



## CORPORATE PROFILE

Fubon Bank (Hong Kong) Limited ("Fubon Bank") is a wholly owned subsidiary of Fubon Financial Holding Co., Ltd. ("Fubon Financial Holdings"), one of the largest financial holding companies in Taiwan. Fubon Financial Holdings is now the only Taiwanese financial institution with banking subsidiaries in China, Taiwan and Hong Kong. Fubon Bank operates 23 branches and 2 Securities Services Centres in Hong Kong, providing a wide range of financial services encompassing consumer and wholesale banking, wealth management, financial markets, securities brokerage and investment services. Fubon Bank 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.

## KEY MILESTONES IN 2017

In July, Fubon Bank celebrated the official opening of the Kowloon Main Branch and Commercial Banking Centre. The Kowloon Main Branch was also the first iBranch of the Bank in Kowloon.

Shatin Branch became the first iBranch of Fubon Bank in the New Territories when it opened in August.

The Bank invited the World Snooker Champion, Miss Ng On Yee, to feature in its new brand-building campaign aimed to bringing out "The Fubon Experience".

The Bank completed the issuance of Additional Tier 1 Capital of USD193 million on 29 December to optimize its Tier 1 Capital and provide a solid foundation for its future business growth. The issuance was fully subscribed by Fubon Financial Holdings, the Bank's parent company, demonstrating its continual commitment and support for the Bank.

## 公司簡介

富邦銀行(香港)有限公司(「富邦銀行」)是富邦金融控股股份有限公司(「富邦金控」)的全資附屬公司。富邦金控為台灣最大的金融控股公司之一，也是唯一「在兩岸三地均擁有銀行子行」的台資金融機構，擁有最完整的金融服務平台。富邦銀行於香港透過23間分行及2間證券投資服務中心為客戶提供全面的優質銀行服務，包括零售及商業銀行、財富管理、金融市場、證券及投資服務。富邦銀行獲標準普爾授予A-2短期及BBB+長期信貸評級。該評級反映富邦銀行資本雄厚，流動資金充裕及資產質素優良。

## 二零一七里程碑

富邦銀行九龍總行及商業銀行中心於7月正式開幕。九龍總行為該行於九龍區的首間iBranch。

沙田分行在8月正式開幕，成為富邦銀行於新界區的首間iBranch。

本行邀請了世界桌球冠軍吳安儀小姐拍攝全新品牌廣告，期望透過廣告帶出該行「貼心便捷 富邦體驗」的形象。

本行於12月29日完成1.93億美元額外一級資本證券的募集發行，以強化一級資本，並為未來的業務發展提供穩健基礎。是次發行由母公司富邦金控全數認購，再次展現母公司對本行一貫的承諾與支持。



## ACCOLADES

### Sky Post

Banking & Finance Awards 2017  
– Excellence Award for Commercial Finance Solutions

### Tiptop Consultants Ltd.

Tiptop Service Award  
– Persistently Outstanding Service Company (2016-2017)  
– Persistently Outstanding Service Outlet (2016-2017)

### Bloomberg Businessweek (Chinese Edition)

Financial Institution Awards 2017  
– Credit Card Usability Outstanding Performer

### LACP

2016 Vision Awards Annual Report Competition  
– Gold Award

### Bank of New York Mellon

Straight Through Processing Award

### Employees Retraining Board

ERB Manpower Developer Award Scheme  
– Manpower Developer

### Environment Bureau, HKSAR Government

Charter on External Lighting Award  
– Platinum Award

### Environment Bureau and Electrical and Mechanical Services Department, HKSAR Government

Certificate of Energy Saving Charter on “No Incandescent Light Bulbs”

### Environmental Campaign Committee

Wastewi\$e Certificate  
Energywi\$e Certificate

### The Hong Kong Council of Social Service

10 Years Plus Caring Company Logo

## 榮譽

### 晴報

Banking & Finance Awards 2017  
– 傑出商業金融方案大獎

### 天高管理發展有限公司

天高服務獎  
– 持續超卓表現機構 (2016-2017)  
– 持續超卓表現分店 (2016-2017)

### 彭博商業周刊 (中文版)

金融機構大獎 2017  
– 銀行類獎項 – 信用卡可用性傑出大獎

### LACP

2016 Vision Awards 年報比賽 – 金獎

### 紐約梅隆銀行

直通式聯繫結算處理獎

### 僱員再培訓局

ERB 人才企業嘉許計劃 – 人才企業

### 香港特別行政區政府環境局

戶外燈光約章 – 鉑金獎

### 香港特別行政區政府環境局及機電工程署

「不要鎢絲燈泡」節能約章證書

### 環境運動委員會

減廢證書  
節能證書

### 香港社會服務聯會

10年Plus「商界展關懷」標誌