



Fubon Bank
富邦銀行

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PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank Receives Approval to Set Up Dongguan Representative Office

(Hong Kong, 14 September 2009) Fubon Bank (Hong Kong) Limited (“the Bank”) today announced that it has received approval from the China Banking Regulatory Commission to set up a representative office in Dongguan, Guangdong Province, which represents a major step forward in realizing its strategy of establishing a branch presence in mainland China.

Mr. Jin-Yi Lee, Managing Director and Chief Executive Officer of Fubon Bank (Hong Kong) Limited, said, “We have been pursuing a two-pronged strategy in expanding our presence in the mainland, through strategic acquisition of stakes in a mainland bank and through the setting up of branches in major mainland cities where there are large Taiwanese and Hong Kong business communities.”

“We are most pleased to have obtained regulatory approval to set up a representative office in Dongguan. The approval marks another major breakthrough in realizing our two-pronged mainland expansion strategy following our last year’s successful acquisition of a 19.99% stake in Xiamen City Commercial Bank, and further reinforces our position as the regional financial platform for Fubon Financial,” Mr. Lee said.

Following this approval, the Bank will start the preparatory work for the setting up of the representative office in Dongguan. Upon the establishment of its representative office, the Bank will become the first Taiwanese owned bank to operate a representative office in Dongguan and be well placed to serve the large Taiwanese and Hong Kong business communities in Dongguan and the adjacent areas.

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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