

## 3.2.4 Financial Education

As digital finance reaches new heights and the accessibility to financial products and services increases significantly, the risks of financial crime also rise. Therefore, the practice of financial education becomes increasingly critical. Cathay FHC and its subsidiaries have long been committed to providing diverse financial knowledge learning resources. We actively utilize various channels such as forums, financial education videos, and physical seminars, combining interesting topics with easily understandable content to enhance public financial awareness. This helps individuals make more rational financial decisions and achieve financial health and security in their lives.

CUB plans a series of innovative and diversified initiatives to enhance the financial literacy of the general public. We have invited financial experts to participate in live financial education events, sharing the latest investment trends. Additionally, we organize forums on financial management and investment trends to accelerate the dissemination of financial concepts into the public domain and enhance financial literacy among the general population.

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### Wealth Management Digest

To ensure the innovation and practicality of its content, we have established a content management team that holds regular thematic meetings every week. By incorporating AI language reading capabilities, we transform professional financial knowledge into easily understandable points for the general public. Through website announcement, electronic direct mail (EDM), and LINE push notifications, we enable the public to receive easily comprehensible financial knowledge. The single-time open rate has exceeded 300,000 of people.



### Financial Health Check Platform

Providing a one-stop experience service through three steps: testing, obtaining reports, and improving financial health improvement plans. This platform enables instant and rapid initiation of financial health promotion actions. Thematic financial knowledge and videos are also readily available for reading and viewing on the website, helping people understand their financial health and obtain exclusive financial health promotion plans.



### Financial Management Videos

Produces practical "Please Support Financial Management" series financial management videos, inviting guests and experts to share their experiences on topics such as buying a house, starting a business, and family financial management.



### Global Investment Trend Forums

CUB invited BlackRock's CIO of Global Fixed Income Rick Rieder and Global Chief Investment Strategist Wei Li along with our Chief Economist Chi-Chao Lin, to share insights on the macroeconomic environment and investment trends, providing diverse financial knowledge learning resources and enhancing public financial awareness. Through these carefully planned educational activities and resources, we aim to promote rational financial decision-making.

