

3.2.1 Enhancing Usability of Financial Services

FN-CB-240a.1, FN-CB-240a.3

■ Inclusive Financial Products

In response to the United Nations' promotion of inclusive finance, E.SUN provides affordable financial products (including loans, insurance, and trusts) for microbusinesses, poor and/or low-income individuals, the elderly, youth and individuals with health condition or impairments. This reduces wealth disparity, promotes social fairness, and enables inclusive growth. E.SUN also considers the suitability for various age groups before offering financial products or services. For example, it raises the responsibility of credit investigation for individuals aged 18 to 30 to prevent younger customers from falling into debt traps due to inadequate considerations. In addition, guidelines on fair treatment of customers aged 65 and above have been established for consumer loan operations and wealth management services, to ensure appropriate financial services in the credit and investment management processes for seniors.

Unit: NT\$ Million

Product Type	Target Customers	Product Details	Number of Customers in 2023	Loan Balance in 2023
Loan	Microbusinesses ^{Note 1}	To address the challenge of "Microbusinesses" many face in obtaining financing from traditional banks, E.SUN provides financing services specifically for microbusinesses with up to 10 employees, or less than NT\$3 million in assets, or a maximum of NT\$3 in annual sales.	16,761	91,727
	Poor and / or Low-income Individuals	Provides "housing subsidies" for low-to-middle-income families for home repairs or purchases, and offers dedicated "debt negotiation and repayment plans" and "post-earthquake reconstruction" loans for customers facing income reduction due to unforeseen circumstances, to help them rebuild their homes and enhance their financial resilience.	2,763	2,474
	Young People	Through student loans, business start-up loans, and mortgages, E.SUN supports young people by providing preferential financing schemes to alleviate their financial burdens. It encourages their entrepreneurial aspirations and facilitates young families in purchasing homes and settling down.	16,552	73,767
Total			36,076	167,968

Note 1: Microbusinesses are included within small businesses (defined as those with annual revenue of less than 50 million NT dollars). In 2023, the total number of small business loan customers is 18,838, with a combined loan balance of 114,114 million NT dollars.

Impact Valuation

Employment promotion

94,190 jobs

Avoided social costs

2.37 billion

Note: The reduced social cost is calculated as the number of total customers of small business loan x average number of small business employees x unemployment benefits for each unemployed person

Unit: NT\$ Thousand

Products	Targeted Customers	Product Details	Number of Cases in 2023	Premium in 2023
Microinsurance	Poor and / or Low-income Individuals, Individuals with Health Condition or Impairments	"Microinsurance" mainly provides basic insurance coverage for economically disadvantaged individuals and specific status groups, with features such as easy insurance application and low premiums. E.SUN provides micro-accident insurance to prevent individuals and their families from falling into financial difficulties in the event of accidents. In 2023, E.SUN continues to cooperate with insurance companies and local governments (Tainan City and Hualien County) to provide microinsurance for economically disadvantaged elderly, low-income households, the near-poor households, and individuals with impairments. The number of beneficiaries has exceeded 10 thousand and increased 25% compared to 2022. To expand the impact of microinsurance, we start donations for "Residential life-additional living expense microinsurance" to construct a social safety net and fulfill our corporate social responsibility.	20	6
	Other inclusive insurance			
	Elderly People, Young People	Through the characteristics such as low insurance threshold, low premiums, and lifelong coverage, "Small Amount Insurance" allows the elderly population who are unable to purchase life insurance due to age or physical conditions, as well as the youth population with limited budgets, to have basic insurance coverage.	139	3,419
	Health-conscious People	The "Spillover-effect Insurance" combines with a self-health management mechanism to encourage customers to take good care of their health, prevent diseases at an early stage, and enjoy benefits such as premium discounts as incentives.	310	5,362

Unit: NT\$ Million

Products	Targeted Customers	Product Details	Number of Customers in 2023 ^{Note 1}	Amount in 2023 ^{Note 2}
Trust	Elderly People	To safeguard the assets and enrich the lives of our elderly customers, E.SUN Bank offers a diverse range of "elder care trusts" services. These services include simple elder care trusts that allow for early planning of future living arrangements, elder care trusts that incorporate concepts of healthy aging, and elder care trusts that incorporate modules for guardianship and conditional decision-making authority. Through cross-industry alliances, we provide assistance that meets the needs of our customers. As of 2023, E.SUN Bank ranks first in terms of both the principles and number of beneficiaries of elder care trusts among privately owned banks.	4,345	13,386


Note 1: Total number of beneficiaries

Note 2: Cumulative trust principal

3.2.2 Expanding Financial Accessibility

■ Inclusive Financial Services

E.SUN provides convenient and caring financial services for the elderly, youth, residents in remote areas, foreigner or Taiwanese new immigrants, and people with disabilities, through physical and digital channels.

