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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, 2549, 4504)

SUSPENSION OF TRADING

At the request of Fubon Bank (Hong Kong) Limited (the “**Bank**”), trading in the securities of the Bank on The Stock Exchange of Hong Kong Limited will be suspended with effect from 9:00 a.m. on 15 March 2011 pending the release of an announcement in relation to a proposal to increase the Cancellation Consideration under the Scheme Proposal as referred to in the joint announcement issued by the Bank and Fubon Financial Holding Co., Ltd. dated 19 January 2011 (“**Announcement**”), which is considered to be price-sensitive information.

Unless otherwise specified, terms used herein shall have the same meanings as defined in the **Announcement**.

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

Hong Kong, 15 March 2011

As at the date of this announcement, the Board of Directors of the Bank comprises of 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.