

# CORPORATE SOCIAL RESPONSIBILITY

## 企業社會責任

At Fubon Bank, finding ways to benefit the community is an integral part of our corporate culture. More than an obligation, we view it as our duty to generate significant added value to the public while promoting social well-being and environmental sustainability.

In 2020, we continued to champion social and environmental causes while creating many business opportunities. We maintained a continual and proactive dialogue with our stakeholders – our customers, our employees and the public, and we launched various initiatives to benefit the community. The Bank's community-dedicated activities included community engagement, monetary donations, and more.

During the year, the economic and social disruption caused by the COVID-19 pandemic severely impacted the community. As a financial institution with deep economic ties to Hong Kong, we recognized that our commitment to corporate social responsibility was especially vital during this difficult period. Notwithstanding the challenging market environment, we were able to maintain business continuity and robustness while protecting the health and safety of our employees and customers.

The table below summarizes the Bank's activities in 2020, including actions we initiated to support our stakeholders during the COVID-19 pandemic. We arranged donations and distributed food packages in collaboration with non-profit organizations working for the well-being of the most vulnerable to the coronavirus outbreak, including the elderly and families in distress.

致力回饋社會是富邦銀行企業文化中不可或缺的一部分。我們認為，在促進社會福祉和環境可持續發展的同時，為大眾創造價值不僅是一種義務，更是本行的責任。

2020年，我們繼續倡導社區和環保事務，並創造了多項商機。我們持續積極地與持份者包括客戶、員工和社會大眾保持聯繫，並落實各種惠及社區的舉措，包括參與社區活動及捐款等。

年內，2019冠狀病毒病全球大流行對經濟及社會所造成的衝擊嚴重影響社區。作為一間與香港有着深厚經濟聯繫的金融機構，我們深明對企業社會責任的承擔在這艱難時期尤其重要。儘管市場環境充滿挑戰，我們仍能持續維持穩健的業務運作，並同時確保員工及客戶的健康和安全。

下表概述於2020年，包括於2019冠狀病毒病全球大流行期間本行為持份者作出的支援。我們與非牟利機構合作捐贈及派發食物包予最受疫情爆發影響的人士，包括長者及弱勢家庭。

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
May 5月	Health Protection Kits to Less Privileged Families 抗疫暖心大行動	Windshield Charitable Foundation 宏施慈善基金
June 6月	Donation to "Together We Care Package" Programme 「抗疫加油包」計劃	Foodlink Foundation Limited 膳心連基金
June 6月	The Community Chest Green Day 綠色低碳日	The Community Chest of Hong Kong 香港公益金

Month 月份	Activity 活動	Beneficiary Organization 受惠機構
September 9月	Kowloon Region Flag Day 九龍區賣旗日	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	Corporate and Employee Contribution Programme 商業及僱員募捐計劃	The Community Chest of Hong Kong 香港公益金
December 12月	Christmas Gift Packs to the Less Privileged 冬日送暖行動	Windshield Charitable Foundation 宏施慈善基金
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

Fubon Bank sees human capital as a key component of our ability to continue to flourish. As such, we are committed to nurturing and developing our employees on both the professional and personal level, caring for their health and well-being, and providing an appropriate and responsible employment environment.

The Bank provided comprehensive support and assistance for employees throughout the pandemic. We ensured a safe and hygienic work environment to protect the health of our employees, offered flexible work arrangements, adjusted branch service hours, and so on.

The Bank views the protection of the environment as an important social value and manages this issue as an inseparable component of our social responsibility. We always uphold the sustainability principles that represent and reflect environmental and business conduct aimed at preserving and improving existing resources by balancing economic, social and environmental needs for the benefit of future generations.

Our dedication to innovation and digital transformation not only saves time for our customers and the general public but also benefits the environment. We made innovative steps in helping customers practise environmentally-friendly banking habits by reducing the environmental impact and carbon footprint of the Bank.

As always, and all the more critical in this challenging time, we are determined to stand by our customers in every business and financial decision, and to strive to create a robust, sustainable future for the economy, society and the environment. We embrace Fintech innovation and accelerate the application of Fintech solutions in our services, paving the way for enhanced customer experience and environmentally-friendly and sustainable business practices that will benefit future generations.

富邦銀行視人才為能夠令我們持續蓬勃發展的關鍵。因此，我們致力在專業和個人發展方面培育員工，照顧他們的健康和福祉，並給予合適的工作環境。

疫情期間，本行為員工提供全面的支援和協助。為保障員工的健康，我們着重工作環境的安全和衛生，給予員工靈活的工作安排，以及調整分行的服務時間等。

我們深明保護環境有着重要的社會價值，亦是我們社會責任中不可分割的一部分。我們貫徹可持續發展的原則體現環保及商業操守，旨在通過平衡經濟、社會及環保需求，保護和改善現有資源，造福下一代。

我們專注於創新和數位化轉型，不僅讓客戶和大眾節省時間，亦對環境帶來裨益。我們透過創新的措施協助客戶於辦理銀行事宜上建立環保的習慣，減少本行對環境的影響和碳足跡。

一如既往，在這充滿挑戰的時期，我們矢志於每項業務和金融決策中與客戶並肩同行，致力為經濟、社會及環境塑造一個穩健且可持續發展的未來。我們銳意發展創新金融科技，加快金融科技解決方案於服務上的應用，為提升客戶體驗和對環保且可持續發展的業務模式奠定基礎，讓下一代持續受惠。