

Chairman's Statement 主席匯報



Following the weak recovery in 2012, the global economy remained volatile throughout 2013. Among the major economies, the U.S. showed the steadiest progress, albeit dented by budgetary disputes. Despite signs of bottoming out, economic recovery in the Euro zone was weak. Growth was also slowing in the emerging markets but still compared favourably with the developed markets. Mainland China continued to outperform other countries by recording a GDP growth of 7.7%. Hong Kong posted a GDP growth of 2.9%, slightly higher than 2012.

To deal with the volatile business conditions, the Bank continued to follow a prudent approach in its growth strategy in 2013. Given our solid foundation and rigorous risk management, we were well placed to further strengthen our business platform. While exercising stringent cost controls, we were able to increase our investment in information technology to improve operational efficiency and enhance the customer experience.

With our strong capital and liquidity positions, we managed to enhance our financial performance in 2013 despite the uncertain prospects of the global economy and intense competition in the industry. We also benefited from increased business collaboration with other companies within the Fubon Group ("the Group"). As a result, the Bank recorded a net profit of HK\$380 million, up 24% compared with 2012. More significantly, profit from our core banking operations increased by an impressive 66%, an encouraging performance that was also attributable to the staff's strong and concerted efforts.

Despite the lingering European debt crisis in 2013, our Corporate and Commercial Banking units were able to take advantage of the favourable cross-border business environment and significantly grow our trade finance business. The expansion of our trade-related activities also resulted in a strong growth in fees generated by the sales of our treasury marketing services, especially in foreign exchange based products. Also, our local corporate business benefited from the strengthening of our factoring and forfaiting capabilities, which generated both fees and higher yielding loans. This year, we will continue to expand our local corporate business and further develop our cross-border trade financing structure with the support of our Mainland associated companies. With the addition of First Sino Bank as the newest member of the Fubon Group, we are confident of achieving this goal in 2014.

隨著2012年經濟復甦疲弱，2013年環球經濟依然不穩定。在各個主要經濟體系中，美國雖受到預算紛爭的拖累，但經濟發展最為平穩。至於歐元區，經濟雖然出現觸底反彈跡象，但復甦仍然疲弱。雖然新興市場增長放緩，不過升勢還是較成熟市場優勝。中國大陸錄得國內生產總值增長7.7%，經濟表現繼續傲視同儕，而香港亦錄得本地生產總值增長2.9%，略高於2012年。

面對多變的經營環境，本行2013年的增長策略繼續遵循一貫穩健的經營方針。憑藉本行穩固的根基及嚴格的風險管理，我們定能進一步強化業務平台。儘管本行嚴格執行成本監控，我們仍樂於在資訊科技發展上投放資源，以提升營運效率及為客戶提供更優質的銀行服務。

本行維持充裕的資本及流動資金，雖然全球經濟前景不甚明朗及同業競爭激烈，然而本行仍能於2013年提升財務表現。我們亦受惠於與富邦集團（「集團」）旗下公司頻繁的業務合作。因此，本行錄得淨溢利3.8億港元，較2012年上升24%。值得注意的是，本行核心業務盈利增長驕人，上升66%。能取得如此令人鼓舞的佳績，實有賴全體員工一致的共同努力。

2013年，儘管歐債危機陰霾未消，本行的企業及商業金融部善用有利的跨境營商環境，為貿易融資業務帶來顯著的增長。貿易相關活動的擴展，亦為由財資銷售服務所產生的費用收入帶來強大的升幅，特別是外匯產品。同樣地，本地企業業務受惠於本行強大的應收賬款承購服務及信用證買賣業務，帶來了費用收入及高收益貸款。今年，在中國大陸關聯機構的支持下，我們將繼續擴展本地企業業務及進一步發展跨境貿易融資架構。隨著華一銀行加入富邦集團成為最新的成員，我們有信心在2014年實現此目標。

In Wealth Management, we are committed to providing comprehensive financial services best suited to our customers' risk appetites and investment needs. Last year, we launched a variety of products that provided our customers with stable income while minimizing their market risks. These products were well received by our customers, accounting for 50% of the sales volume of our investment services. Sales of insurance products also recorded impressive double-digit growth. The Bank will continue to widen its range of consumer banking services in 2014, especially in Renminbi-denominated products, and work with our Taiwan and Mainland associated companies to further strengthen our Greater China retail banking infrastructure to meet our customers' needs.

For Consumer Finance, a series of major enhancements was introduced last year in our credit card, card merchant, personal loan and mortgage products. According to VISA's and MasterCard's statistics, the Bank is one of the largest providers of merchant acquiring services amongst local mid-size banks. We recorded a 12% increase in both merchant number and merchant sales. In the personal loan business, we expanded our direct sales teams to strengthen our market penetration. The volume of new loans booked in 2013 increased by nearly 20% compared with 2012. In the mortgage business, the Bank successfully launched a number of innovative products including the "Fubon 90% Mortgage Plan" and the "Fubon Easy Life Mortgage Wealth Management Plan" to counter the decline in property sale transactions as a result of the Hong Kong Government's measures to curb property prices.

