

CORPORATE SOCIAL RESPONSIBILITY

企業社會責任

Corporate social responsibility is recognized as an important aspect of our Bank's business mission and is an integral part of our corporate culture. While we strive to provide the highest quality financial services to our customers, we proactively seek ways to establish a business model that contributes towards the development of both a sustainable economy and environment.

As a responsible corporate citizen, we attach great importance to caring and contributing to the community. We continued to work in partnership with different charitable organizations to ensure we leverage our core business and strengths to achieve positive community impact. During the year, we actively participated in a diverse range of charitable activities, covering environmental protection, sports and the arts, as well as social welfare and assistance to the needy in Hong Kong.

To proactively spread the message of caring, we encourage employees' participation in various community and charitable activities for children, the elderly, the underprivileged and the disabled. Involving our employees in meaningful community initiatives brings mutual benefits for the staff and the community. We will continue to offer volunteer services opportunities to our colleagues so they can strengthen their communication skills while serving the needy and also enjoy the rewarding experiences gained through volunteering.

Recognizing that "Happiness comes from giving", our employees share the same commitment as the Bank in giving back to the community. In recognition of our enthusiasm for performing community services, the Bank was awarded the 10 Years Plus Caring Company Logo 2017/18 by The Hong Kong Council of Social Service. The table below showcases our dedication to building a more cohesive community throughout 2017.

企業社會責任為本行企業使命重要的一環及企業文化不可缺少的部分。我們致力向客戶提供高質素的金融服務，同時亦積極建立一種促進經濟及社會永續發展的商業模式。

作為盡責的企業公民，我們著重關愛以及造福社區。我們持續與不同慈善機構合作，利用我們的核心業務及優勢為社區帶來正面的影響。年內，我們積極參與各類型的慈善活動，範圍涵蓋環保、體育和藝術以及社會福利，並向香港有需要人士提供協助。

為積極傳遞關愛的訊息，我們鼓勵員工參加為兒童、長者、弱勢社群及殘障人士舉辦的各類社區及慈善活動，而員工參與有意義的社區活動亦可為他們及社區帶來共同利益。我們將繼續向員工提供參與義工服務的機會，讓他們在服務有需要人士的同時亦增強溝通技能，並透過參與義工服務獲取寶貴的經驗。

我們的員工深明「快樂源自付出」，並與本行一起實踐回饋社會的承諾，本行榮獲香港社會服務聯會頒發2017/2018年度10年Plus「商界展關懷」標誌，以肯定我們在社區公益活動方面的熱忱。下表展示了我們於2017年為建設共融社會而作出的努力：

| 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 |
| March 3月 | Donation to "Beauty and the Beast" Charity Movie Sharing 「美女與野獸」慈善電影分享會捐款 | Foodlink Foundation Limited 膳心連基金有限公司 |
| May 5月 | One-day Tour to Po Lin Monastery & Tai O with Singleton Elders 寶蓮寺、大澳耆樂之旅 | Windshield Charitable Foundation 宏施慈善基金 |
| June 6月 | The Community Chest Green Day 公益綠識日 | The Community Chest of Hong Kong 香港公益金 |

| Month 月份 | Activity 活動 | Beneficiary Organization 受惠機構 |
|-----------------|--|--|
| August 8月 | Donation to Charity Golf Day 慈善高爾夫球日捐款 | Hong Kong Impaired Golfers Association 香港障健全高爾夫球協會 |
| September 9月 | Po Leung Kuk Charity Raffle 2017 保良局慈善獎券2017 | Po Leung Kuk 保良局 |
| 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 | Annual Gathering with Po Leung Kuk Children Weaving Workshop 保良局兒童同樂日－雙人《一一織》編織工作坊 | Po Leung Kuk 保良局 |
| October 10月 | “Fubon Caring 1+1” Child Sponsorship Programme 2017/18 「富邦銀行 愛心共顯1+1」保良局兒童助養計劃2017/2018 | Po Leung Kuk 保良局 |
| November 11月 | Bronze Sponsor at “Banana Fallout Fever” 「蕉夫@大埔」競技慈善賽暨嘉年華銅贊助 | Stewards 香港神託會 |
| November 11月 | Donation to the Fund-raising Concert “A Night of Movie, Music & Melodies” 「光影樂韻夜」籌款音樂會捐款 | Hong Kong Chinese Orchestra 香港中樂團 Hong Kong Spinal Cord Injury Fund 香港脊髓損傷基金會 |
| December 12月 | Celebrating the Winter Solstice with Singleton Elders 冬至享耆樂 | Windshield Charitable Foundation 宏施慈善基金 |

The Bank is also committed to reducing the environmental impact of our operations by driving technology upgrades that help our employees and customers achieve environmental sustainability. We are actively making our banking services less paper intensive, and we have transformed selected branches into iBranches where customers can conduct banking transactions in a paperless environment. We will be expanding the iBranch network by converting our existing traditional branches using this new model. In addition, we have launched an incentive campaign to encourage customers to access a range of our banking products and services and to conduct transactions through our newly revamped website which provides better customer experiences.

Looking ahead, Fubon Bank will remain focused on contributing to the sustainable development of the economy, society and the environment. At the same time, we will continue to drive business growth and to promote our vision of creating greater value for our customers, shareholders, employees and the community while enhancing the value of our brand.

本行亦致力透過技術提升以降低營運對環境帶來的影響，協助我們的員工及客戶實踐環境永續。我們正積極降低本行銀行服務的耗紙量，並把部分分行轉型為iBranch，讓客戶於無紙化的環境進行銀行交易。我們將繼續採用此新模式打造現有的傳統分行，擴展iBranch的網絡。此外，我們亦推出宣傳活動，鼓勵客戶透過我們的全新網站，了解本行一系列的銀行產品及服務以及進行交易，為客戶帶來最佳的銀行體驗。

展望未來，富邦銀行將繼續專注為經濟、社會及環境的永續發展作出貢獻。與此同時，我們將繼續推動業務增長，致力在提高品牌價值的同時，亦為客戶、股東、員工以及社會締造更高價值。