



# Business Benefits KPI's

Focus Area	Project	2019	2020	2021
 <b>Climate</b>	<b>商品/投資 Product/Investment</b>			
	E/M 化服務行動投保使用率 Utilization of E/M services for mobile insurance enrollment	99.15%	99.31%	99.1%
	國泰產險自行車保險累計承保金額(萬元) Cumulative insured amount of Cathay Century bicycle insurance (NT\$10,000)	867.00	1,269.00	2,000.00
	國泰產險公共自行車險累計承保金額(萬元) Cumulative insured amount of Cathay Century public bicycle insurance (NT\$10,000)	504.00	1,292.00	1,937.00
	國泰產險綠能環保車險累計簽單保費(萬元) Cumulative premium income from Cathay Century green vehicle insurance (NT\$10,000)	30,097.00	33,754.00	462,067.00
	低碳投資金額(億元) Invested amount of Low Carbon (NT\$100 million)	1,425.00	1,748.00	2,076.00
	低碳授信金額(億元) Loaned amount of Low Carbon (NT\$100 million)	227.00	252.00	314.00
	基礎建設投資金額(億元) Invested amount of Infrastructure (NT\$100 million)	6,030.00	6,623.00	7,377.00
	基礎建設授信金額(億元) Loaned amount of Infrastructure (NT\$100 million)	555.00	669.00	711.00
	農作物保險累計承保金額(萬元) Cumulative insured amount of Cathay Century crop insurance	4,104.00	5,586.00	7,371.00
	<b>環境議合 Environmental Engagement</b>			
	議合對象 CDP 成績提升 Improved the CDP performance of subjects	A-	A-	A-
	<b>環境倡議活動 Green Initiative Event</b>			
	氣候變遷論壇投入金額(萬元) Amount invested in Climate Change Forum	60.00	195.00	221.50
	氣候變遷論壇媒體曝光價值(萬元) Media exposure from Climate Change Forum	449.00	568.00	1,250.00
	種樹投入金額 Amount invested in tree planting	112,364.00	107,053.00	--
	銀行世界地球日投入金額 Amount invested by CUB in Earth Day	1,590,750.00	1,627,500.00	--
	銀行世界地球日媒體曝光價值 Media exposure of CUB from Earth Day	139,912.00	40,000,000.00	--

 <b>Health</b>	<b>身心健康 Physical and Mental Health</b>			
	<b>商品/投資 Product/Investment</b>			
	Cathay Walker 結合外溢保單(張數) Cathay Walker-linked health-promoted insurance (Number of policies)	8	10	19
	Cathay Walker 保戶參與人數 Number of participants who are Cathay Walker policy holders (10,000 people)	22	28	40
	<b>員工減重競賽 Employees Weight Loss Contest</b>			
	員工參與人次 Employee participation	11,152	13,089	6,601.00

