



Corporate Profile 公司簡介

Fubon Bank (Hong Kong) Limited ("Fubon Bank") is a wholly owned subsidiary of Fubon Financial Holding Co., Ltd. ("Fubon Financial Holdings"), a leading financial services group in Taiwan which is engaged in institutional banking, consumer finance, wealth management, investment management and insurance. Fubon Financial Holdings is now the only Taiwanese financial institution with banking subsidiaries in China, Taiwan and Hong Kong. Fubon Bank operates 22 branches, 3 Securities Services Centres and 1 Personal Loan Centre in Hong Kong, providing a wide range of financial services encompassing consumer and wholesale banking, wealth management, financial markets, securities brokerage and investment services. Fubon Bank holds an A-2 short-term, BBB+ long-term rating from Standard & Poor's. The rating reflects Fubon Bank's strong capitalization, good liquidity and sound asset quality.

富邦銀行(香港)有限公司(「富邦銀行」)是台灣富邦金融控股股份有限公司(「富邦金控」)的全資附屬公司。富邦金控是台灣一所具領導地位的金融控股公司，提供完整多元的金融服務，包括法人金融、消費金融、財富管理、投資管理及保險服務。富邦金控是唯一在兩岸三地均擁有銀行子行的台資金融機構。富邦銀行於香港透過22間分行、3間證券投資服務中心及1間私人貸款中心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。富邦銀行獲標準普爾授予A-2短期及BBB+長期信貸評級。該評級反映富邦銀行資本雄厚，流動資金充裕及資產質素優良。

Key Milestones in 2014 二零一四里程碑

To celebrate the 10th anniversary of being a member of the Fubon Financial Holdings, the Bank launched its new corporate advertising campaign carrying the theme "Serving You With Heart" to demonstrate its dedication to serving customers with quality banking services.

為慶祝本行成為富邦金控成員十周年，以「富邦十年為您向前」為主題，推出全新的企業形象廣告，以彰顯本行致力為客戶提供優質銀行服務的承諾。

The official opening of Fubon Bank Personal Loan Centre and Tsuen Wan Securities Services Centre took place in July 2014 to offer customers in Tsuen Wan District diversified banking and wealth management services.

富邦銀行私人貸款中心及荃灣證券投資服務中心於2014年7月正式開幕，為荃灣區的客戶提供多元化的銀行及財富管理服務。

Visa Annual Client Banquet Hong Kong, Macau 2015

VISA



MasterCard

Cardholder Spending - Growth Rate
Full Service Bank (Hong Kong) Ltd.
The Highest Growth Rate In 2014
Cardholder Spending In Hong Kong



BNY MELLON



Accolades 榮譽

The Bank's Annual Report 2013 was presented the Gold Winner – Cover Photo / Design: Banking and Financial Services: Hong Kong / PRC in the 2014 International ARC Awards.

本行的2013年年報於2014年度 International ARC Awards 榮獲「封面圖片 / 設計：銀行及金融服務：香港 / 中國」金獎。

The Bank was awarded the "Challengers' League Largest Payment Volume Growth – Silver Prize" and "Challengers' League Highest Payment Volume – Bronze Prize" by VISA Hong Kong Limited.

本行獲威士國際頒發「挑戰者組別最高零售簽賬額增長大獎」銀獎及「挑戰者組別最高零售簽賬額大獎」銅獎。

The Bank was granted "The Highest Growth Rate In 2014 Cardholder Spending In Hong Kong - 2nd Runner Up" by MasterCard Worldwide.

本行獲萬事達卡國際組織頒發「2014年度香港持卡人消費增長率」季軍。

The Bank was awarded the Tiptop Service Award – Persistently Outstanding Service Company (2013-2014) and Persistently Outstanding Service Outlet (2013-2014) by Tiptop Consultants Ltd.

本行榮獲天高管理發展有限公司頒發「天高服務獎」- 持續超卓表現機構 (2013-2014) 及持續超卓表現分店 (2013-2014)。

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

本行獲紐約梅隆銀行於九年內第八度頒發「直通式聯繫結算處理獎」。

The Bank participated in the 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「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 eighth consecutive year.

本行連續第八年獲香港社會服務聯會頒發「商界展關懷」標誌。

