

Fubon Financial Holding Co., Ltd. ("Fubon Financial") publishes today the following announcement on the website of the Taiwan Stock Exchange in relation to the re-election of directors of Fubon Bank (Hong Kong) Limited at its 2012 Annual General Meeting:-

Provided by: Fubon Financial Holding Co., Ltd.

|                |  |                        |                       |                      |          |
|----------------|--|------------------------|-----------------------|----------------------|----------|
| SEQ_NO         | 2  | Date of announcement   | 2012/03/23            | Time of announcement | 20:15:27 |
| Subject        | Fubon Financial Holding Co. makes the announcement on behalf of its wholly owned subsidiary Fubon Bank (Hong Kong) Limited in relation to the re-election of directors   |                        |                       |                      |          |
| Date of events | 2012/03/23   | To which item it meets | article 2 paragraph 6 |                      |          |
| Statement      | <p>1.Date of occurrence of the change: 2012/03/23</p> <p>2.Name of juristic-person director/ supervisor:Fubon Financial Holding Co., Ltd.</p> <p>3.Name and resume of the replaced person:<br/>Ming-Chung (Daniel) Tsai, Moses Tsang and Michael Chang Ming-Yuen</p> <p>4.Name and resume of the replacement:<br/>Ming-Chung (Daniel) Tsai, Moses Tsang and Michael Chang Ming-Yuen</p> <p>5.Reason for the change:In accordance with the Articles of Association of Fubon Bank (HK), one-third of the Directors shall retire from office at every Annual General Meeting but shall be eligible for re-election.</p> <p>6.Original term (from _____ to _____): 2009/04/29 ~ 2012/04/29</p> <p>7.Effective date of the new appointment:2012/04/30</p> <p>8.Any other matters that need to be specified:After re-elected at the Annual General Meeting of Fubon Bank (HK).</p> |                        |                       |                      |          |

approved by MOEAIC on 2 December 2010.

The Company's shareholdings in Fubon Bank HK were later increased from 75% to 100%. The Company therefore submitted an application on behalf of Fubon Bank HK to MOEAIC to increase the aforesaid investments for the second stage by USD4 million. The application was approved by MOEAIC on 11 July 2011.

On 2 November 2012, MOEAIC confirmed that the exact amount approved was USD3.07 million when Fubon Bank HK confirmed the amount for the second stage investments.