

## 4.5 Digital Innovation

Due to the wave of digitization and impacts from COVID-19, Mega Securities applies the Fintech to optimize the financial digital experience, to create ubiquitous services and accelerate inclusive financing. With the pillar of "enhancing digital financial service experience," the Company makes the financial services both safe and convenient. The actions in 2023 were as follows:

### I. In line with the overall plan of the Mega Group, the Finance 3.0 policy was promoted and the e-commerce development was implemented in 2023:

1	The Company started to provide customized e-newsletter subscription service from February 16, 2023. The content of e-newsletter is adjusted according to customers' inventory of stocks, to enhance customers' digital experience.
2	On August 31, 2023, the construction of the certificate optimization project (WebCA) was completed, to adjust the current cumbersome QR code certificate to a smoother and more intuitive application process. On September 2, the new official website was officially launched. In the first phase, the subscription center, the signature and verification services such as wealth management e-newsletters, and application for investment advisory membership are provided. The integration of wealth management trust EC platform, e-internet, eStock, and eRadar are planned subsequently.
3	Collaborating with MEGA INTERNATIONAL COMMERCIAL BANK CO., LTD. to plan the application scenario where the customers are provided with Fast Identity Online (FIDO) mechanism with mobile devices.

### II. Continuously building or improving various functions of information systems:

1	In January, permissions are opened to each marketing departments, to introduce the public opinion analysis platform, for analyzing the internet volume of specific topics or keywords, while monitoring the online placement of competing products (peers) to facilitate information capture.
2	We provide the wealth management e-newsletters for customers to subscribe. They can receive stock market trading information, attentive reminders and announcements, to strengthen their grasp of market information, reduce information gaps, and enable them to be aware of risks.
3	On May 16, the "Phase 2 Optimization of Mega eStock" project was launched, adding new functions such as information on US stocks, popular share deposit rankings, and share deposit data analysis.
4	The mobile vehicle function is gradually strengthened. The function of "Foreign Futures Flash Order" of foreign futures was launched on the mobile trading platform on June 16. In October, the optimized functions such as fuzzy search of stocks and futures, and cross-market menu of flash order placement were launched.

5	On July 26, the online sub-account opening function of "E-Open" was launched, with the business activated. In the first half of the year, the optimization of the trading system function was completed, including the functions of foreign futures flash order and exchange rate of online margin swapping on the "Mobile VIP" platform, and the phase 2 optimization of the "Mega eStock" function.
6	The wealth management website of Mega Securities was revised on September 1. The key revisions include the new page design, optimized the financial-friendly section/ stock and after-hours information, revised webpage service certification, and strengthened integration of investment and advisory service.

## Paperless statements

In 2023, the number of electronic transactions is 18,626,022, accounting for 85.31% of the Company's total number of transactions of 21,834,618; the transaction amount of electronic transactions in 2023 is NT\$3,627,774,797 thousand, accounting for 77.17% of the Company's total transaction amount of NT\$4,700,900,034 thousand. There were 650,860 digital statements issued, equivalent to saving 650,860 pieces of paper.

## Account opening through digital channels

1	Mega Securities constantly streamlines the online account opening process, adding new account referrals and opening of additional sub-brokerage accounts online, and planning of new account marketing campaigns. With the hot trading in Taiwan stock market in 2023, 29,412 accounts were opened through digital channels, a 46.69% increase over the previous year.
2	Mega Securities continuously promotes the optimized platform for over-the-counter account opening. The introduction of digital writing tablets, media storage, and digital sign-off significantly shortens the waiting time for over-the-counter account opening and the opening of other accounts. The paperless platform of account opening was completed in 2023, with a total of 3,663 accounts opened.

### Cumulative Number of Accounts Opened by Mega Securities via the Digital Channels in the Past Three Years

Items applied for	2021	2022	2023
Account opening through digital channels	16,528	20,050	29,412

**Note:** Digital channels of account opening include credit account opening/contract renewal/limit adjustment, lending, share borrowing, and financial management.

## Online financial service platform

Mega Securities launched the online account opening platform "E-Open" in January 2022, with the dual-opening function for securities and sub-brokerage accounts. It is equipped with the functions of W8ben (U.S. tax investigation form for foreigners) online signing, integration of optical character recognition (OCR), and online identity and seal verification service of Mega Bank, to save time and complicated procedures for account opening. In 2023, there were a total of 16,928 securities accounts and 12,484 sub-brokerage accounts were opened online (29,412 accounts in total). In addition, in September 2022, Mega Securities also launched the "Mega eStock" platform to provide share deposit services for fixed time and amount, fixed share, conditional order, and U.S. stock fixed share targeting the fractional shares in the intraday trading, so that retail investors with limited funds or wishing to save shares enjoy a more flexible digital share-deposit experience. As of 2023, the cumulative number of share-deposit plans has reached 30,212.

