

## Shinkong Financial Holding Co. Ltd. Due Diligence Report Including Financial, SWOT, Competitors and Industry Analysis

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Shinkong Financial Holding Co. Ltd. Due Diligence Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Shinkong Financial Holding Co. Ltd. and its competitors. This provides our Clients with a clear understanding of Shinkong Financial Holding Co. Ltd. position in the Insurance Industry.

- The report contains detailed information about Shinkong Financial Holding Co. Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for Shinkong Financial Holding Co. Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The Shinkong Financial Holding Co. Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes Shinkong Financial Holding Co. Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Shinkong Financial Holding Co. Ltd. business.

### About Shinkong Financial Holding Co. Ltd.

Shin Kong Financial Holding Co., Ltd. operates as an insurance-focused financial services holding company in Taiwan.

The company, through its subsidiaries, offers a range of financial products and services, including life insurance, health and accident insurance, personal and corporate banking, and securities and asset management services, to approximately five million individual and corporate customers in Taiwan.

## Subsidiaries

**Shin Kong Life:** Shin Kong Life is a life insurance provider in Taiwan. Through its distribution network, Shin Kong Life markets and sells a range of life insurance products, including traditional whole and term life insurance products, health and accident insurance products, interest-sensitive annuities, and investment-linked products throughout Taiwan. As of March 31, 2009, Shin Kong Life had approximately 5.9 million individual life insurance policies in force.

**Shin Kong Bank:** Shin Kong Bank provides personal banking services to individuals and corporate banking services to companies of all sizes located in Taiwan through its 108 geographically diversified branches, 619 proprietary ATMs and shared access to ATMs throughout Taiwan, as well as through telephone banking and online banking. As of March 31, 2009, Shin Kong Bank had approximately 2.4 million deposit accounts and approximately 140,000 customers with loan accounts outstanding.

**Shin Kong Securities:** Shin Kong Securities provides brokerage and securities products and services to individuals, as well as to corporations and institutions. These products and services include securities brokerage, margin trading, underwriting and financial product sales. In addition, Shin Kong Securities is engaged in proprietary trading of equity and fixed-income securities. As of March 31, 2009, Shin Kong Securities had approximately 68,000 customer accounts.

**Shin Kong Investment Trust:** Shin Kong Investment Trust contributes to the financial management services the company offer to the approximately three million customers of Shin Kong Life, and cross sells products offered by its other subsidiaries. As of March 31, 2009, Shin Kong Investment Trust had approximately 35,000 customer accounts.

**Shin Kong Insurance Brokers:** Through a brokerage agreement with Shinkong Insurance Co., Ltd., an affiliate of the company, Shin Kong Insurance Brokers distributes a range of property and casualty insurance products offered by Shinkong Insurance Co., Ltd. Shin Kong Insurance Brokers distributes these property and casualty insurance products through the sales agents of Shin Kong Life. The sales agents of Shin Kong Life also market these products as supplements to Shin Kong Life's own policies.

**MasterLink:** The company owns 26.3% of MasterLink's ownership interests. MasterLink is a full service securities brokerage firm, providing financial solutions for its institutional and individual clientele. Its primary areas of operations and service comprise of securities brokerage (including margin lending), principal transactions (including equity, bonds, commercial paper and hedging transactions), underwriting and financial products. MasterLink had 44 sales offices with approximately 790 brokers serving approximately 743,000 customers, as of March 31, 2009.

## Alliances/Joint Ventures

In April 2009, a PRC-based joint venture established by Shin Kong Life and Hainan Airlines Group, an aviation conglomerate in the PRC, commenced operations to market life insurance products developed for the PRC life insurance market.

Shin Kong Life has formed a business alliance with Dai-ichi Mutual Life Insurance Company (Dai-ichi), a life insurance group in Japan, to develop and design life insurance products, and to increase sales of group insurance products. Shin Kong Life also reinsures a portion of its risks through Dai-ichi and entrusts funds to DIAM International Ltd., a joint venture of Dai-ichi, for management and investment.

Shin Kong Life has formed a business alliance with MasterLink, its 26.3% owned subsidiary, for sales of Shin Kong Life's insurance products.

The above Company Fundamental Report is a half-ready report and contents are subject to change. It means that we have all necessary data in our database to prepare the report but need **2-3 days** to

complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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