

Company: Cathay Financial Holding Co., Ltd.

Company Description: Cathay Financial Holdings Co., Ltd. is a leading Taiwanese financial group, offering banking, insurance, and asset management services. Committed to digital innovation and sustainability, it drives growth through fintech and ESG initiatives.

Nomination Category: Product & Service Categories - Business Technology Solutions

Nomination Sub Category: Blockchain Solution

Nomination Title: Transforming Membership with Blockchain-Powered NFT Passes

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

A video of up to five (5) minutes

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

The nominated video has been attached via the "Add Attachments, Videos, or Links to This Entry" function.

Additionally, it can be accessed through the following

URL: https://drive.google.com/file/d/1x9NLbSga1Qaz7R9BpAwGBamn3I61_ZPG/view?usp=sharing

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

The product was officially launched in January 2025. As an innovative NFT membership solution, it marks a significant advancement in digital membership management.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

Total 155 words used.

The NFT Membership Platform leverages blockchain technology to redefine digital membership management.

Features:

It uses customized ERC-721 smart contracts to issue NFT membership cards, each representing a unique, tamper-proof digital identity bound to a user's wallet. The platform removes standard transfer functions and integrates burn mechanisms, significantly enhancing security.

Functions:

Members can verify their status through their NFT credentials across multiple applications, including financial services, digital content, and online communities. Smart contracts automate membership upgrades, benefit distribution, and mission-based rewards, providing seamless and dynamic user experiences.

Benefits:

Members fully own their NFT membership assets, unlike traditional platform-controlled systems. Even if the issuing platform ceases operations, members' identities and histories are permanently preserved on-chain. Brands benefit from reduced operational costs, enhanced member loyalty, and the ability to build interoperable membership ecosystems across Web3 environments.

The platform also establishes the foundation for decentralized identity (DID) and future self-sovereign identity (SSI) integration, supporting secure and user-centric digital ecosystems.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

Total 135 words used.

Since its launch in January 2025, the NFT Membership Platform has achieved significant market traction. Over 270,000 users activated their membership portal, with 1,172 members successfully upgrading to NFT membership status. Task-based incentives led to 70,000 securities transactions, demonstrating strong behavioral activation.

Critical reception has been highly positive. The platform has been praised for pioneering the integration of Web3 technologies with traditional financial services, enhancing user ownership and loyalty while maintaining strong security standards.

Customer satisfaction remains high, particularly among the target demographic aged 20–39, who represent 72% of total members. Nearly 50,000 users initiated recurring investment plans, with 40% executing actual trades and 25% activating scheduled investment features.

Compared to initial projections, member conversion and engagement rates exceeded expectations by over 30%, validating the platform's innovative approach to membership transformation.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 98 words used.

In support of this nomination, we have provided a product introduction video that visually demonstrates the platform's core features, user experience, and security architecture.

Additionally, we have attached screenshots and technical documentation showcasing the customized ERC-721 smart contract design, highlighting the transfer restriction and burn mechanism that enhance security.

Market performance data, including member activation rates, NFT upgrade figures, and transaction statistics, are presented in the attached business performance summary to substantiate the platform's strong adoption and engagement results.

These supporting materials collectively validate the platform's innovation, security, and effectiveness in transforming traditional membership models into Web3-enabled ecosystems.

Attachments/Videos/Links:

[Transforming Membership with Blockchain-Powered NFT Passes](#)



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