

Chairman's Statement
主席匯報



The global economy in 2012 was clouded by uncertainties and continued to struggle amid adversity. After three years of economic downturn, the U.S., the world's largest economy, has yet to return to decent growth, against a backdrop of persistently high unemployment rates. The economy of the Euro Zone remains sluggish under the pressure of the crippling debt crisis. Although Mainland China recorded economic growth of over 7% during the year, its export figures were inevitably affected by the slowdown of the European and U.S. economies. However, through intensive efforts to stimulate domestic consumption, the Chinese Government has helped to stabilize its economy.

In the face of these challenging economic conditions, the Bank continued to adopt a growth-yet-prudent strategy in 2012. Given our solid foundation, rigorous risk management and strategic focus on financial prudence, we believed we were well placed to manage the risks and achieve satisfactory performance. While exercising strict cost controls, we continued to invest in information technology to enhance our customer experience and improve operational efficiency. The Bank's capital and liquidity positions remained strong and the further integration and collaboration with our parent company, Fubon Financial Holding Co., Ltd. ("Fubon Financial"), not only allowed us to improve efficiencies and reduce costs, but also provided us with a strong foundation on which to achieve steady growth.

Notwithstanding the global economic uncertainties and intense industry competition, we continued to make progress in improving our financial performance last year. We posted a net profit of HK\$309 million amid more subdued market conditions in 2012, representing a 10% increase over 2011. The results demonstrated the strong efforts of our staff.

In Corporate Banking, although Hong Kong's loans market did not provide a conducive operating environment last year, the hard work of our colleagues helped secure a good performance and a firm foundation for future growth. In 2012, we focused more on expanding our Hong Kong operations and building closer partnerships with our customers. We completed several major transactions and also achieved considerable progress in the development of cross-border trade financing services. Looking ahead, we will focus more on expanding our operations in southern China, with our Mainland business now becoming a major segment of growth for the Group. We will continue to expand our network coverage and quality customer base in Mainland China through intensive cross-selling activities with other members of the Group.

2012年環球經濟存在著多項不明朗因素，全球經濟持續在逆境中求生存，美國作為全球最大的經濟體系，在經歷三年經濟衰退後，增長仍然未見理想，失業率依然高企。至於歐元區，受債務危機影響，經濟持續低迷。中國大陸方面，雖然有7%以上的經濟增長，但歐美經濟放緩，其出口數字不免受到一定的打擊，不過大陸政府努力刺激內銷，有助穩定其經濟狀況。

面對多變的環球經濟狀況，本行於2012年採取了穩健但進取的經營策略去應對多變的環境，因為我們深信憑藉我們鞏固的根基、嚴格的風險管理及審慎的財務策略，將有助本行抵禦風險，取得令人滿意的成果。在嚴格執行成本監控措施的同時，我們亦繼續在資訊科技方面投放資源，以提升對客戶的服務質素及營運效率。另一方面，本行繼續保持充裕的資本及流動資金，加上本行與母公司富邦金融控股股份有限公司（「富邦金控」）的緊密合作，不但能幫助我們有效地提升效益和降低成本，同時亦為達致穩定的業務增長提供了一個鞏固的基礎。

儘管全球經濟不明朗、同業競爭激烈，本行於去年繼續在提升財務表現方面取得了進展。在市場環境低迷的情況下，本行於2012年錄得淨溢利3.09億港元，較2011年上升10%。我們能有如此成績，實有賴本行員工之共同努力。

雖然去年香港的貸款市場並未為企業銀行部提供有利的經營環境，但在我們一眾同事努力經營下，我們獲得理想的成績，並為未來的發展立下根基。2012年，我們比較集中開拓香港的業務，並著意與客戶建立更緊密的合作關係，我們不但完成了數個重大的交易項目，在跨境貿易融資業務方面，我們亦有相當的發展。展望未來，由於內地業務已成為富邦集團一個重要的發展部分，我們會加強在南中國區域拓展我們的業務。此外，我們亦會透過與集團內其他成員的積極協銷合作，繼續擴充在中國大陸的網絡規模及擴大優質客戶的基礎。

In Wealth Management, we have been committed to providing comprehensive financial services best suited to our customers' risk appetites and specific investment needs. Although stock markets were volatile in 2012, our professional investment consultants were able to provide our customers with timely investment updates for lower investment risks and higher return opportunities. With the expected recovery of the stock markets in 2013, we will provide customers with an even more diverse range of equity investment services.

In Consumer Finance, there were new developments in different areas during 2012. Despite the Hong Kong SAR Government's measures to dampen the property market in the fourth quarter of last year, the Bank's mortgage lending business remained aggressive in pursuing business and performed well. In our credit card business, we were successful in positioning Fubon Bank's credit cards as a "Taiwan Travel Companion". Last year's credit card spending rose by almost 10%.

