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FUBON BANK (HONG KONG) LIMITED

富邦銀行（香港）有限公司

(incorporated in Hong Kong under the Companies Ordinance)

(Stock Code: 636)

RE-DESIGNATION OF DIRECTOR

The Board announces that Mr. Michael Chang Ming-Yuen has been re-designated from an Executive Director to a Non-Executive Director of the Bank and has resigned as a member of the Executive Credit Committee with effect from 1 September 2010.

The Board of Directors (the “Board”) of Fubon Bank (Hong Kong) Limited (the “Bank”) announces that Mr. Michael Chang Ming-Yuen (“Mr. Chang”) has been re-designated from an Executive Director to a Non-Executive Director of the Bank with effect from 1 September 2010.

Mr. Chang joined the Bank in August 2004 and was an Executive Vice President in charge of the Control and Risk Management Group. He was appointed as an Executive Director of the Bank in April 2006. Mr. Chang has resigned as an Executive Vice President of the Bank effective on 1 September 2010 but remains as a Director of the Bank and also serves as a Consultant to the Bank. He has also resigned as a member of the Executive Credit Committee of the Bank with effect from 1 September 2010.

Mr. Chang, aged 53, has been appointed as a Senior Consultant of Fubon Financial Holding Co., Ltd (“Fubon Financial”) and a Senior Representative of Fubon Insurance Co., Ltd., Beijing Office. He is also a Director of Xiamen Bank Co., Ltd. Mr. Chang is an experienced professional in banking management and has solid international exposures. He started his career in J.P. Morgan & Co. in New York as Vice President in Corporate Finance and Global Credit Risk Management. Before joining the Bank, Mr. Chang also worked for China International Capital Corporation in charge of its capital markets operations. Mr. Chang was also a Managing Director in charge of the Investment Banking Division and Chief Administration Officer and Acting Chief Financial Officer while with BOC International Holdings Limited. He was also an appointed member of the Deposit-Taking Companies Advisory Committee of the Hong Kong Monetary Authority and an Independent Director of Hua Xia Bank Co., Limited. Mr. Chang obtained his Bachelor Degree from National Taiwan University and Master of Business Administration Degree from the University of

Chicago. He is also a Chartered Financial Analyst. Save as disclosed above, Mr. Chang did not hold any directorship in other listed public companies during the last three years.

Mr. Chang does not have any relationships with any other directors, senior management, substantial or controlling Shareholders of the Bank. Mr. Chang was granted options to acquire 2,501,000 shares in the Bank's substantial shareholder, Fubon Financial.

There is a contract entered into between Mr. Chang and the Bank for serving as a Consultant of the Bank for a term of one year commencing 1 September 2010. Under the contract, Mr. Chang is entitled to an annual fee of HK\$2,400,000. Mr. Chang is also subject to retirement by rotation and re-election at the annual general meeting of the Bank in accordance with the Articles of Association. Mr. Chang is also entitled to annual duty fee of HK\$225,000 for serving as a non-executive director. Such fee has been determined by the Board with reference to the duties and responsibilities of directors in accordance with market benchmark.

Save as disclosed above, the Board is not aware of any other matters which should be brought to the attention of the Shareholders, nor is there any information to be disclosed pursuant to any of the requirements under the provisions of Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

On behalf of the Board
Fubon Bank (Hong Kong) Limited
Pei-Hwa Thomas Liang
Managing Director

Hong Kong, 3 September 2010

As at the date of this announcement, the Board of Directors of the Company comprises Pei-Hwa Thomas LIANG (Managing Director), James YIP as Executive Directors; Ming-Hsing (Richard) TSAI (Chairman), Ming-Chung (Daniel) TSAI (Vice Chairman), Victor KUNG, David CHANG Kuo-Chun, Michael CHANG Ming-Yuen as Non-Executive Directors; and Robert James KENRICK, Moses TSANG, Hung SHIH as Independent Non-Executive Directors.