Targeted Customers	Physical Channels	Digital Channels
Elderly People (including Dementia Patients)	<ul style="list-style-type: none"> · Elderly-friendly Lectures: E.SUN collaborated with the National Police Agency and major medical institutions to jointly organize ten elderly-friendly lectures in the northern, central, and southern regions, with a total of 213 participants. The lectures aimed to discuss topics related to dementia and anti-fraud issues, in order to enhance the financial awareness and healthcare consciousness of elderly customers. Additionally, E.SUN offered "Elderly Care Trust" service to ensure the security of their assets. In 2023, the program will expand and include 20 additional sessions in areas such as Penghu, Yilan, Hualien, Pingtung, and Nantou. · Dementia-friendly financial project: In response to the aging society, we have partnered with Taipei City Hospital to pioneer the "Dementia-friendly financial project" starting from 2022. This project will be implemented in Business Department and six branch locations, including Dongmen and Ren'ai branches. Through realistic simulation training, all employees in these branches will learn to identify signs of dementia and provide empathetic financial services. "Dementia-friendly navigators" will be selected to guide colleagues in this regard. In 2023, the "Dementia-Friendly Financial Program" will be expanded and continued in the northern, central, and southern regions by selecting eight branches. 	<ul style="list-style-type: none"> · Digital Account Application Follow-up Calls: For elderly customers applying for digital accounts, we implement follow-up calls to understand their health conditions, financial service information capabilities, familiarity with automated functions, and obtain relevant customer data (KYC) to fulfill the rights protection and safeguarding for the elderly.
Individuals in Rural or Hard to Reach Areas	<ul style="list-style-type: none"> · ATMs: To enhance the accessibility of financial services and ensure that residents in outlying areas have high-quality financial services. Based on the "financial institutions to establish presence in underserved areas" announced by the FSC, E.SUN have set up 17 ATMs in underserved areas, such as hospitals or FamilyMart convenience stores in Changhua Xizhou Township, Kaohsiung Hunei District, and Taitung Guanshan Town. 	<ul style="list-style-type: none"> · Embedded Financial Services: E.SUN leverage embedded financial technology to digitize the most frequently used daily financial services, connecting with preferred partners (such as convenience stores, communities, and chain brands) to embed banking services into customers' daily lives. This includes services like PLUSPay, PXPAY Plus, and Smartdaily, integrating banking services with customers' basic necessities of life, and providing a one-stop application for multiple financial services, allowing rural communities to access financial services without visiting a branch. · e.Fingo Digital Brand: e.Fingo integrates various digital financial products and services such as E.SUN's mobile banking, E.SUN Wallet, and online application, providing customers with a comprehensive digital experience. Customers can join as a member by holding any E.SUN credit card or a TWD account, utilizing gamified promotional approaches to easily acquire financial knowledge. They can also enjoy exclusive member activities such as periodic team missions and badge collections. e.Fingo enables rural communities to carry financial services with them conveniently, free from constraints of time and space.

