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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)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board of Directors (the "Board") of Fubon Bank (Hong Kong) Limited (the "Bank") is pleased to announce that Mr Dennis Chan Wen-Yueh ("Mr Chan") has been appointed as an Executive Director of the Bank with effect from 15 March 2011.

Mr. Chan, aged 48, has extensive experience in the banking industry. Prior to joining the Bank, Mr. Chan was the Managing Director, SME and Commercial Banking, China of Fullerton Financial Holdings Pte Ltd. ("FFH"), a wholly owned subsidiary of Temasek Holdings Pte Ltd. In this role, he served as the chief advisor to Bank of China, China Construction Bank, and China Minsheng Bank. He was also the Chief Executive Officer of Fullerton Credit Ltd, a FFH wholly-owned macro-finance subsidiary. Before joining FFH, he was the Executive Vice President, Head of Global Trade Division and Head of Government & Financial Institution Division of Chinatrust Commercial Bank, Taiwan and held senior positions in several international financial institutions in Taiwan. Mr. Chan obtained his MBA degree from Georgetown University, USA and Bachelor of Business Administration degree from National Taipei University. Save as disclosed above, Mr. Chan did not hold any directorship in other listed public companies during the last three years.

Mr. Chan does not have any relationships with any other directors, senior management, substantial or controlling Shareholders of the Bank nor have any interests in the shares of the Bank within the meaning of Part XV of the Securities and Futures Ordinance.

The appointment with Mr. Chan is for a term of two years commencing 15 March 2011. Under the service agreement, Mr. Chan is entitled to annual emoluments of HK\$1,800,000, with discretionary bonus payment as determined by the Board from time to time. Mr. Chan's emoluments are with reference to the prevailing market conditions. Mr. Chan 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. Besides the remuneration package for serving as the Executive Director, Mr. Chan is also entitled to annual duty fee of HK\$300,000 for serving as an 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, 16 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 and Dennis CHAN Wen-Yueh 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.