



PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Financial Donates US\$1 million to Support the Relief Operation for the Sichuan Earthquake Victims

(14 May 2008) Fubon Financial Holding Co., Ltd. ("Fubon Financial") announces today that it will donate a total of US\$1 million through its five main subsidiaries, Fubon Bank (Hong Kong), Taipei Fubon Bank, Fubon Insurance, Fubon Life and Fubon Securities, to the Taiwan Red Cross, Soong Ching Ling Foundation and related organizations in the Mainland to support the relief operation in the Sichuan province.

Mr. Tsai Wan-tsai, Founder of Fubon Group, said, "The massive earthquake in Sichuan province which happened on 12 May resulted in drastic casualties and damage. In light of the scale of this catastrophe, Fubon extended its humanitarian and caring spirit and decided to donate US\$1 million to support the relief operation in Sichuan province."

Mr. Jin-Yi Lee, Managing Director and Chief Executive Officer of Fubon Bank (Hong Kong), said, "We are all deeply shocked and saddened by the devastating effects and huge losses caused by the massive earthquake in Sichuan province. Providing relief and assistance to the earthquake victims is of utmost priority, and being a member of Fubon Financial, Fubon Bank is committed to offering a helping hand to the earthquake victims through donation."

Of the US\$1 million donation, NTD10 million will be donated to the Taiwan Red Cross, while the remaining sum will go to the Soong Ching Ling Foundation and related organizations in the Mainland for supporting the relief operation.

Fubon Bank (Hong Kong) Limited

Fubon Bank (Hong Kong) Limited ("Fubon Bank") is a subsidiary of Fubon Financial Holding Co., Ltd., a leading financial services group in Taiwan which is engaged in corporate and investment banking, financial markets, consumer finance, wealth management, investment management and insurance. Fubon Bank operates 25 retail outlets in Hong Kong including 22 branches and 3 Securities Services Centres, and provides a wide range of financial services encompassing wealth management, consumer and wholesale banking, financial markets, hire purchase, securities brokerage and investment services. Fubon Bank is listed on the Stock Exchange of Hong Kong (stock code: 636) and 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.



Fubon Bank
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