Targeted Customers	Physical Channels	Digital Channels																	
Foreigners and / or Migrant Workers	<ul style="list-style-type: none">• Multilingual ATMs: To provide convenient financial services to foreigners, migrant workers, and new immigrants, E.SUN Bank 1,305 ATMs (including CDM) interfaces support Indonesian, Vietnamese, Thai, in addition to Chinese and English.• E.SUN Bank responds to the "Bilingual 2030 policy" and the "FSC Bilingual Nation Promotion Plan (Summary)." By the end of 2023, more than 60% of our branches have become bilingual branches (with 84 bilingual branches established). Within business lobby and convenient banking areas, we have installed bilingual queuing machines, multilingual ATMs, bilingual service signs, bilingual counters, and bilingualization of commonly used forms. We aim to provide foreign nationals with one-stop financial services and create a friendly international financial service environment.	<ul style="list-style-type: none">• Diverse Online Services: Customers can access various financial services through mobile banking (added in 2023), telephone customer service, message boards, chatbot, and text-based customer service. In order to continuously expand bilingual services, our official website, personal online banking, and mobile banking all provide bilingual versions. Additionally, we offer online appointments for foreign customers to open accounts at designated branches and English-speaking telephone customer service representatives. Our chatbot also provides bilingual real-time Q&A, making it more convenient for foreign customers to use E.SUN digital services.• Upgraded Foreign Exchange Services on Mobile Banking: To facilitate seamless foreign currency exchange, E.SUN integrates foreign currency exchange interfaces on mobile banking, providing a more intuitive and user-friendly experience through a single entry point. Furthermore, a new feature is introduced to enable foreign currency exchange reservation services, allowing customers to set up one-time or periodic reservations. Customers can also utilize periodic reservations to average the purchase cost through smile curve distribution, thus achieving greater flexibility in financial planning.																	
	<p>The FSC has taken E.SUN Bank and First Bank as role models for domestic accessible financial services. The FSC Chairperson Dr. Tien-Mu Huang inspected accessible facilities and gave a positive evaluation on the site visit of E.SUN Bank's Xinsheng Branch in June 2023. E.SUN Bank actively creates a warm and friendly service environment and has implemented multiple accessible facilities:</p> <ul style="list-style-type: none">• Accessible ATMs: ATMs with a height not exceeding 120 cm have been installed, providing voice instructions, warning reminders, and flashing lights. Responding to the policies of the authority, talking ATMs have been installed in public places such as Taiwan Railway stations, government agencies, universities and large medical institutions. By 2023, talking ATMs have been extended to all E.SUN Bank branches, with a total of 254 talking ATMs. Additionally, QR code linked to Chatbot has been placed on the ATM home page, allowing customers with hearing or speech impairments to scan and activate online text-based customer service for immediate assistance. Customers with disabilities can apply for 3 free ATM interbank withdrawals handling fees monthly, limited to one account per person.• Wheelchair accessibility: In 2023, 139 branches all have been equipped with accessible counters, accompanied by various communication tools such as communication boards, writing pads, live text-based customer service, and Braille stickers. E.SUN Bank continues to construct more accessible restrooms.• Hearing-impaired customer accessibility: In line with Treating Customers Fairly Principles, E.SUN Bank offers online application services and multiple notification methods (such as SMS, email, etc.) . Collaborating with C.N.A.D, webcams, microphones, and speakers has been installed on computer of each branch, providing real-time sign language translation services, enabling hearing-impaired customers to communicate with clerks in their familiar sign language through conference calls, meeting their financial service needs.	<ul style="list-style-type: none">• Accessible Financial Services: To provide visually impaired customers with an easy-to-use financial service experience, all services being able to be voice-narrated including the E.SUN official website's friendly service section (conformance level AAA), E.SUN friendly online banking (conformance level AA), E.SUN friendly WebATM (conformance level A), mobile banking friendly section(certified by the Taipei Parents' Association for the Visually Impaired), and E.SUN Wallet-friendly version (certified by the Taipei Parents' Association for the Visually Impaired). Approximately 460,000 people used these services in 2023. Moreover, to guide customers in finding the desired services more efficiently, we organize online educational training sessions on financial friendliness, training and educating our staff to provide personalized guidance and service for different customer groups.• Dark Mode on Mobile Banking: In 2023, E.SUN's mobile banking introduced a dark mode, allowing customers to switch between light and dark modes freely, providing better visibility for those with visual impairments and allowing them to save device battery and reduce carbon emissions. Over 60,000 people used this feature in 2023.• Friendly Information Disclosure: Individuals with impairments can access information about friendly financial services through E.SUN's business notices, the official website, and customer service regulations, providing a fee reduction feature for individuals with disabilities to set up cross-bank ATM withdrawals.																	
Individuals with Health Condition or Impairments	<table><tr><th>Item</th><th>2021</th><th>2022</th><th>2023</th></tr><tr><td>Accessible counters (branches)</td><td>139</td><td>139</td><td>139</td></tr><tr><td>Accessible restrooms</td><td>112</td><td>114</td><td>118</td></tr><tr><td>ATMs wheelchair accessible</td><td>1,247</td><td>1,306</td><td>1,305</td></tr></table>			Item	2021	2022	2023	Accessible counters (branches)	139	139	139	Accessible restrooms	112	114	118	ATMs wheelchair accessible	1,247	1,306	1,305
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3.2.3 Enhance Financial Literacy

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Financial Education

Little Financial Experts

To link the two ends of an M-shaped society, E.SUN x PaGamO use digital platforms as the medium to teach students in elementary school and junior high school financial knowledge. Instead of using the traditional teaching method, gamified learning method allows students to think and find answers independently while solving problems, thereby enhancing their learning interest and motivation. A total of 580,000 participants have taken part in 2023.



