



CORPORATE PROFILE

Fubon Bank (Hong Kong) Limited ("Fubon Bank") is a wholly owned subsidiary of Fubon Financial Holding Co., Ltd. ("Fubon Financial Holdings"), one of the largest financial holding companies in Taiwan. Fubon Financial Holdings is now the only Taiwanese financial institution with banking subsidiaries in China, Taiwan and Hong Kong. Fubon Bank operates 23 branches and 2 Securities Services Centres 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.

KEY MILESTONES IN 2016

The Bank launched a corporate advertising campaign highlighting the theme "THE FUBON EXPERIENCE".

The launch of iBranch has been well received by customers. Fubon Bank (Hong Kong) has also successfully obtained registration of *iBranch* as its trade mark in Hong Kong.

The Bank entered into a partnership with Fubon Life Hong Kong to broaden its range of insurance products and services for customers.

公司簡介

富邦銀行(香港)有限公司(「富邦銀行」)是富邦金融控股股份有限公司(「富邦金控」)的全資附屬公司。富邦金控為台灣最大的金融控股公司之一，也是唯一「在兩岸三地均擁有銀行子行」的台資金融機構，擁有最完整的金融服務平台。富邦銀行於香港透過23間分行及2間證券投資服務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。

二零一六里程碑

本行推出以「創新服務 富邦體驗」為主題的品牌形象廣告。

iBranch自推出後廣受客戶歡迎。同時，富邦銀行(香港)亦已於香港成功獲取 *iBranch* 為其註冊商標。

本行與香港富邦人壽簽訂合作協議，為客戶提供更多元化的保險產品和服務。



ACCOLADES

Sky Post

Banking & Finance Awards 2016
– My Favourite Innovative Branch Experience Award

Metro Broadcast & The Chamber of Hong Kong Computer Industry

Hong Kong Outstanding Digital Brand Awards
– Outstanding Intelligent Branch – Banking Services

Tiptop Consultants Ltd.

Tiptop Service Award
– Persistently Outstanding Service Company (2015-2016)
– Persistently Outstanding Service Outlet (2015-2016)

MasterCard

2016 Best Department Store Co-Brand Card
MasterCard Program
– Fubon “YATA x KUMAMOTO” MasterCard

Bank of New York Mellon

Straight Through Processing Award

Employees Retraining Board

ERB Manpower Developer Award Scheme
– Manpower Developer

The Community Chest

Corporate & Employee Contribution Programme
– Bronze Award

Foodlink Foundation Limited

Silver Sponsor

The Hong Kong Council of Social Service

10 Years Plus Caring Company Logo

榮譽

晴報

Banking & Finance Awards 2016
– 我最喜愛的嶄新分行體驗大獎

新城電台及香港電腦商會

香港傑出數碼品牌大獎
– 服務類 – 傑出銀行智能分行服務

天高管理發展有限公司

天高服務獎
– 持續超卓表現機構 (2015-2016)
– 持續超卓表現分店 (2015-2016)

萬事達卡

2016年度香港區最佳百貨公司類別聯營卡獎
– 富邦「一田 x 熊本県」萬事達卡

紐約梅隆銀行

直通式聯繫結算處理獎

僱員再培訓局

ERB人才企業嘉許計劃
– 人才企業

香港公益金

「商業及僱員募捐計劃」銅獎

膳心連基金有限公司

銀贊助人

香港社會服務聯會

10年Plus「商界展關懷」標誌