

# CHAIRMAN'S STATEMENT

## 主席匯報



Unquestionably, 2020 took the world by surprise. The magnitude of the impact from COVID-19 was totally unexpected as we witnessed the worst global economy since World War II. With the exception of the Mainland and Taiwan, which saw modest growth, the world's major economies all recorded negative GDP growth. The global spread of COVID-19 and related lockdown measures, lingering conflicts between the U.S. and China, rising protectionism and political uncertainties worldwide severely dampened investment sentiment. For the same reasons, the Hong Kong economy was fraught with uncertainties. Only the stock market remained resilient with the U.S. and a number of other major markets posting record highs. Stringent border control restrictions and social distancing measures created an economic ice age in Hong Kong. Many industries were hard-hit and the unemployment rate continued to rise. The Hong Kong economy shrank 6.1% in 2020, following a 1.2% drop in 2019. Retail sales fell by 24% in value, while tourist arrivals tumbled by more than 90%. Total trade was down for a second consecutive year, falling by 2.5% compared to 2019, although it was an improvement over the 5.4% drop in 2019.

The challenging operating environment in 2020 adversely impacted our financial performance last year. Fubon Bank (Hong Kong) Limited ("the Bank") reported a net profit of HK\$75 million for the year ended 31 December 2020, an 87% decrease year-on-year when compared with 2019. Inevitably, the Bank's operating profit was affected by the low interest rate environment alongside the economic and social impacts of COVID-19. Notwithstanding the prevailing uncertainties and challenges, the Bank spared no effort in safeguarding the health and safety of its customers and staff from the onset of COVID-19 while also providing uninterrupted services to our customers.

The outbreak of COVID-19 changed many aspects of people's lives around the world and accelerated digital transformation among different industries. This has been especially noticeable in the financial industry. Hong Kong has been rapidly developing its Fintech and the government has launched various initiatives to drive innovation in financial services in recent years. For some time, our Bank has anticipated this development and the importance of Fintech. As such, we set in motion a strategic plan in the mid-2010s for the virtualization of our banking services starting with the upgrade of our Core Banking System, which was completed in 2020. This laid the foundation for our current initiatives to expand our mobile and internet banking services. The soft launch of Fubon GO, our online account opening mobile app, should be completed by April 2021 when it will be made available to the general public. Currently, it is undergoing a pilot run under the Fintech Supervisory Sandbox of the Hong Kong Monetary Authority. A majority of the Bank's retail banking products and services will also be made available online by the third quarter of this year. This will be followed by the virtualization of our corporate banking services towards the end of this year. Our virtualization efforts are supported by HKT, with whom we entered into a cooperative partnership agreement in January 2021. This not only underscores our commitment to Fintech innovation but also ensures that the Bank has the access and support of an experienced and well-established IT enabler in Hong Kong. This alliance with HKT will also allow us to stay abreast of the latest Fintech developments in Hong Kong and elsewhere.

2020年無疑是令人震驚的一年。2019冠狀病毒病帶來出乎意料的衝擊，全球經濟陷入第二次世界大戰以來最大的衰退。全球主要經濟體系的本地生產總值均錄得負增長，只有內地及台灣的經濟仍維持溫和的增幅。疫情肆虐全球衍生的相關封鎖措施、中美糾紛持續、保護主義崛起以及環球政治前景不明朗，種種因素皆嚴重打擊投資情緒，香港經濟亦因此等原因而增添不確定性，惟股票市場依然活躍，美國及若干主要市場屢創新高。嚴緊的邊境管制以及社交距離措施令香港經濟陷入冰河時期，各行各業遭受重挫，失業率持續上升。繼2019年下跌1.2%，香港經濟於2020年收縮6.1%。隨着訪港旅客暴跌超過90%，零售業銷售額下跌24%。同時，貿易總額延續2019年跌勢下跌2.5%，較2019年的5.4%跌幅略有改善。

充滿挑戰的經營環境為我們去年的財務表現帶來衝擊。富邦銀行(香港)有限公司(「本行」)截至2020年12月31日止錄得全年淨溢利7,500萬港元，較2019年減少87%。在低息環境下，加上2019冠狀病毒病全球大流行衝擊經濟和社會，無可避免地對本行的經營溢利帶來影響。儘管不明朗因素和挑戰重重，自2019冠狀病毒病爆發以來，本行致力為客戶提供無間斷服務的同時，仍不遺餘力地保障客戶及員工的健康和安全。

