**Cathay United Bank, one of the largest commercial banks in Taiwan, has adopted Numerix Treasurer to address the growing demand in the Taiwanese structured products market.**

Driven by stronger corporate demand, the structured product market in Taiwan has grown significantly making Treasury Marketing Units (TMU) one of the most important departments within banks. At the same time, the market has placed greater emphasis on stricter rules and reporting guidelines. In the face of these challenges, banks are thinking how to outperform in this competitive market.

Numerix Treasurer is the innovative solution which has been designed particularly for TMU. By simply booking trade details the platform automatically generates MTM and Greeks. Equipped with this functionality, sales are capable of analyzing trade details and performing pre-trade scenario analysis.

## Cathay United Bank Collaborates with Numerix to Enhance its TMU Sales Platform

Our objectives are to streamline sales' administrative services and provide proactive strategies for our customers. We believe this progress will continue to help expand our market share in Taiwan and other regions," said Tony Kao, Senior Vice President of Financial Marketing Department of Cathay United Bank.

To increase client satisfaction and reinforce their loyalty, sales also endeavors to provide more professional services. With the application of Numerix Treasurer, sales can conduct scenario analysis for their clients from the portfolio view and provide customized suggestions straight away, even during times of market turmoil. For some VIP customers, they can even generate PnL statements during specific periods of time and communicate effectively to clients.

Numerix Treasurer generates a wide range of reports which can be sorted by customer, product category and currency pair. A sophisticated reporting scheme helps banks meet current regulatory requirements for detailed PnL reporting. With the database readily available, customer modifications can be made as needed and the information can be transferred quickly and efficiently to regulators.

"We can't just sit and wait for customers to come to us. Building a close relationship with them is always a top priority. We even want to focus on winning them back from our competitors," said Kao. "As the Financial Supervisory Commission's Asian Cup policy goes on, Cathay has made great efforts in improving its financial infrastructure. We see ourselves as the market leader in this area. We not only consider the growth of our TMU business important, but also look forward to having a strong mechanism in place for financial derivatives warehousing. To achieve comprehensive financial solutions for our clients, and integrating the trading platform with our current TMU sales platform is our ultimate goal in the near future."

> " In the past, it would usually take half, or even an entire day to obtain inquiry quotes from counterparties. Now we can obtain a reference price from Numerix Treasurer with one quick click and reply to customers in a short period of time.

**Tony Kao,** Senior Vice President of Financial Marketing Department, Cathay United Bank

## About Cathay United Bank

Cathay United Bank is a wholly owned subsidiary of Cathay Financial Holding Company, the largest financial holding company in Taiwan. The Bank is a full-service bank serving consumers and businesses with over one hundred domestic branches and over ten overseas offices. For businesses, we offer a complete line of products and services, in addition to experienced staff members who are committed to helping their customers' enterprises succeed. For consumers, we offer different consumer banking products to meet the financial needs of individuals as well as families. At Cathay United Bank, we build the bridges between banking, insurance, trust and securities services through our parent company and affiliated companies. Our customers will be able to enjoy "one-stop shopping" when banking with Cathay United Bank.

**For more information, please visit** http://www.cathaybk.com.tw/.

**Cathay United Bank**