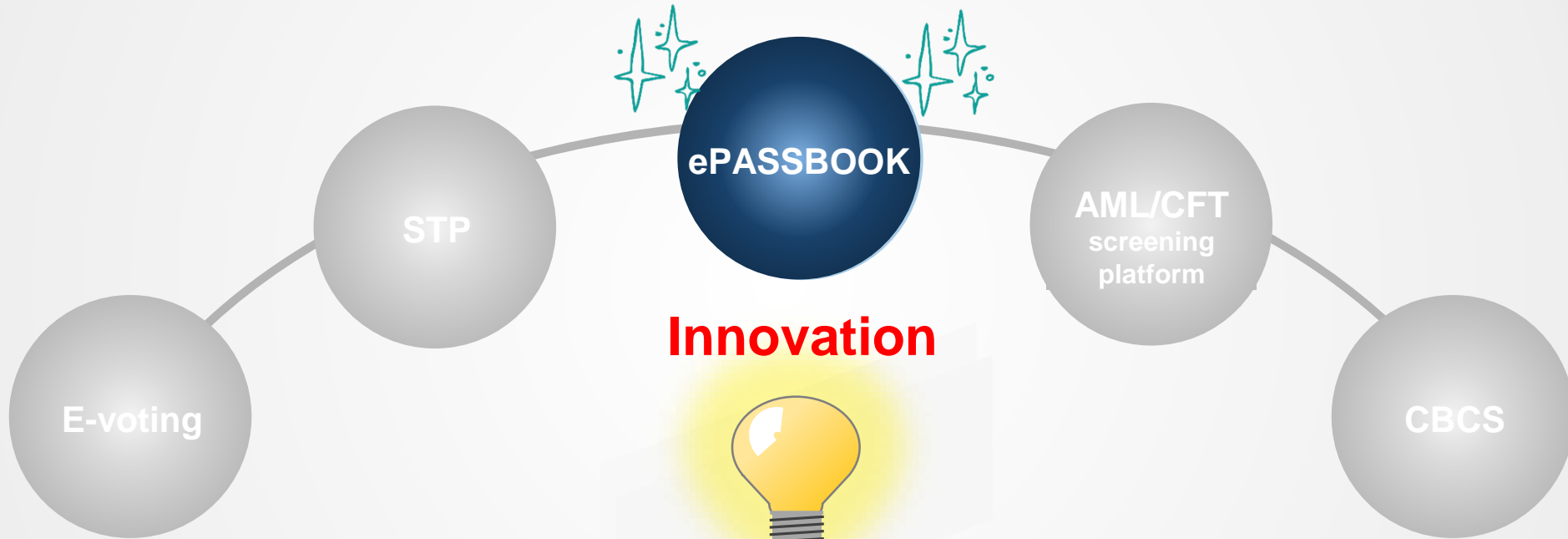


Innovation and diversification— TDCC ePASSBOOK

**Po Chiu, TDCC
Mar 2019**



Diversification



Innovation



Agenda



- 1. Past: paper passbook**
- 2. Now: electronic passbook**
- 3. Future: digital platform**



1. Past: paper passbook

1. Past: paper passbook

□ TDCC's existing business model (B2B2C)



TDCC

Registration
Settlement
Depository
...etc.



Securities firms

Trade order delivery
Trade order confirmation
Statement of transactions
Statement of holdings
... etc.



Investors

Placing an order
Investment analysis
Asset management
... etc.

1. Past: paper passbook

□ The change of investors' behaviors

Before

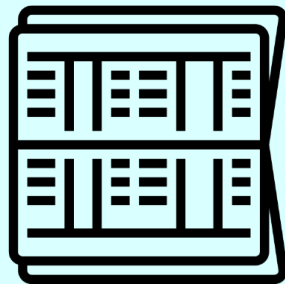


Brick and mortar

- Open an account
- Securities trading

Check holdings

- Paper passbook
 - ✓ security balance
 - ✓ transaction records



After



1. Past: paper passbook

□ The change of investors' behaviors

Before



Brick and mortar

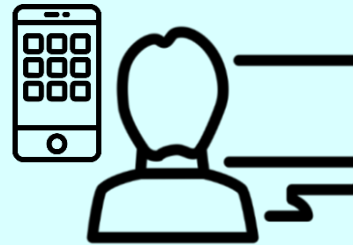
- Open an account
- Securities trading

Check holdings

- Paper passbook
 - ✓ security balance
 - ✓ transaction records



After



Digital channel

- Open an account
- Securities trading
- Various services

Check holdings

- Securities firms
 - ✓ Web site
 - ✓ APP interface



1. Past: paper passbook

□ The change of investors' behaviors

Before



Brick and mortar

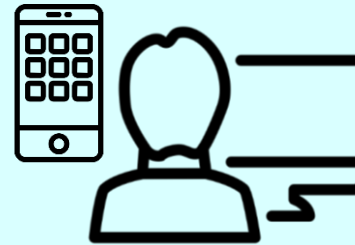
- Open an account
- Securities trading

Check holdings

- Paper passbook
- ✓ View transaction records
- ✓ Transaction records



After



Digital channel

- Open an account
- Securities trading
- Various services

Check holdings

- Securities firms
 - ✓ Web site
 - ✓ APP interface





2. Now: electronic passbook

2. Now: electronic passbook

Mar, 2017

officially online



Mobile Internet usage

Avg 4G data usage in Taiwan = 14GB per month per user (ranked No. 1 worldwide)

source: NCC

Fintech trend

Abundance of innovative services provided by financial institutions

Regulation

Change of regulatory environment boosts innovation

Touch point

The passbook = statement of holdings and statement of transactions

Investors' demand

= info of stock markets and holdings

Digitalized service

= Improving user interface and better user experience



2. Now: electronic passbook

ePASSBOOK

Asset integration

Based on the total portfolio approach, it applies the infographic to integrate the user's asset of securities accounts. The investors could check their security balance and transaction details anytime and anywhere.



