

# Cathay Financial Holding Co Ltd in Financial Cards and Payments (Taiwan)

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Date: January 2015 Pages: 2 Price: US\$ 150.00 (Single User License) ID: CF8EA78E3A8EN

## Abstracts

Cathay Financial Holding is likely to seek to continue to increase its appeal to younger generations in an effort to overcome its slightly old-fashioned image among Taiwanese consumers. Its initiatives are expected to focus on branding and mobile banking as well as new innovations to cater for the busy lifestyles of young consumers.

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