

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank appoints Thomas Liang Managing Director and CEO

(Hong Kong, 9 November 2009) The Board of Directors of Fubon Bank (Hong Kong) Limited (“the Bank”) today announced the appointment of Mr. Pei-Hwa Thomas Liang as Managing Director and Chief Executive Officer of the Bank with effect from 9 November 2009.

Mr. Liang succeeds Mr. Jin-Yi Lee, who will remain as a Senior Advisor of the Bank until the effective date of his early retirement from the service of the Bank on 31 December 2009 to ensure a smooth transition.

Mr. Ming-Hsing Richard Tsai, Chairman of Fubon Bank (Hong Kong) Limited, said, “Mr. Liang brings a demonstrated track record of success to his new role. Since joining Fubon Group in 2005, Mr. Liang has played a leading role in extricating our consumer finance business from Taiwan’s credit card / cash card debt crisis and re-establishing this business as one of the core engines of earnings growth for Fubon Financial. The appointment of Mr. Liang underscores Fubon Financial’s strategic focus and commitment to the banking business in the region. His deep experience and commercial acumen ideally suit him to lead Fubon Bank’s well established management team. The appointment of Mr. Liang will also help further integrate the infrastructure of the Bank with that of Fubon Financial to bring forth high standards of sustainable performance.”

Mr. Liang is a veteran banker with extensive experience in financial services and IT. He joined Fubon Group in 2005 and currently serves as Head of Consumer Finance Group of Fubon Financial Holding Co., Ltd. (“Fubon Financial”). Prior to joining the Bank, he held various senior positions within the Group including President of Retail Banking of Taipei Fubon Commercial Bank Co., Ltd. and Head of IT & Operations Department of Fubon Financial. Biographical details of Mr. Liang are attached.

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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Biography of Mr. Pei-Hwa Thomas LIANG
Managing Director and Chief Executive Officer
Fubon Bank (Hong Kong) Limited

Aged 58. Mr. Liang was appointed Managing Director and Chief Executive Officer of Fubon Bank (Hong Kong) Limited on 9 November 2009. Mr. Liang is a veteran banker with extensive experience in financial services and IT. He joined Fubon Group in 2005 and currently serves as Head of Consumer Finance Group of Fubon Financial Holding Co., Ltd. Prior to joining the Bank, he held various senior positions within the Group including President of Retail Banking of Taipei Fubon Commercial Bank Co., Ltd., Head of IT & Operations Department of Fubon Financial Holding Co., Ltd., Director of Fubon Direct Marketing Consulting Co., Ltd. and Chairman of Taiwan Sport Lottery Corporation. Before joining Fubon Group, Mr. Liang was Deputy Executive Vice President of Far Eastern International Bank in charge of the credit card business, Country Strategic Cost Management Head and Card Center Operation & Technology Group Head of Citibank Taiwan, and held important positions in several IT companies. Mr. Liang holds a Master of Science Degree in Operations Research from Case Western Reserve University, U.S.A. and a Bachelor Degree in Industrial Engineering from Chung Yuan Christian University, Taiwan.