2. Now: electronic passbook



ePASSBOOK

Shareholders' affairs aggregation

It provides 24 typed customized push notification and systematical information regarding shareholders' meeting, ex-right, ex-dividends, etc. based on investors' positions.

Furthermore, the users also can cast e-votes via STOCKVOTE platform, embedded in the APP service.

2. Now: electronic passbook

ePASSBOOK

Market info expansion

To supply more securities market information for the users, TDCC's exclusive data of equity ownership is shown in the APP function. The users can apply those quantitative outcomes to review and adjust their strategy of investment.

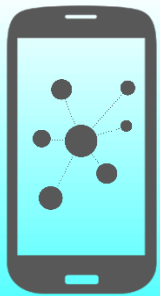




3. Future: digital platform

3. Future: digital platform

□ TDCC's strategy for the ePASSBOOK development



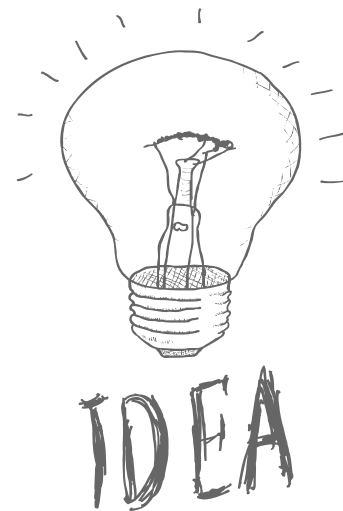
The digital Financial platform of versatile service



The ePASSBOOK is not just a passbook



A better choice of the passbook



Great



Better



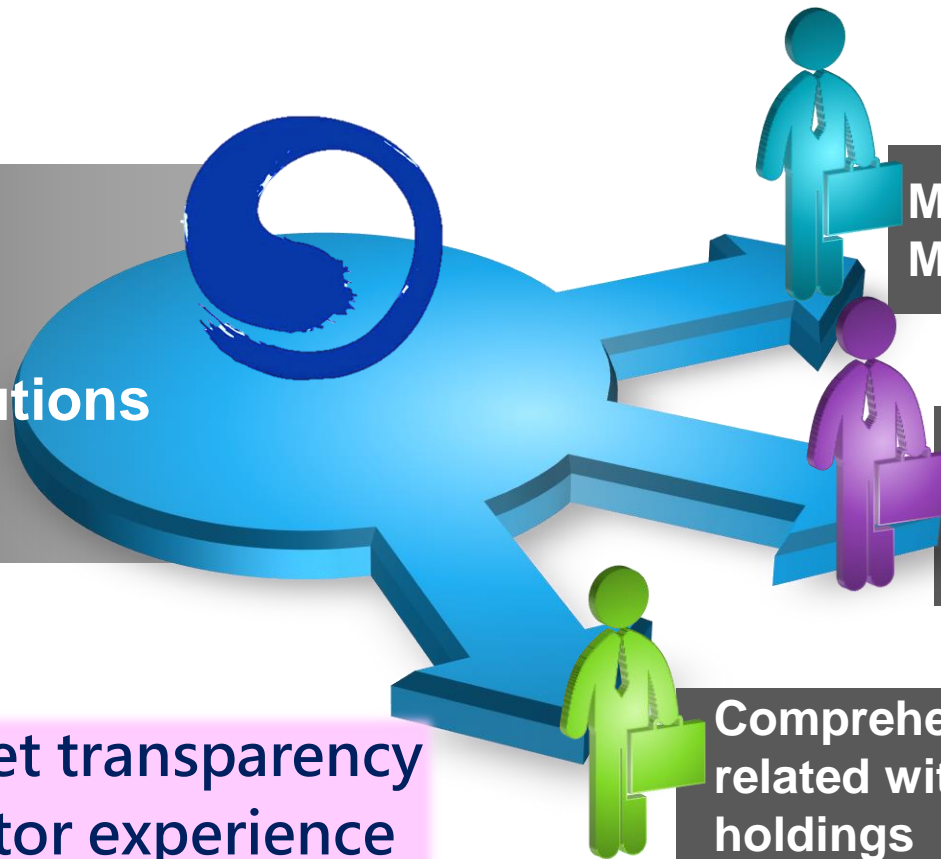
Basic

3. Future: digital platform

□ ePASSBOOK 3.0

Regulator
FMIs
Financial institutions
Issuers

Improved market transparency
Enhanced investor experience
Better financial ecosystem



More
Market information

Extensive coverage
on asset
management

Comprehensive services
related with investors'
holdings

3. Future: digital platform

□ ePASSBOOK 3.0 (example of platform revolution)

Existing model



Issuers

Deliver the notice for
annual meeting of
shareholders
by paper mail



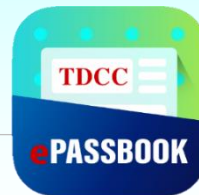
Investors

Future model: e-notice service



Issuers

Build the win-win
cooperation model for
delivery of
shareholders affairs
information



TDCC

Deliver the notice for
annual meeting of
shareholders
by APP service



Investors

The background is a complex digital collage. On the left, a robotic hand with blue glowing joints is visible. Overlaid on the scene are several data visualizations: a large circular gauge with a percentage scale (10% to 100%) on the left, a bar chart with an upward-trending line graph in the upper center, a 'SCAN PROGRESS' indicator with a waveform on the right, and a world map in the upper right. At the bottom, a globe is partially visible, surrounded by more circular gauges and data lines. The overall color scheme is dark blue and grey with bright blue highlights.

Thanks
for
listening