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Yuanta Group Wins 14 National Brand Yushan Awards, Moving Toward “Best Financial Services Provider in Asia Pacific”

The National Brand Yushan Awards recognize outstanding enterprises that actively build national brands and is rigorously judged in four categories: Outstanding Enterprise, Best Product, Outstanding Enterprise Leader, and Most Popular Brand, in order to promote the prosperous development of Taiwan’s industries. Yuanta Financial Holding Company (FHC) continues to implement integrity management, promote comprehensive growth-driven business strategy, build profitability of diversified businesses to enhance Yuanta FHC’s asset size and operating performance, and integrate Yuanta Group’s internal and external resources to provide customers with the most complete, efficient, and value-added all-around financial services. As a result, Yuanta FHC’s subsidiaries won a total of fourteen awards in the 21st National Brand Yushan Awards, and their outstanding performance was highly praised.

Upholding the core value of “integrity-based, treating customers with care,” Yuanta Securities has continued to refine its investment platforms to facilitate investors’ steady advancement in the ever-changing capital market. Yuanta Securities has been honored with the National Brand Yushan Awards for six consecutive years as the Outstanding Enterprise, and this year, it has even obtained the National First Prize as an Outstanding Enterprise. Yuanta Securities has also received two Best Product awards this year, namely “Intelligent Conditional Order” and “Asset Overview,” with a total of four awards. “Intelligent Conditional Order” is a customer-driven program that helps investors who are unable to monitor the market or lack trading discipline to react quickly and effectively manage their risks during market volatility. Another award-winning product, “Asset Overview,” not only allows investors to view information on

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stocks, funds, and bonds directly on the electronic platform, but also includes information on borrowing or lending of commodities in stock, and is integrated with other financial products of Yuanta Group, making it more convenient to manage asset portfolios.

Yuanta Bank has been affirmed by the National Brand Yushan Awards for five years in a row. This year, Yuanta Bank won the Most Popular Brand for “Diamond Gold Earns Your First Bucket of Gold” and two Best Product awards for “Diamond Payment Ecosystem” and “Skynet AI Fraud Detection Model.” Yuanta Bank utilizes innovative technology and cooperates with seven major e-payment partners to upgrade its mobile banking lifestyle financial services and continue to expand its account-bonded payment services to satisfy its customers’ high-quality digital experience. In response to the fraud prevention policy of Taiwan’s Executive Yuan, Yuanta Bank uses AI technology to prevent fraud, and is one of the first financial institutions in Taiwan to invest and consolidate resources to develop intelligent fraud-deterrent models and implement appropriate control measures. Yuanta Bank will persist in adhering to the original spirit of “treating customers as we would like to be treated” and take proactive actions to safeguard the assets of the public, in order to achieve the goal of “customers have peace of mind at Yuanta, and funds are safe at Yuanta.”

Recognizing the needs of customers and responding to future trends, Yuanta Life has collected the Best Product award at the National Brand Yushan Awards this year (2024) for its state-of-the-art product “Yuanta Life Good Vision Satisfaction Insurance.” Yuanta Life has won this award for five years straight for its commitment to product innovation and providing insurance coverage for all stages of life. “Yuanta Life Good Vision Satisfaction Insurance” offers medical coverage for four major eye diseases, including cataract, glaucoma, retinal detachment, and macular degeneration, which are common among modern people. In the event of the insured person’s death during the period of coverage, a death benefit will be provided to extend the love for family

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members. If the contract continues to be in force, a maturity benefit will be payable at the end of the coverage period, which can be flexibly utilized for retirement planning.

Yuanta Funds is the investment trust company with the highest market share in the Taiwan domestic fund market. It has many popular products including 0050 and 0056. Yuanta Funds has exceeded NT\$2 trillion in asset management scale this year, setting a new record in the domestic market, and was awarded the Outstanding Enterprise and the Most Popular Brand awards. In 2023, Yuanta Funds led the market in identifying investment opportunities in the revitalization of Japan's manufacturing industry and launched the Yuanta Japan Leaders Equity Fund, which won the Best Product award. Yuanta Funds has guided Taiwanese investors to allocate to Japanese stocks in addition to the highly allocated Taiwan and U.S. stocks, and Yuanta Japan Leaders Equity Fund is now the largest Japanese equity fund in Taiwan. Yuanta Funds continues to launch groundbreaking products targeting different investment preferences, including the newly launched Yuanta Global Aerospace and Defense Technology ETF (00965), which offers brand new blue ocean investment opportunities in technology in addition to AI and semiconductor themes.

As the leader of Taiwan's futures industry, Yuanta Futures provides real-time trading of options commodities on sixteen exchanges around the world, as well as futures consulting services. Yuanta Futures continues to optimize the trading experience through big data analysis and customer interviews, and has been awarded the Outstanding Enterprise and Best Product awards. Yuanta Futures has established the "Intelligent Strategy War Room" management mechanism, which integrates risk management, information security, and customer management systems, realizing real-time data monitoring and control, greatly enhancing decision-making efficiency, and promoting low-carbon digital services to fulfill corporate social responsibility, which has been distinguished with the First National Prize. Yuanta Futures persists in providing a fair, stable, and secure trading experience, and is on its way to becoming

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the “most trusted futures broker in Asia.”



Photo: Yuanta Group won 14 awards at the 21st National Brand Yushan Awards.

List of National Brand Yushan Awards won by Yuanta Group

Company	Award Name
Yuanta Securities	National First Prize-Outstanding Enterprise, Outstanding Enterprise, Best Product-Intelligent Conditional Order, Best Product-Asset Overview
Yuanta Bank	Most Popular Brand, Best Product-Diamond Payment Ecosystem, Best Product-Skynet AI Fraud Detection Model
Yuanta Life	Best Product-Yuanta Life Good Vision Satisfaction Insurance
Yuanta Funds	Outstanding Enterprise, Most Popular Brand, Best Product-Yuanta Japan Leaders Equity Fund
Yuanta Futures	National First Prize-Best Product (Intelligent Strategy War Room), Outstanding Enterprise, Best Product-Intelligent Strategy War Room