

CORPORATE SOCIAL RESPONSIBILITY

企業社會責任

Fubon Bank views Corporate Social Responsibility (“CSR”) as one of our core business values. As a responsible corporate citizen, we aim to help community businesses thrive and the local economy prosper. We believe the Bank’s corporate citizenship agenda should cover not just the societies where we operate, but also extend to all of our stakeholders including our customers, employees and shareholders. Through sound CSR programmes and initiatives, we can build trust with local communities, boost employees and customer loyalty, and ultimately achieve our goal of becoming a successful institution. The work we do on behalf of society differentiates the Bank as a responsible and trusted member of the community and helps us to establish long-term relationships with all of our stakeholders. This in turn fuels the sustainable growth and success of our Bank.

We are proud of being awarded the 10 Years Plus Caring Company Logo by The Hong Kong Council of Social Service in recognition of our unwavering contribution to build a more cohesive society over the last 10 years. Fubon Bank firmly believes in stronger and more inclusive communities and contributes by establishing longstanding partnerships with various charitable organizations to support the underprivileged. We encourage our employees to volunteer and fundraise for meaningful social causes, and the Bank supports their efforts to make a difference. The active role our employees play helps to make our philanthropic interests and community outreach successful and sustainable.

富邦銀行視企業社會責任為我們的核⼼業務價值之一。作為負責任的企業公民，我們致力促進社區業務蓬勃發展及地區經濟繁榮。我們相信本行作為企業公民的目標，不單涵蓋業務所在的社區，更延伸至客戶、員工及股東等所有持份者。我們透過周全的企業社會責任計劃及方案，在社區建立互信關係、提高員工及客戶的忠誠度，最終達致成為成功企業的目標。我們為社會所付出的貢獻，彰顯了本行與眾不同之處，以及作為社區內負責任及可信任的一員，並有助我們與所有持份者建立長遠的關係，從而促進本行的可持續增長及成功。

本行榮獲香港社會服務聯會頒發10年Plus「商界展關懷」標誌，以對我們在過去10年建設共融社會的不懈努力作出肯定。富邦銀行深明強大及共融社區的重要性，並透過與各慈善機構建立長遠合作關係、支持弱勢社群，從而作出貢獻。我們鼓勵員工參與義務工作及為社會活動籌集資金，本行亦支持員工為慈善出一分力。員工的主動付出，有助我們成功並可持續地推動慈善事業及社區外展項目。

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
April 4月	Donation to Children’s Cancer Foundation 兒童癌病基金捐款	Children’s Cancer Foundation 兒童癌病基金
June 6月	Glass Art Workshop 玻璃手工藝工作坊	Hong Chi Association 匡智會
June 6月	The Community Chest Green Day 公益綠識日	The Community Chest of Hong Kong 香港公益金
August 8月	Annual Gathering with Po Leung Kuk Children – Pottery & Cookie Workshop 保良局兒童同樂日 – 陶瓷及曲奇工作坊	Po Leung Kuk 保良局
August 8月	Donation to Windshield Charitable Foundation 宏施慈善基金捐款	Windshield Charitable Foundation 宏施慈善基金

For our employees, we believe an engaging and inclusive workplace is a prerequisite for running a successful organization that is driven by our interest to serve our stakeholders. We treat employee engagement as a cornerstone for delivering performance and customer service. We strive to sustain a supportive work environment where our employees feel engaged and motivated in ways that ultimately inspire success.

As part of our commitment to achieving continual progress in sustainability, a culture of addressing environmental concerns is encouraged and entrenched into our operations. We strive to minimize our environmental footprint by going paperless, reducing work space energy consumption, and reducing environmental pollution. Expanding the Bank's digital banking services, i.e., iBranch, e-banking and mobile banking, not only has a notable impact on the reduction of paper consumption but also enhances customer experience. For these initiatives, the social benefits are as important as the economic ones.

Sustainable banking means serving today's customers in a way that also helps to protect the future environment. As we set our sights on tomorrow, we view the cost of fulfilling our corporate social responsibility as an investment in society and in the future success of our Bank. We are committed to creating value for our customers, our businesses partners, employees and shareholders in a way that brings value to the communities we serve beyond just providing traditional financial services.

在員工方面，我們認為愉快及共融的工作環境是經營成功企業的先決條件，而成功的企業應以服務持份者的理念為推動力。我們視員工的參與為達致卓越表現及客戶服務的基礎。我們亦致力保持一個互助的工作環境，提高員工的投入程度，激勵他們達致成功。

我們持續致力實踐環境永續的承諾，提倡環境保育文化，並將此文化融入營運當中。我們透過使用無紙化的經營方式、縮減辦公室能源消耗，及減少環境污染物，盡量減低對環境的影響。我們拓展本行的電子化銀行服務(例如 iBranch、網上理財及流動理財)，不單顯著減少耗紙量，更提升了客戶體驗。這些方案對社會帶來的效益與經濟影響同樣重要。

可持續銀行服務旨在服務客戶的同時，亦協助保護未來的環境。我們放眼未來，視履行企業社會責任為一項對社會及成就本行未來的投資。除了提供傳統的金融服務之外，本行致力為我們的客戶、業務夥伴、員工及股東創造價值，藉此為我們服務的社區帶來價值。

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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
September 9月	Corporate and Employee Contribution Programme 2016/2017 商業及僱員募捐計劃2016/2017	The Community Chest of Hong Kong 香港公益金
October 10月	Po Leung Kuk Charity Raffle 2016 保良局慈善獎券2016	Po Leung Kuk 保良局
October 10月	Donation to Foodlink Foundation 膳心連基金捐款	Foodlink Foundation Limited 膳心連基金有限公司
October 10月	“Fubon Caring 1+1” Child Sponsorship Programme 2016/17 「富邦銀行 愛心共顯1+1」保良局兒童助養計劃2016/17	Po Leung Kuk 保良局
November 11月	Moss Terrarium Workshop 玻璃盆景工作坊	Hong Chi Association 匡智會