

# Cathay Financial Holding Co Ltd in Consumer Finance (Taiwan)

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## Abstracts

Cathay Financial Holding Co Ltd is a strong performer in financial cards and payments. With robust alliances and deep resources through its group of companies, Cathay is expected to continue pursuing a similar strategy to the one that it followed throughout the review period. This will likely enable the company to keep some distance between itself and its main rivals amidst cut-throat competition and the offer of ever-increasing rewards and benefits.

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