2019冠狀病毒病爆發改變了世界各地人民的日常生活，加速各行各業的數位化轉型，尤其是金融業。近年，香港迅速邁向金融科技化，政府推出了多項舉措推廣創新金融服務，本行亦早已洞悉金融科技的發展和重要性，自2010年代中期已啟動銀行服務虛擬化的策略性發展計劃，並於2020年完成了核心銀行系統的更新工程。此舉為我們拓展流動及網上銀行服務的計劃奠定了基礎。本行的手機開戶應用程式Fubon GO現正在香港金融管理局的「金融科技監管沙盒」下進行，預期於2021年4月底完成試行並推出予市民大眾。此外，本行的大部分零售銀行產品和服務將於今年第三季搬到線上，而我們亦將於今年年底虛擬化企業銀行服務。2021年1月，本行與香港電訊達成合作關係，推進我們虛擬銀行服務的發展，這不僅體現我們對創新金融科技的承諾，同時亦確保本行獲得本港經驗豐富且專業的資訊科技支援，令我們緊貼香港以及其他地方金融科技的最新發展。

Amidst a subdued economy and weakening demand for loans, our corporate and commercial banking business was still able to generate modest revenue growth in 2020. The growth was mainly attributed to our new customer acquisition strategy, continued efforts in deepening existing customer relationships and also a marketing strategy that focused on fee income generation. Demand for new loans softened due to the impact of COVID-19. An active bond market provided an alternative to bank financing under the low interest rate environment, and further eroded demands for bank loans. Nevertheless, the Bank has taken measures to expand our customer base to offset the effects of these developments.

The Bank remains committed to the small-and-medium enterprises (“SMEs”) sector, which has been hit hard by COVID-19. In view of this, the Bank rolled out relief measures to assist corporate customers in overcoming their cash flow challenges caused by the pandemic. Also, the Bank has participated in various government schemes, including the SME Financing Guarantee Scheme and the Pre-Approved Principal Payment Holiday Scheme, to help customers weather the economic storm. Our commitment to the SME market was recognized by the industry as the Bank was presented with the “Best SME’s Partner Award” from The Hong Kong General Chamber of Small and Medium Business and the “Banking & Finance Awards 2020 – Excellence Award for Commercial Finance Solutions” from Sky Post in 2020.

Turning to our retail banking business, our Fintech initiatives to strengthen our retail banking delivery channels continued to enhance customer experience and market awareness. We successfully captured digital consumer trends by partnering with various online merchants to offer benefits and special privileges to Fubon credit card customers. As a result, our online transactions percentage outperformed the market in 2020. Furthermore, the launch of Fubon GO, an online account opening mobile app that allows customers to open bank accounts and apply for credit card and personal loan, paves the way for us to acquire new customers from different market segments and expand our customer base. In recognition of our substantial efforts to deliver high-quality customer experience to our retail customers, the Bank garnered the “Tiptop Service Award” for “Persistently Outstanding Service Company” and “Persistently Outstanding Service Outlet” last year.

Going forward, the Bank will continue to make investments in technology and infrastructure in order to stay in the forefront of the fast-moving markets and to respond to customers’ increasing demands for digital banking services. We aim to provide a service environment that allows our customers to move seamlessly between our physical and virtual channels.

縱使經濟低迷和貸款需求疲弱，我們的企業及商業銀行業務於2020年繼續維持溫和增長。此增長主要由於本行吸納新客戶的策略、持續深化與現有客戶關係，以及專注於費用收入的銷售策略取得成效。受2019冠狀病毒病影響，對新貸款的需求有所減少。此外，在低息環境下，活躍的債券市場亦提供了另一具吸引力的融資渠道，進一步削弱對銀行貸款的需求。本行已採取措施擴大我們的客戶基礎，以抵銷這些發展所帶來的影響。

本行一直致力支援中小型企業（「中小企」），而中小企於2019冠狀病毒病疫情中所受的打擊尤為嚴重。有見及此，本行推出了多項紓困措施，協助企業客戶解決因疫情而帶來的現金流壓力。此外，本行亦參與多項政府計劃，包括「中小企融資擔保計劃」及「預先批核還息不還本」計劃，協助客戶渡過經濟難關。本行對中小企市場的貢獻廣獲業界認可，並獲香港中小型企業總會頒發「中小企業最佳拍檔獎」，以及獲《晴報》頒發「Banking & Finance Awards 2020 – 傑出商業金融方案大獎」。

在零售銀行業務方面，我們的金融科技項目加強了零售銀行的服務渠道，持續提升客戶體驗和市場知名度。我們成功抓緊數位化消費趨勢，與多家網上商戶合作為富邦信用卡客戶帶來優惠及尊屬禮遇，此舉亦令本行信用卡2020年網上交易的百分比優於市場表現。此外，Fubon GO推出後，客戶可透過此手機開戶應用程式申請開立銀行戶口、信用卡及私人貸款，讓我們可以從不同市場吸納新客戶，擴大客戶基礎。我們致力為零售客戶提供卓越的客戶體驗之努力獲得嘉許，於去年榮獲「天高服務獎」—「持續超卓表現機構」及「持續超卓表現分店」。

