaction banking. This included being one of the first to introduce an integrated cross-border platform for managing cash, information and commodity flows, thereby helping local companies do business across the Taiwan Strait; enabling third-party payment services via an innovative platform that brings together cash storage account holders and third-party payment operators; and launching an e-commerce payment platform that allows customers to take advantage of PayPal services.

About 1,000 delegates attended the event, consisting of industry specialists, senior bankers, regulators, service providers and decision makers from leading institutions in Asia, the US, Europe and Latin America, where opinions and responses of practitioners from across the region to global issues are shaped.

The Asian Banker Leadership Achievement Awards 2015

The Asian Banker Leadership Achievement Awards are widely acknowledged by the financial services industry as the highest possible accolade available to individuals in the industry as recognised in the Asia Pacific region.

The Awards programme recognises leadership of financial institutions, complex businesses that are central to the economies of the countries in which they operate. To ensure that heads of banks in each country can be reviewed over a meaningful period of time, this award is made only once every three years.

A stringent three-month evaluation process based on a balanced and transparent scorecard had been used to determine the winners.

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

For more information please contact:
Ms. Janice Chua
Tel: (+65) 6236 6532
jchua@theasianbanker.com

TAB International Pte Ltd
10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315
Tel: (65) 6236 6520 Fax: (65) 6236 6530 www.theasianbanker.com

ENDS