



UBS AG
52/F International Finance Centre 2
8 Finance Street, Central, Hong Kong
Tel. +852 2971 8888
www.ubs.com

**The Board of Directors
Fubon Financial Holding Co., Ltd.
237 Section 1 Chien Kuo S Road,
Taipei, Taiwan**

**The Board of Directors
Fubon Bank (Hong Kong) Limited
Fubon Bank Building
38 Des Voeux Road Central
Hong Kong**

4 April 2011

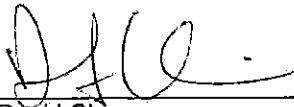
Dear Sirs,

We refer to the document dated 4 April 2011 (the "Scheme Document") jointly issued by Fubon Financial Holding Co., Ltd. ("Fubon Financial") and Fubon Bank (Hong Kong) Limited ("Fubon Bank ") in connection with the proposed privatisation of Fubon Bank by way of a scheme of arrangement under section 166 of the Companies Ordinance (Chapter 32 of the Laws of Hong Kong) and the voluntary conditional cash offer (the "Preference Share Offer") for all the issued preference shares in the capital of Fubon Bank (other than those already owned by Fubon Financial or parties acting in concert with it).

We, as a financial adviser to Fubon Financial, hereby consent and authorise, and confirm that we have not withdrawn our consent or authorisation, to the issue of the Scheme Document with the inclusion therein of (i) confirmations and (ii) the letter dated 4 April 2011 issued by us in respect of the Preference Share Offer and the references to our name in the form and context in which they respectively appear in the Scheme Document. We hereby further consent and authorise, and confirm that we have not withdrawn our consent or authorisation, to a copy of this letter being made available for inspection as described in the paragraph headed "Documents available for inspection" in Appendix II to the Scheme Document.

Yours faithfully

For and on behalf of
UBS AG, Hong Kong Branch



David Chin
Managing Director
Head of Investment Banking, Asia



Jimmy Wong
Managing Director



Raymond Lau
Director