

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank and China Life Insurance (Overseas) Form Strategic Partnership To Offer Customers Enhanced Comprehensive Wealth Management Services

(Hong Kong: 2 November 2009) Fubon Bank (Hong Kong) Limited (“Fubon Bank”) and China Life Insurance (Overseas) Company Limited (“CLI (Overseas)”) today announced the official signing of the “Memorandum of Insurance Business Cooperation” (“the Memorandum”). According to the Memorandum, Fubon Bank and CLI (Overseas) will enhance collaboration in the realm of insurance business and a series of life insurance products from CLI (Overseas) will be made available to customers of Fubon Bank through its retail outlets in Hong Kong.

Capitalizing on the financial expertise and advantage of unique resources of both parties, management of Fubon Bank and CLI (Overseas) share the belief that the collaboration will integrate their capabilities to create synergy in accelerating market expansion as well as enhancing competitiveness and market coverage of their products and services, with a view to offering integrated financial services to customers.

Mr. Richard Chen, Senior Vice President and Head of Wealth Management Group (Products) of Fubon Bank (Hong Kong) Limited, said, “CLI (Overseas) is the earliest established and largest State-owned life insurance company in Hong Kong and Macau, offering professional and high-quality insurance services. Fubon Bank is the first Taiwanese owned bank to form a strategic partnership with CLI (Overseas), and the signing of the Memorandum marks a major milestone for our cooperation.” Mr. Chen added, “Through our partnership with CLI (Overseas), we are committed towards providing more quality and diversified life insurance product choices and services to our customers, while expanding our customer franchise and increasing our market share concurrently.”

Miss. Gao Anfeng, Vice President of China Life Insurance (Overseas) Company Limited, said, “Fubon Bank, a subsidiary of Fubon Financial Holding Co., Ltd. (“Fubon Financial”), a leading financial services group in Taiwan, accumulated extensive experience in the industry. An established integrated financial services provider in the Hong Kong market, Fubon Bank possesses strong market capitalization, good liquidity and sound asset quality.” Miss. Gao added, “Our co-operation will achieve an equal and mutually trustworthy partnership which brings long-term value to us, in order to provide various products and marketing information to our clients, and develop an effective communication platform to actively interact with our clients. Our long term objective is to establish a strong foothold in Hong Kong with global perspective. Our primary focus is in the enhancement of profits and creation of values for the company through organic growth, merger, and acquisition. In addition, we emphasize equally in business development and management based in Hong Kong and in making contribution to the Hong Kong economy and corporate social responsibilities.”

Fubon Bank will distribute the new products of CLI (Overseas) through its 22 branches in Hong Kong after the co-operation officially commences from early November 2009. CLI (Overseas)’s life insurance service will be extended to Taiwanese and Hong Kong customers of Fubon Bank, which presents unlimited market potential. The “Smart 5 Insurance Plan” is the first product of CLI (Overseas) to be exclusively distributed by Fubon Bank. The plan has four attractive features: 1. No medical examination required for easy application; 2. Guaranteed return as high as 3.19%p.a.; 3. Provides 101% of paid premium for life protection in the event of death of the insured person; 4. Full guaranteed maturity amount for fast achievement of savings target upon 5 years’ maturity.

Looking ahead, Fubon Bank will continue to work with CLI (Overseas) to launch a wide array of customized products to cater for the needs of its customers.

Customers who are interested in taking out CLI (Overseas)'s "Smart 5 Insurance Plan" can call Fubon Bank's **Insurance Hotline at 2566 8181**, visit any Fubon Bank branches, or click onto the Bank's website www.fubonbank.com.hk.

Remarks:

1. The above information is for reference only. The "Smart 5 Insurance Plan" (the "Plan") is underwritten by China Life Insurance (Overseas) Company Limited ("CLI (Overseas)") and distributed by Fubon Bank (Hong Kong) Limited ("Fubon Bank"). Please refer to the Policy Provisions for the terms and conditions and full details of the Plan.
2. The Plan contains exclusions; CLI (Overseas), the insurance underwriter of the Plan, shall be solely responsible for all Plan features, approval, coverage and benefit payment. In case of disputes, the decision of Fubon Bank and CLI (Overseas) is final and conclusive.

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.

China Life Insurance (Overseas) Company Limited

China Life Insurance (Overseas) Company Limited ("CLI (Overseas)") is the earliest and largest State-owned life insurance company in Hong Kong and Macau. It is also the only life insurance company that uses the brand name of "China" in Hong Kong and Macau. CLI (Overseas) is the wholly owned subsidiary of China Life Insurance (Group) Company. China Life Insurance (Group) Company, a leading State-owned financial and insurance institution, is the largest commercial insurance company in China and has been on the list of the "Global Fortune 500" for seven consecutive years. China Life Insurance (Group) Company is also ranked as one of the "World's Top 500 Brands" and "Top Ten Most Valuable Brands in China" with brand value worth RMB 82.437 billions. CLI (Overseas) has been operating in Hong Kong for 25 years. By pursuing the "Stable, Progressive, Efficient and Pragmatic" corporate objectives, adopting the prudent investment strategy and a customer-oriented business principle, CLI (Overseas) has firmly established its foundation in Hong Kong and Macau and has kept up with the changing time with diligence and enterprising spirit to make more progress. Up to now, the total asset of CLI (Overseas) has already exceeded 26 billions Hong Kong dollars. The three major lines of business include Life & Health Insurance, Trust Business and Fund Management. We are dedicating ourselves to serve the community (group and individual). With the strong State-owned capital base as back-up and the dual supervision from the State and local government, CLI (Overseas) has acquired a strong capital position, a healthy and stable financial status as well as a strong solvency capacity. By offering reasonable premium and comprehensive coverage, strictly abiding by credibility and adopting a prudent management philosophy, CLI (Overseas) has won the trust and support of our customers.

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