Fubon Financial Holding Co., Ltd. ("Fubon Financial") publishes today the following announcement on the website of the Taiwan Stock Exchange in relation to Fubon Bank (Hong Kong) Limited's fully subscription of Rights Shares in Xiamen Bank Co., Ltd. ("Xiamen Bank"):-

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Provided by: Fubon Financial Holding Co., Ltd.
                                                                  2012/03/07
                                                                                   Time of announcement
SEQ NO
                                   Date of announcement
                   Supplementary announcements on 17 Nov. 2010 and 20
                   Oct. 2011 related to the subscription of newly issued
Subject
                   ordinary shares of Xiamen Bank by Fubon Bank (HK).
Date of events
                   2012/03/07
                                   To which item it meets
                                                                  article 2 paragraph 20
                   1. Name and nature of the subject matter (if preferred shares,
                    the terms and conditions of issuance shall also be indicated,
                    e.g.dividend yield):
                   (1) Xiamen Bank issues 198,000,000 new ordinary shares to its qualified
                   shareholders on a pro-rata basis at a price of RMB2.71 per share in order
                   to raise approximately RMB536,580,000.
                   (2) Xiamen Bank issues 214,500,000 new ordinary shares to its qualified
                   shareholders on a pro-rata basis at a price of RMB2.71 per share in order
                   to raise approximately RMB581,295,000
                   2.Date of occurrence of the event: 2012/03/07
                   3. Volume, unit price, and total monetary amount of the transaction:
                   (1) Fubon Bank (HK), holder of 19.99% shareholding of Xiamen Bank, fully
                   subscribed 39,580,200 newly issued ordinary shares of Xiamen Bank, totaling
                   RMB107,262,342
                   (2) Fubon Bank (HK), holder of 19.99% shareholding of Xiamen Bank, fully
                   subscribed 42,878,550 newly issued ordinary shares of Xiamen Bank, totaling
                   RMB116,200,870.50.
                   4. Counterpart to the trade and its relationship to the Company
                     (if the trading counterpart is a natural person and furthermore
                     is not an actual related party of the Company, the name of the
                     trading counterpart is not required to be disclosed):
                   Fubon Bank (HK) is holding 19.99% shareholding of Xiamen Bank
                   5. Where the counterpart to the trade is an actual related party,
                     a public announcement shall also be made of the reason for choosing
                     the related party as trading counterpart and the identity of the
                     previous owner (including its relationship with the company and the
                     trading counterpart), price of transfer, and date of acquisition:
                   Not applicable.
                   6. Where a person who owned the property within the past five years
                     has been an actual related person of the company, a public
                     announcement shall also include the dates and prices of
                     acquisition and disposal by the related person and the
                     person's relationship to the company at those times:
                   Not applicable.
                   7. Matters related to the creditor's rights currently being disposed
                     of (including types of collateral of the disposed creditor's rights; if the creditor's rights are creditor's rights toward a related
Statement
                     person, the name of the related person and the book amount of the
                     creditor's rights toward such related person currently being
                     disposed of must also be announced): Not applicable.
                   8.Anticipated profit or loss from the disposal (not applicable in
cases of acquisition of securities) (where originally deferred, the
                      status or recognition shall be stated and explained):Not applicable.
                   9. Terms of delivery or payment (including payment period and
                     monetary amount), restrictive covenants in the contract, and
                      other important stipulations:
                   The subscription of the Rights Issue is conditional upon Fubon Bank (HK)
                   obtaining all necessary corporate authorisations to subscribe to the Rights
                    Shares and consents and approvals from relevant regulatory authorities
                   (including but not limited to HKMA, FSC, and MOEAIC) as may be required in
                    respect of the Rights Issue.
                    10. The manner in which the current transaction was decided, the
                       reference basis for the decision on price, and the decision-making
                       department:Not applicable.
                    11. Current cumulative volume, amount, and shareholding percentage
                       of holdings of the security being traded (including the current
                       trade) and status of any restriction of rights (e.g.pledges):
                    Fubon Bank (HK) is holding 19.99% shareholding of Xiamen Bank, ie 214,392,750
                    ordinary shares.
                    12. Current ratio of long or short term securities investment
                       (including the current trade) to the total assets and shareholder's
                       equity as shown in the most recent financial statement and the
                       operating capital as shown in the most recent financial statement:
                    Not applicable.
                    13. Broker and broker's fee: Nil.
                    14.Concrete purpose or use of the acquisition or disposition:Not applicable.
                    15. Net worth per share of company underlying securities acquired
                       or disposed of:Not applicable.
                    16.Do the directors have any objection to the present transaction?: No.
                    17. Has the CPA issued an opinion on the unreasonableness of the price
                       of the current transaction?: No.
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18. Any other matters that need to be specified: No.