



## Press release

# CTBC Bank launches pioneering eco-friendly reward points program

TAIPEI, Taiwan, Jan. 16, 2023—CTBC Bank has partnered with the Environmental Protection Administration to launch Taiwan's first points exchange program promoting environmental awareness.

Effective today, CTBC Bank credit cardholders can redeem reward points for the EPA's Green Points, which can be used as discounts on certified green products and services, or through the Green Point app.

Aimed at encouraging cardholders to adopt green living habits, purchase eco-friendly products, and practice sustainable consumption, the initiative is part of the FSC's Green Finance Action Plan 2.0. The plan was launched in 2020 to motivate financial institutions to develop innovative sustainable financial products and services as well as to foster a sustainable financial ecosystem.

Until Dec. 31, 2023, CTBC cardholders can exchange 50 CTBC Bank credit card reward points for 500 Green Points using the Home Bank app. Every 100 Green Points equals a NT\$1 deduction that can be used when purchasing eco-friendly products and services certified with labels such as the Green Mark, Carbon Footprint Label, Taiwan-made Product, CAS (Certified Agricultural Standards) Label, CAS Organic Label, and TAP (Traceable Agricultural Product) Label.

Green Points can also be redeemed for eco-friendly accommodation, eco-tourism, and admission to environmental education sites. Alternatively, cardholders can donate their Green Points to designated charity groups, furthering the digitization of social welfare efforts.

CTBC Bank's credit card reward points can also themselves be donated to charity, offering more tangible support for socially disadvantaged groups.

As part of the CTBC Charity Foundation's 38th Light Up A Life fundraiser, every 10 CTBC Bank credit card reward points can be donated for NT\$1 until March 3, 2023. CTBC Bank said it invited cardholders to participate in the fundraiser and donate reward points, providing warmth and love to children in Taiwan's remote areas during the upcoming Lunar New Year.

## Media inquiries

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## About CTBC Bank

CTBC Bank, a subsidiary of CTBC Holding (TPE: 2891), was established in 1966 and has been helping build customers' personal wealth and Taiwan's economy for more than 50 years. In addition to its 152 branches nationwide, CTBC Bank has the most extensive international presence of any Taiwanese bank, with 116 overseas branches across 14 countries and regions. Having purchased a subsidiary, The Tokyo Star Bank, in Japan and having established CTBC Bank subsidiaries in the U.S., Canada, the



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Philippines and Indonesia, the Bank has laid a strong foundation for regional business, providing international enterprises with comprehensive transnational financial services.

Looking ahead, we plan to continue optimizing our international service network as well as to provide our customers with even more convenient global services. We will also continue to expand our efforts in operational performance, corporate governance, corporate social responsibility and environmental sustainability as we cement our status as “Taiwan Champion, Asia Leader.”