The Renminbi continued to be one of our main business focuses last year. As the sustained appreciation of the Renminbi in the latter half of 2012 created many business opportunities for us, we worked very hard to develop our Renminbi-related businesses. We launched a variety of product offerings in foreign exchange, investment, savings, insurance, lending and financing to meet customer demands for Renminbi products and services. Our Renminbi-related business growth in 2012 was almost 50% in transaction volume compared with 2011. With the internationalization of the Renminbi, I believe the Bank's Renminbi-related business will continue to grow. We will also be active in expanding our cross-border Renminbi business to provide better products and services to Fubon Group's customers in Taiwan, Mainland China and Hong Kong.

至於財富管理業務方面，我們一直致力為客戶提供全面的理財服務，以切合他們的風險承受程度及特定的投資需要。2012年，雖然股市波動不定，但我們的專業投資顧問仍能為客戶提供適時的投資市場資訊，以減低客戶的投資風險及增加投資回報的機會。展望2013年，隨著股票市場的復甦，我們會為客戶提供更多元化的股票投資服務。

消費金融部於2012年在不同業務範疇也有新的發展。物業市場方面，雖然去年香港特別行政區政府在第四季推出政策壓抑樓市，但本行在這情況下，對按揭貸款業務繼續積極進取，並錄得理想的成績。在信用卡業務方面，我們成功將富邦信用卡打造為「台灣旅遊伙伴」，去年的簽賬額更上升接近10%。

另一方面，去年人民幣業務依然是我們的其中一項重點業務，人民幣於2012年下旬不斷升值，為我們帶來源源的生意契機，我們亦努力不懈，把握時機發展與人民幣有關的業務。我們為客戶提供不同類型的外匯、投資、儲蓄、保險、借貸及融資產品，以滿足他們對人民幣產品及服務的需求。我們於2012年與人民幣有關的業務交易量，較2011年增加接近五成。隨著人民幣國際化，相信本行與人民幣有關的業務將會持續地增長，我們亦會積極開拓跨境人民幣業務，為富邦集團兩岸三地的客戶提供更優質的產品及服務。

In 2013, we expect to see improvement in the global economy given the progress in the three major economies – the Chinese and the U.S. economies, and the Euro Market. However, there are still pockets of risks within the Euro Zone that will affect the global recovery. Also, with governments launching various policies to control the financial and fiscal risks, it is believed that the growth rate of the global economy will be affected to a certain extent. In the face of a rapidly changing economic environment, we will continue to adopt a prudent approach to capturing new business opportunities while minimizing risks and costs. As for the huge Mainland market, the Bank will continue to play an important role in the Group's Greater China development strategy. The rapid growth of Xiamen Bank Co., Ltd will also help the Bank's development in Mainland China. At the same time, plans have been launched by Fubon Financial to acquire a 80% stake in First Sino Bank. After this acquisition, Fubon Financial will become one of the few financial institutions in Asia with a strong presence concurrently in Taiwan, Mainland China and Hong Kong.

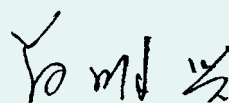
To support diversified business development, we will invest more resources in staff development and upgrade our delivery platforms to provide even better banking services to our customers in all regions. We firmly believe that our solid foundation and strategy will provide us with the optimal conditions needed to achieve sustainable growth in the Bank's business.



Ming-Hsing (Richard) TSAI
Chairman
March 2013

踏入2013年，我們預期環球經濟狀況將有所改善，因為全球三大主要經濟體系，包括中、美經濟及歐元市場等已取得一定的進展。然而，歐元區內仍存在不少風險或會影響全球經濟復甦，加上各地政府相繼推出不同政策以控制金融及財政風險，相信全球經濟的增長速度必會受到一定的影響。面對多變的經濟環境，本行在努力控制成本及降低風險的同時，亦將繼續以審慎的策略拓展商機。對於中國大陸龐大的市場，本行將繼續在富邦集團大中華地區發展策略中發揮重要作用。廈門銀行股份有限公司之業務迅速增長，亦將有助推動本行在大陸的發展。與此同時，富邦金控亦已展開收購華一銀行80%股份的計劃，收購完成後，富邦金控將成為亞洲區內少數在兩岸三地擁有強大網絡的金融機構之一。

為配合多元化的業務發展，本行在未來會在員工發展方面投放更多資源，並提升服務平台，為不同地區的客户提供更優質的銀行服務。我們深信，憑藉我們鞏固的根基及經營策略，將會為本行追求持續的業務增長提供有利的條件。



蔡明興
主席
二零一三年三月