展望未來，本行將繼續在科技和基礎設施上作出投資，以期在現今發展迅速的市場環境中維持優勢，迅速應對客戶對數位化銀行服務與日俱增的需求，讓客戶可靈活選擇實體或虛擬的服務渠道辦理銀行事宜。

We have been building deep ties in the communities we proudly serve as we endeavour to promote operational efficiency and environmental sustainability. Our achievements on multiple environmental fronts granted us the title of “Hong Kong Green Organisation” by the Environmental Campaign Committee, and the “Charter on External Lighting – Platinum Award” by the Environment Bureau of the HKSAR Government. With COVID-19 battering people from all walks of life, the Bank channeled its efforts into our communities to fight against the pandemic. From making generous donations to providing food and living necessities for the communities, we have organized various corporate social responsibility programmes to support those in need, especially the underprivileged and the elderly.

At Fubon Bank, we regard our people as our greatest asset. We therefore invest heavily in training, education sponsorship and career development to nurture our talents. The Bank was again recognized as “Manpower Developer” under the Employees Retraining Board’s “ERB Manpower Developer Award Scheme” in 2020.

It is anticipated that the global economic environment will remain uncertain in 2021 as some degree of lockdown measures may still be in place during the year to combat the COVID-19 pandemic. Nevertheless, global financial markets are expected to rally on the roll-out of various governments’ stimulus and vaccination programmes. China is among the first major countries to recover from the pandemic and will likely register a healthy economic growth in 2021. This in turn would also support Hong Kong’s economic growth. In the medium term, Hong Kong is expected to benefit from the unfolding strategic measures introduced by the Chinese government to develop the Guangdong-Hong Kong-Macao Greater Bay Area. Higher external trade and investment flows into the Greater Bay Area are expected to be a major stimulus for the Hong Kong economy in 2021.

The Bank will continue to leverage on the inherent strengths of our parent company, Fubon Financial Holdings, to strengthen our relationships with both retail and corporate customers and to capture business opportunities across the region. Through the seamless integration of our physical banking and virtual banking services, our customers will be able to manage their financial needs more conveniently and efficiently, and to choose the channel that suits them best when conducting their banking business. I wish to express my sincere gratitude to our Board, management team and all staff for their invaluable contributions, especially during these difficult and challenging times. We will strive to maintain good business momentum and to provide our customers with the exceptional “Fubon Experience” as part of our continuing efforts to become and remain as their preferred banking partner.



**Daniel M. Tsai**

Chairman  
April 2021

本行一直與我們所服務的社區建立深厚聯繫，致力提高營運效率及環境可持續性。我們於多個環保項目表現亮麗，並獲環境運動委員會頒發「香港綠色機構」榮銜，以及香港特別行政區政府環境局頒發「戶外燈光約章－鉑金獎」。2019 冠狀病毒病疫情肆虐，對社會各階層的生活造成影響。本行積極投入社區對抗疫情，籌辦多項企業社會責任活動，包括捐贈以及為社區提供食物和日常所需以支援有需要人士，尤其是弱勢社群及長者。

富邦銀行視員工為最寶貴的資產。為此，我們於培訓、進修資助以及職業發展方面投放大量資源以培育人才。2020 年，本行再次榮獲僱員再培訓局嘉許為「ERB 人才企業嘉許計劃」的「人才企業」。

預期 2021 年全球經濟環境仍然不明朗，年內可能仍會採取一定程度的封鎖措施以對抗疫情。然而，環球金融市場有望因各國政府推出的刺激經濟方案和疫苗接種計劃刺激而反彈。作為於全球疫情大流行中最快復甦的主要國家之一，中國有望在 2021 年實現穩健的經濟增長，並為香港經濟復甦注入強心針。中期而言，中國政府推進「粵港澳大灣區」的發展策略亦有望提升大灣區的對外貿易及投資流量，於 2021 年為香港經濟帶來新機遇。

本行將繼續憑藉母公司富邦金控的雄厚實力，深化與零售及企業客戶的關係，抓緊區內業務的發展機會。透過實體銀行與虛擬銀行服務的無縫結合，客戶將可更方便快捷地處理其財務需要，並選擇適合他們的渠道辦理銀行事宜。本人謹此衷心感謝董事會、管理層及全體員工於這艱難及充滿挑戰的時期所作出的寶貴貢獻。我們將保持良好的業務增長動能，繼續為客戶提供卓越的「富邦體驗」，成為他們首選的銀行夥伴。



**蔡明忠**

主席  
2021 年 4 月