The successful acquisition of a 80% stake in First Sino Bank by Fubon Financial Holding Co., Ltd., our parent company, and Taipei Fubon Commercial Bank Co., Ltd. at the end of last year, together with the Bank's earlier acquisition of Xiamen Bank Co., Ltd., has laid a solid foundation for the long-term development of the Group's Mainland business. With the Group's current Greater China coverage, the Bank will benefit from this network by expanding its retail and corporate cross-border business. This platform will give our Bank a unique advantage over our peers in serving our customers' banking needs in the region.

至於財富管理業務方面，本行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投資需要。去年，本行推出多項能抵禦市場風險的產品，為客戶提供穩定收益。此等產品大受本行客戶歡迎，佔投資服務營業額的50%。保險產品銷售亦錄得雙位數字增長，成績斐然。本行在2014年將繼續擴展零售銀行服務的範疇，特別是人民幣計價的產品；以及與台灣及中國大陸關聯機構合作，進一步強化我們大中華地區零售銀行的基礎設施，以滿足客戶的需要。

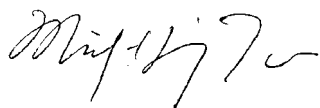
消費金融部於去年在信用卡、信用卡商戶、私人貸款及按揭產品方面推出一系列重點優化項目。根據VISA及萬事達卡的統計，在本地中型銀行中，本行是信用卡商戶收單服務最大的供應商之一。我們的商戶數目及銷售總額皆錄得12%增長。至於私人貸款業務方面，本行增加了直接銷售團隊的人數，以增強市場滲透力度。2013年入賬的新增貸款額較2012年上升接近20%。而物業按揭業務方面，本行成功推出創新的產品，包括「富邦9成按揭計劃」及「富邦『安枕無憂』按揭理財計劃」，以應對政府壓抑樓價措施而導致的物業交投下滑。

去年年底，本行母公司富邦金融控股股份有限公司，聯同台北富邦商業銀行股份有限公司成功完成收購華一銀行80%股份，加上之前本行收購的廈門銀行股份有限公司，為集團於中國大陸業務的長期發展，奠定了穩固的基礎。憑藉集團現時於大中華地區的覆蓋範圍，本行將受惠於此網絡以擴展其零售及企業跨境業務。此平台將給予本行享有優於同儕的獨有優勢，為區內客戶提供優質的銀行服務。

2014 marks the tenth anniversary of the Bank as a member of the Fubon Group. We have seen severe changes in the market environment in the last ten years, and we are proud that our Bank has grown stronger in the process. We will continue to deliver quality services to our customers in a pragmatic, responsible and conscientious way to meet their needs for financial services. Despite potential volatility, we expect the global economy will improve in 2014. We will therefore pursue business opportunities guided by our prudent strategy while striving to control costs and risks.

The Bank will continue to play a pivotal role in the Group's Greater China strategy by providing critical cross-border services to the Group's Mainland and Taiwanese customers. However, our business in Hong Kong will remain the primary focus for future business growth. At the same time, as part of our move towards providing more diversified banking solutions to our customers, the Bank will commit more resources to product and information technology developments. The Bank also stays committed to providing a high quality staff development programme to ensure our staff have good career progression opportunities.

Finally, I wish to thank our customers for their unwavering support to our Bank over the past ten years, without which our institution would not have achieved our current level of performance. I also wish to thank our Management and all of our staff for their dedication and hard work in making Fubon Bank (Hong Kong) a quality and responsible institution in the Hong Kong Special Administrative Region.

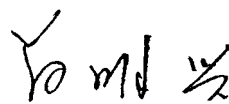


Ming-Hsing (Richard) TSAI
Chairman
March 2014

2014年標誌著本行作為富邦集團成員的10周年誌慶。我們見證了過去10年市場環境的變遷，且深感自豪本行能在此期間茁壯成長。我們將會繼續以務實、負責及誠懇的態度為我們的客戶提供服務，滿足他們對金融服務的各種需要。我們預期環球不穩定的經濟狀況在2014年會有所改善。因此，我們在努力控制成本及降低風險的同時，亦會秉持審慎的策略拓展商機。

本行將繼續在集團的大中華地區策略中發揮樞紐作用，為集團的中國大陸及台灣客戶提供關鍵性的跨境服務。然而，香港業務仍是我們未來業務發展的首要重點。同時，為提供更多元化的銀行服務方案予我們的客戶，本行將致力在產品及資訊科技發展投放更多資源。另外，本行亦致力提供高質素的員工發展計劃，確保員工獲得良好的晉升機會。

最後，我在此感謝客戶在過去10年來對本行的支持，使我們能取得目前的佳績。同時，我亦在此感謝本行管理層及全體員工，對建立富邦銀行（香港）成為一間在香港特別行政區內具質素及負責任的機構所作出的貢獻及努力。



蔡明興
主席
二零一四年三月