

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

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## Abstracts

E Sun Financial Holding is likely to continue to identify product areas where competition is less intense or which attract lower levels of interest from the leading players. The company's strength is expected to arise from the consolidation of its strong positioning across such areas. E Sun Financial Holding's prominent position with regard to EasyCard should enable it to better target the relatively untapped young consumer group.

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