

CORPORATE SOCIAL RESPONSIBILITY

企業社會責任

Fubon Bank is committed to delivering each of our strategic priorities while serving the best interests of our stakeholders and the local community. We believe that providing an exceptional customer experience, building a talent-centric culture, and contributing to our communities are key factors that determine our long-term success. By operating with ethics and integrity, delivering forward-looking insights, and adhering to environmentally-responsible business practices, the Bank serves as a catalyst for a successful future – for our customers, our employees, our communities and our shareholders.

Our commitment to corporate social responsibility is the embodiment of our core values that shapes every decision we make as it impacts our customers, employees, communities and shareholders. We strive to deliver a better, more convenient, and more satisfying banking experience to our customers. During the year, we enhanced our employee benefits, including more paid leave, enhanced medical benefits and staff recreational activities to promote a better work-life balance for everyone. We supported our communities through charitable donations, sponsorships and volunteerism, and we contributed to a more environmentally-sustainable economy by implementing various green operational measures.

The table below showcases our ongoing efforts throughout 2019 to give back to our communities and pursue robust environmental targets.

富邦銀行一直致力履行各項策略目標，同時為持份者及社區帶來最大的利益。我們認為，長遠成功的關鍵在於提供卓越的客戶體驗，建立以人才為中心的文化，並為社會作出貢獻。憑藉以道德及誠信經營業務、高瞻遠矚並緊遵對環境負責的業務模式，本行將協助客戶、員工、社區及股東邁向成功的未來。

本行對企業社會責任的承諾體現了我們的核心價值，而我們憑藉這核心價值作出的每個決定均對客戶、員工、社區及股東有所影響。我們致力為客戶提供更優質、更便捷和更令人滿意的銀行服務。年內，我們優化了員工福利方案，包括增加有薪假期、加強醫療福利以及舉辦員工康樂活動，以鼓勵每一位員工維持工作與生活之間的平衡。此外，我們透過慈善捐贈、企業贊助及義工活動支援社區，並推行各種綠色營運措施，為環境可持續的經濟作出貢獻。

下表顯示了我們於 2019 年在回饋社會及為達成各項環保目標所作出的努力。

Month 月份	Activity 活動	Beneficiary Organization 受惠機構
March 3月	Skip Lunch Day 公益行善「折」食日	The Community Chest of Hong Kong 香港公益金
March 3月	Earth Hour 地球一小時	World Wide Fund 世界自然基金會
April 4月	Donation to Po Leung Kuk 保良局慈善捐助	Po Leung Kuk 保良局
June 6月	The Community Chest Green Day 公益綠識日	The Community Chest of Hong Kong 香港公益金

Month 月份	Activity 活動	Beneficiary Organization 受惠機構
June 6月	Day Camp with New-arrival Families 日營樂滿FUN	Windshield Charitable Foundation 宏施慈善基金
September 9月	Moon Cake Donation Programme 「月滿愛」月餅收集計劃	Windshield Charitable Foundation 宏施慈善基金
October 10月	Po Leung Kuk Charity Raffle 保良局慈善獎券	Po Leung Kuk 保良局
November 11月	One-day Tour with the Elderly 耆樂遊	Windshield Charitable Foundation 宏施慈善基金
November 11月	Sponsor at “Banana Fallout Fever” 「蕉夫@大埔」嘉年華贊助	Stewards 香港神託會
December 12月	Donation to Lai See Reuse and Recycle Programme 利是封回收重用大行動	Greeners Action 綠領行動

Our fundamental commitment to conduct business with integrity is one of the key elements of our Bank culture, and it has helped us to thrive and grow over the past years. As the Fintech landscape in the banking industry evolves, we will continue to strengthen the Bank’s delivery capabilities by making investments in Fintech-related projects. We will also continue to forge a sustainable future for the customers, employees, shareholders and communities we proudly serve.

我們恪守以誠信進行業務的承諾是本行文化的關鍵要素之一，此理念讓我們於過去蓬勃發展。隨著金融科技在銀行業發展迅速，我們將繼續對金融科技相關的項目作出投資，以提升本行的服務。此外，我們將持續為客戶、員工、股東以及社區塑造可持續發展的未來。