



## Accolades 榮譽

The Bank was honoured by the Bank of New York Mellon with the “Straight Through Processing Award” for the fifth time in six years.

本行獲紐約梅隆銀行於六年內第五度頒發「直通式聯繫結算處理獎」。

The Bank was awarded “Highest Retail Sales Volume” and “Outstanding Retail Sales Volume Growth – Gold Prize” by VISA Hong Kong Limited.

本行獲威士國際頒發「最高零售簽賬額獎」及「傑出零售簽賬增長獎」金獎。

The Bank was granted “The Highest Growth Rate in 2011 Number of Open Cards in Hong Kong – 2nd Runner Up” by MasterCard Worldwide.

本行奪得由萬事達卡國際組織頒發的「香港發卡量最高市場增長獎」季軍。

The Bank’s corporate branding TV Commercial was presented “2011 TVB Most Popular TV Commercial Awards - Citation for Excellence” by Television Broadcasts Limited.

本行的企業品牌廣告榮獲電視廣播有限公司頒發「2011 TVB 最受歡迎電視廣告大獎」優異獎。

The Bank’s Annual Report 2010 was awarded “Bronze Winner - Overall Annual Report: Banks: Regional” in the 2011 International ARC Awards.

本行的2010年年報於2011年度International ARC Awards 榮獲「整體表現 — 區域銀行組別」銅獎。

The Bank participated in the 3rd ERB Manpower Developer Award Scheme organized by the Employees Retraining Board and was awarded the status of “Manpower Developer”.

本行參加了由僱員再培訓局舉辦的第三屆「ERB 人才企業嘉許計劃」，並獲嘉許為「人才企業」。

The Bank was awarded the Caring Company Logo by The Hong Kong Council of Social Service for the fifth consecutive year.

本行連續第五年獲香港社會服務聯會頒發「商界展關懷」標誌。

The Bank was conferred with the “2011/2012 Corporate and Employee Contribution Programme – Bronze Award” by The Community Chest.

本行獲香港公益金頒發「2011/12 商業及僱員募捐計劃」銅獎。





## Key Milestones in 2011 二零一一里程碑

- In January, Fubon Financial Holding Co., Ltd. (“Fubon Financial”), the Bank’s parent company, announced a proposal to privatize the ordinary share capital of the Bank by way of a Scheme of Arrangement.  
本行母公司富邦金融控股股份有限公司（「富邦金控」）於1月宣布建議以協議安排之方式私有化本行之普通股股本。
- An Extraordinary General Meeting was held on 29 April 2011 regarding the proposal to privatize the Bank.  
本行就有關私有化之建議於2011年4月29日召開股東特別大會。
- The official opening of the new Causeway Bay Branch took place in May to offer customers in Causeway Bay District diversified and high quality banking services.  
全新的銅鑼灣分行於5月正式開幕，為銅鑼灣區的客戶提供多元化及優質的銀行服務。
- Following the successful privatization of the Bank by Fubon Financial, the Bank was officially delisted from The Stock Exchange of Hong Kong Limited (“the Hong Kong Stock Exchange”) on 8 June 2011 and became a wholly owned subsidiary of Fubon Financial, the privatization provides Fubon Financial with greater flexibility in supporting the business development of the Bank.  
本行被富邦金控成功私有化後，已於2011年6月8日撤銷於香港聯合交易所有限公司（「香港聯合交易所」）的上市地位，成為富邦金控的全資附屬公司，並為富邦金控未來進一步支持本行的業務發展提供更多靈活性。
- In August, the Bank became the first Taiwanese-invested bank approved by the People’s Bank of China to participate in China’s inter-bank bond market using Renminbi.  
本行於8月成為首家獲中國人民銀行批准運用人民幣進入中國銀行間債券市場的台資銀行。
- The official opening of the new Kwun Tong Branch was held in October to align with the Bank’s business development strategy and enhance the services offered to customers in Kwun Tong District.  
全新的觀塘分行於10月正式開幕，以配合本行的業務發展策略及提升本行在觀塘區的服務。