



Press release

Inspirational video highlights CTBC Poverty Alleviation Program's life-changing aid

TAIPEI, Taiwan, July 4, 2022—As part of CTBC Bank's commitment to corporate social responsibility, it collaborated in 2011 with the CTBC Charity Foundation to launch the CTBC Poverty Alleviation Program.

Over the past 11 years, this innovative program — the first to integrate microloans and counseling for those experiencing poverty — has assisted 564 disadvantaged families in establishing their own businesses. One beneficiary is Nguyen Thi Mai, who joined the CTBC Poverty Alleviation Program in 2017. Through undergoing the program's counseling, she succeeded in escaping poverty and building a better life. A short film featuring Nguyen was published on Home Run Taiwan's Facebook page on July 5, 2022, to encourage disadvantaged families to overcome their challenges and turn their lives around.



Nguyen Thi Mai, who built a successful business with help from the CTBC Poverty Alleviation Program, is seen with her son in these screen grabs from a video published on Home Run Taiwan's Facebook page. (Provided by CTBC Bank)

Many financially disadvantaged families want to achieve a stable life and bright future through their own hard work. Understanding the hardships of such families, CTBC Bank has launched diverse financial products and services to meet the needs of various groups, creating a people-centric financial environment to promote public welfare.

During the COVID-19 pandemic, CTBC Bank approved over 360,000 relief loans, the most of any private bank. In 2022, it collaborated with the CTBC Charity Foundation once again. Through the CTBC Poverty Alleviation Program, the bank and foundation provided an emergency relief loan and counseling service to help disadvantaged families with emergency financial needs. In the Taiwanese



language of Hokkien, the term “emergency relief” sounds similar to the phrase “borrowing money.” The CTBC Poverty Alleviation Program not only helps people in emergencies, allowing them to overcome their immediate difficulties, but also provides systematic counseling so that they can improve their financial situations and escape poverty step by step. This is CTBC Holding’s primary social welfare project: to teach people how to fish instead of simply giving them fish.

The video featuring Nyugen depicts her hardship and struggles. After her divorce, she was separated from her child, so she worked two jobs in order to fight for custody. Later on, she met her now-husband, a Thai national who shared her love of food. Despite their eagerness to make money, they were poor at financial management. They borrowed money for unprofitable investments and found they could not make ends meet. It was then that Nguyen contacted the CTBC Poverty Alleviation Program. Professional financial advisers helped Nguyen, who couldn’t speak Chinese, to draft an entrepreneurship proposal, learn bookkeeping, manage her business inventory, and hone a competitive advantage.

Today, Nguyen’s Vietnamese-Thai restaurant is going from strength to strength. Nguyen’s son, Ah Hsiang, sees his mother’s dedication and wants to join her in the business when he comes of age. Nguyen had started her business to escape poverty and raise her child. But now, her Vietnamese-Thai restaurant is a prime source of happiness for her and her son. By way of hard work and dedication, she and her family of three have gone from pushing a stall cart to having their own shop, which provides a greater level of security.

There are many people like Nguyen, who have turned their lives around with the support of the CTBC Poverty Alleviation Program. Targeting the actual needs of disadvantaged families in Taiwan, this program provides localized counseling services to lift people from poverty. Integrating resources from CTBC Bank, Taiwan Life, Taiwan Lottery, and the Small & Medium Enterprise Credit Guarantee Fund of Taiwan, it offers financial consolidation services, emergency relief, and entrepreneurship counseling, helping disadvantaged households stand on their own two feet and enabling children to grow up in a safe and stable environment.

To date, this program has helped 564 families start their own businesses. Among them, 247 families, or 44%, have risen above the poverty line and left the government’s welfare system. The program has improved the living conditions of 1,193 children.

Chiu Shu-yun, director of the Money Trainer Financial Study Center and a counselor for the CTBC Poverty Alleviation Program, stated that the program provides services to guide people out of poverty. Once counselors understand the financial situation of a case, they work with their clients to identify ways to increase income using the client’s resources and skills. Supported by funds from CTBC Bank, their clients can gradually improve their lives.

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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



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Tokyo Star Bank, in Japan and having established CTBC Bank subsidiaries in the U.S., Canada, the 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.”