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	累計減重公斤數 Cumulative weight loss (kg)	19,970	29,054	10,658.36
	客戶參加數 Customer participation	-	897	-
	<b>失智友善關懷 Dementia-Friendly Care</b>			
	失智友善天使與組織受訓業務員人數 Number of sales agents completed the training of Dementia-friendly Angels and Organizations(10,000 people)	-	1.3	1.4
	失智友善天使與組織據點數量 Numbers of dementia-friendly guardian angels and organizational locations	-	100	125
	<b>學生團體保險-永續校園計畫之反毒教育 Student Group Insurance – Anti-Drug Education Under the Sustainable Campus Project</b>			
	學生團體保險總承保金額 Total amount of student group insurance (NT\$1 trillion)	3	3	3
	投入金額 Amount Invested	6,058,000	2,782,023	5,308,000.00
	參與業務員人次 Sales agent participation	2,300	3,500	11,956.00
	<b>體育人才培育系統投資金額 Amount invested in the sports talent cultivation system</b>	234,773,126	145,973,620	163,604,986
	<b>體育人才培育系統媒體價值 Media value of the sports talent cultivation system</b>	266,824,455	161,898,495	50,593,846
	<b>國泰藝術節投資金額 Amount invested in Cathay Art Festival</b>	35,404,196	26,494,015	30,016,645
	<b>國泰藝術節媒體價值 Media value of Cathay Art Festival</b>	33,389,735	28,236,305	8,185,000
	<b>商品/投資 Product/Investment</b>			
	藝術品綜合保險簽單保費(萬元) Premiums from art property insurance policies (NT\$10,000)	484.00	590.74	328.59
	<b>藝術中心 Art Center</b>			
	藝術中心投入金額 (用人費用、事務費用、藝術中心展覽、藝術講堂) Amount invested in the Art Center (personnel expenses, business expenses, Art Center exhibitions, Art Talk Lecture)	9,056,309.00	10,405,227.00	9,366,348.00
<b>財務健康 Financial Health</b>				
	<b>商品/投資(普惠金融) Financial Inclusion</b>			
	微型保險累計承保金額(億元) Micro Insurance cumulative insured amount(NT\$100 million)	895.00	972.00	904.90
	中小企業放貸總餘額(億元) Cumulative balance of SME loans(NT\$100 million)	2,094.00	2,284.00	2,702.00
	公益信託信託財產本金(億元)(累計規模) Accumulated scale of charitable trusts(NT\$100 million)	376.30	375.24	378.02
	社會企業優惠融資專案累計放款餘額(萬元) Cumulative balance of preferential loans for social enterprises provided by CUB(NT\$10,000)	2,132.00	2,125.00	2,532.00
	信用卡累計捐贈金額(億元) Cumulative credit card donations(NT\$100 million)	3.92	3.80	3.96
	高齡與健康投資金額(億元) Invested amount of Aging Society and Health(NT\$100 million)	4,047.00	4,014.00	4,119.00
	高齡與健康授信金額(億元) Loaned amount of Aging Society and Health(NT\$100 million)	109.00	326.00	352.00

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	社區與金融包容性投資金額(億元) Invested amount of Community and Inclusive Finance (NT\$100 million)	52.00	78.00	37.00
	社區與金融包容性授信金額(億元) Loaned amount of Community and Inclusive Finance(NT\$100 million)	40.00	39.00	45.00
	<b>全年齡客戶理財計劃 Financial Planning for customers of all ages</b>			
	定期定額扣款金額(億元) Amount of debits for systematic investment plans of Cathay Securities(NT\$100 million)	1.55	53.34	149.30
	安養信託(高齡者及身心障礙者)信託財產本金(億元) Amount of assets in the Disability & Retirement Trust (for elderly and disabled people) (NT\$100 million)	12.65	16.87	24.93
	職棒防賭基金信託財產本金(億元) Amount of assets in CUB's CPBL Gambling Prevention Trust(NT\$100 million)	1.32	1.54	1.59

 <b>Empowerment</b>	孩童培力相關專案投資金額 <b>Amount invested by projects of Children Empowerment</b>	21,866,754	22,282,389	20,212,719
	青年培力相關專案投資金額 <b>Amount invested by projects of Youth Empowerment</b>	9,959,385	9,581,155	7,039,216
	國泰實習計畫 <b>Cathay Internship Program</b>			
	國泰暑期實習計畫(CIP) 累計至當年進入集團任職人數 Cumulative number of Employees'recruited of Cathay Summer Internship Program	185	206	244
	國泰暑期實習計畫(CIP) 累計回任率 Cumulative reinstatement rate of Cathay Summer Internship Program	21%	20%	21%
	國泰敏捷實習計畫(CAP) 累計至當年進入集團任職人數 Cumulative number of Employees'recruited of Cathay Agile Internship Program	4	10	21
	國泰敏捷實習計畫(CAP)累計回任率 Cumulative reinstatement rate of Cathay Agile Internship Program	12.12%	12.66%	18.75%
	青年氣候培力 <b>Cathay Climate Youth</b>			
	氣候變遷青年培力投資金額(論壇舉辦金額&相關獎助計畫金額) Amount invested of Cathay Climate Youth Empowerment Program	-	458,116	943,716.00
	氣候變遷青年論壇媒體價值 Media exposure of Cathay Climate Youth Empowerment Program	-	1,673,580	1,974,245.00