



# POSITIVITY BEGINS HERE





## About 關於 **FUBON PLUS**

“PLUS” is the simplest calculation method.

When the macro environment becomes increasingly difficult due to setbacks resulting from people, economic conditions or natural forces, Fubon Bank believes it is important to go back to the basics of “PLUS”. By relying on our collective strengths and redoubling our efforts, we can swiftly build up “Positive Energy” to weather any adverse effects of the macro environment.

Fubon Bank and its employees promote and demonstrate an attitude of “Positive Energy” on a daily basis. We embrace a positive mind-set, building on our strength and confidence, to face all challenges and to combat adversity with positivity.

With our corporate philosophy of “Positive Energy” supported by the underlying principles of strong integrity and positive thinking, Fubon Bank is committed to offering quality financial services to our customers, continuous and robust growth, as well as striving to attain Fubon Financial’s vision of becoming a “First Class Financial Institution in Asia”.

加法（「PLUS」），是最簡單的數算方式。

當大環境日益艱困，面對人為、經濟情況或自然的衝擊，我們發現唯有回到最單純的加法觀，以累計的態度結合強項，才能快捷地凝聚「正動力」創造影響力，抵抗大環境的逆劣。

「正動力」是富邦銀行從上至下貫徹的行事態度。而正向的態度，更如同一個隱形的準心，讓我們有個穩定的內在定位，面對周遭的變化與渙散，成就砥柱的力量與信心。

秉持正派經營、正向思維的「正動力」企業理念，富邦銀行致力向客戶提供更好的金融服務，並持續茁壯，積極朝富邦金控「亞洲一流金融機構」的願景邁進。

Fubon Bank (Hong Kong) Limited (“the Bank”) is a subsidiary of Fubon Financial Holding Co., Ltd. (“Fubon Financial”), a leading financial services group in Taiwan which is engaged in corporate and investment banking, financial markets, consumer finance, wealth management, investment management and insurance. The Bank operates 24 retail outlets in Hong Kong including 22 branches and 2 Securities Services Centres, and provides a wide range of financial services encompassing consumer and wholesale banking, wealth management, financial markets, securities brokerage and investment services. The Bank is listed on the Stock Exchange of Hong Kong (stock code: 636) and holds an A-2 short-term, BBB+ long-term rating from Standard & Poor’s. The rating reflects the Bank’s strong capitalization, good liquidity and sound asset quality.

富邦銀行（香港）有限公司（「本行」）是台灣富邦金融控股股份有限公司（「富邦金控」）的附屬公司。富邦金控是台灣一所具領導地位的金控公司，提供一系列的金融服務，包括企業金融、金融市場、消費金融、財富管理、投資管理及保險服務。本行於香港透過22間分行及2間證券投資服務中心共24個零售據點為客戶提供全面的優質銀行服務，包括零售及商業銀行、財富管理、金融市場、證券及投資服務。本行於香港聯交所上市（股份代號：636），並獲得標準普爾授予A-2短期及BBB+長期信貸評級。該評級反映本行資本雄厚，流動資金充裕及資產質素優良。