



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。

Accolades 榮譽

The Bank was granted the "Highest Retail Sales Volume" and "Outstanding Retail Sales Volume Growth – Bronze Prize" by VISA Hong Kong Limited.

本行奪得由VISA Hong Kong Limited頒發的「最高零售簽賬額獎」及「傑出零售簽賬增長獎」銅獎。

The Bank was awarded "The Highest Growth Rate in 2010 Cardholder Spending in Hong Kong – 1st Runner Up" and "The Highest Growth Rate in 2010 Number of Open Cards in Hong Kong – 2nd Runner Up" by MasterCard Worldwide.

本行獲萬事達卡國際組織頒發「2010年度香港信用卡消費額最高增長獎」亞軍及「2010年度香港發卡量最高市場增長獎」季軍。

The Bank was honoured by the Bank of New York Mellon with the Straight Through Processing Award for the fourth time in five years.

本行獲紐約梅隆銀行於五年內第四度頒發直通式聯繫結算處理獎。

For the fourth consecutive year, the Bank was awarded the Caring Company Logo by the Hong Kong Council of Social Service.

本行連續第四年獲香港社會服務聯會頒發「商界展關懷」標誌。

商界展關懷
caringcompany²⁰⁰⁷⁻¹¹
Awarded by The Hong Kong Council of Social Service
 香港社會服務聯會頒發



Key Milestones in 2010 二零一零里程碑

- ◆ The official opening of the new Wanchai Branch took place in August to provide customers in the Wanchai District with a full array of high quality banking services.
全新的灣仔分行於8月正式開幕，為區內客戶提供全面的優質銀行服務。
- ◆ On 30 November 2010, the Bank successfully completed the issuance of US\$200,000,000 10-year subordinated debt for replenishing the outstanding US\$200,000,000 subordinated debt callable in April 2011. The notes, rated BBB by Standard & Poor's, bear a fixed coupon rate of 6.125% per annum payable semi-annually and qualify as the Bank's Tier 2 capital.
本行於2010年11月30日成功發行2億美元10年期後償票據，為將於2011年4月到期之2億美元未償付之後償票據進行再融資。該票據獲標準普爾評級為BBB，固定年利率為6.125%，利息每半年支付1次，並列作本行的次級資本。
- ◆ In December, the Bank fully subscribed for its allocated 39,580,200 Rights Shares in Xiamen Bank to maintain its 19.99% shareholding interest. The consideration for the Rights Shares, which was RMB107,262,342, was financed from the Bank's own internal surplus funds.
本行於12月向廈門銀行全數認購獲分配之供股股份共39,580,200股，以維持本行於該行19.99%的股份權益，而供股之價款107,262,342元人民幣則從本行的內部盈餘資金撥付。