Financial Knowledge Section

E.SUN Securities has established a financial education section on its official website, aimed at assisting investors in building fundamental financial knowledge through easily understandable articles. The section provides content on stock market basics, technical analysis, fundamental analysis, ETF introductions, and additional topics. In 2023, a total of 92 relevant articles were published.

Investment Lectures at Universities

In recent years, there has been a significant increase in the number of young individuals participating in the stock market. Since 2021, E.SUN Securities' subsidiary, E.SUN Investment Consulting, has collaborated with college clubs and departmental associations to organize physical or online investment lectures, imparting investment concepts and knowledge to students. These lectures have been well received by students, and as of March 2024, a total of 10 investment lectures have been conducted. Furthermore, to mitigate the default risk among young investors, E.SUN Securities has incorporated a basic knowledge questionnaire into the account opening process, enabling novice investors to understand the operational mechanisms and relevant regulations of the stock market. Moreover, a knowledge quiz focusing on 'Day Trading of Stocks' has been developed to augment the risk awareness among young clients regarding day trading.

Financial Knowledge on Social Media Platforms

E.SUN shares financial concepts and product features on social media platforms, including Facebook, Instagram and YouTube, aiming to lower the threshold for customers to access financial knowledge and improve the readability of financial information.

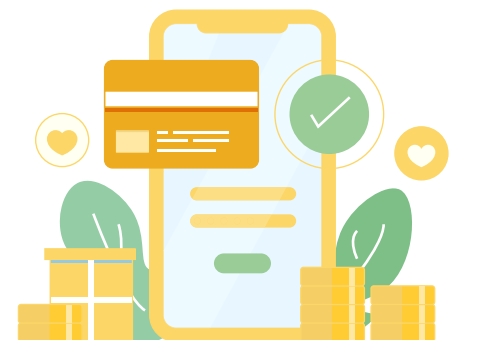


In November 2023, we published a post targeting the elderly or those planning for retirement, with the theme "How to Prepare for Retirement." Utilizing a question-and-answer format with accompanying images, we aimed to empower customers to click on the images based on their individual needs and learn how to initiate retirement planning using various trust products and services, safeguarding their retirement life! The post gained nearly 25,000 impressions by the end of the year, with approximately 2,300 interactions.

■ Business Management Tools or Trainings

Financial Lectures for Franchise Industry

E.SUN cooperates with franchised industries (such as FamilyMart convenience stores, etc.) to hold financial lectures, the topics of which include business district assessment, entrepreneurship training, financial planning services for entrepreneurs and small businesses. Currently, E.SUN has assisted more than 60 entrepreneurial teams in developing the knowledge of finance and business operation.



■ Incentives to Establish Saving Accounts

Bonuses of Digital Saving Account

Residents in rural areas can complete the procedures of opening account without going to a branch and be able to apply for comprehensive financial products and services online (such as TWD or foreign currency deposit, credit cards, personal loans, mortgage loans, Taiwan stocks, and securities sub-brokerage). To encourage underserved groups to save money, E.SUN offers interest rate bonus of TWD fixed deposit and transaction fee discount for dollar cost averaging on Taiwan stock / US stock.

Mobile Banking Transfer Service Upgrades

E.SUN's mobile banking offers convenient transfer services, allowing customers with periodical payment needs for rent, children's education fees, and more to schedule transfers and not worry about missing payments. With features such as scheduled transfers, transfers to personal accounts with the same name, transfers via mobile phone numbers, and frequent transfers, customers can complete transfers without leaving their homes. Leveraging the power of technology, we extend transfer services to daily life scenarios. For example, through integration with the "Smartdaily App," a smart community management platform, users can directly connect to E.SUN's mobile banking for payment transfers, making it easy for community residents to pay management fees digitally and solving inconveniences in their daily lives.

Inclusive Finance: Establishing Financial Literacy

		Targeted Customers	2023 Quantitative Social Impact KPI
Financial Education	E.SUN Little Financial Experts	Young People	580,000 Participants
	Financial Knowledge Section	Young People	85,000 Participants
	Investment Lectures at Universities	Young People	390 Participants
	Financial Knowledge on Social Media Platforms	Young People, Elderly People and Individuals in Rural or Hard-to-reach Areas	480,000 Participants
Total			1,145,390 Participants
Business Management Tools or Trainings	Financial Lectures for Franchise industry	Microbusinesses	60 Participants
Incentives to Establish Saving Account	Bonus of Digital Saving Account	Individuals in Rural or Hard-to-reach Areas	242,933 Applicants