

PRESS RELEASE

FOR IMMEDIATE RELEASE

Management Changes at Fubon Bank

(Hong Kong, 4 September 2009) The Board of Directors of Fubon Bank (Hong Kong) Limited (“the Bank”) today announced that Mr. Jin-Yi Lee, who assumed his present position as Managing Director and Chief Executive Officer of the Bank in July 2004, has tendered his resignation from the service of the Bank.

The Board has identified a suitable and highly qualified candidate to succeed Mr. Lee, subject to appropriate regulatory approval. A further announcement will be made to the public once such approval has been received. Mr. Lee will remain in office until the appointment of his successor and as a Senior Advisor of the Bank until the effective date of his early retirement from the service of the Bank on 31 December 2009 to ensure a smooth transition.

Mr. Ming-Hsing Richard Tsai, Chairman of Fubon Bank (Hong Kong) Limited, said, “Under Mr. Lee’s astute leadership, the Bank has made significant strategic progress. He deserves a lot of credit and recognition in successfully transforming the Bank to become the regional financial platform for Fubon Financial and accomplishing the transaction with Xiamen City Commercial Bank which represents a major milestone in Fubon Financial’s expansion plan for mainland China. On behalf of the Board, I would like to thank Mr. Lee for his outstanding contributions and wish him every success.”

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 24 retail outlets in Hong Kong including 22 branches and 2 Securities Services Centres, and provides a wide range of financial services encompassing consumer and wholesale banking, wealth management, 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.

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