

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank (Hong Kong) and AXA Form Strategic Bancassurance Partnership in Hong Kong

(Hong Kong, 19 September 2012) Fubon Bank (Hong Kong) Limited (“Fubon Bank”) and AXA Hong Kong (“AXA”) jointly announced today a newly-formed strategic partnership to tap the growing demand for quality investment-linked, savings and health-related insurance products among mass affluent customers in Hong Kong.

The partnership will enable the distribution of AXA’s products through Fubon Bank’s retail outlets and telemarketing team in Hong Kong. The key products that will be made available to Fubon Bank customers include investment-linked, savings and health-related insurance products, which are introduced to meet the wealth management and health protection needs of the target customers at different life stages. Throughout the partnership, AXA will provide dedicated support capabilities in terms of product design and manufacturing, marketing, staff training, policy administration and customer service, enabling customers of Fubon Bank to benefit from direct access to quality products and services.

Carmen Yip, Senior Vice President and Head of Wealth Management Group (Sales & Distribution and Products) of Fubon Bank, said: “We anticipate to further enhance our product offerings and expand our foothold in the Hong Kong market through the partnership with AXA. We aim to provide our customers with a comprehensive range of insurance products designed to safeguard their wealth and health through different stages of their lives. By combining the core strengths and expertise of Fubon Bank and AXA, we will be well-positioned to capture the vast opportunities created by the growing awareness of the importance of financial protection in Hong Kong.”

Xavier Lestrade, Chief Distribution Officer of AXA, said: “Bancassurance has been and will continue to be one of our important focuses in our multi-channel distribution strategy. We are extremely excited about the partnership with Fubon Bank. Our deep-rooted local presence, prudent and sustainable business strategies and our shared commitment in raising the bar for the financial services industry will enable both partners to better serve the wealth management and protection needs of the people of Hong Kong. With our expertise in insurance, investment and retirement solutions, AXA will continue to redefine industry standards and become the preferred company to our customers.”

Customers can call the Fubon Insurance Hotline at 2566 8181 or visit any Fubon Bank branch to learn more about the insurance products of AXA. From now until stocks last, all customers who visit any Fubon Bank branch and enquire about AXA products will receive a free gift.

Fubon Bank (Hong Kong) Limited

Fubon Bank (Hong Kong) Limited (“Fubon Bank”) is a wholly owned subsidiary of Fubon Financial Holding Co., Ltd. (“Fubon Financial”), a leading financial services group in Taiwan which is engaged in corporate and investment banking, financial markets, consumer finance,



Fubon Bank
富邦銀行

富邦銀行(香港)有限公司 香港中環德輔道中 38 號富邦銀行大廈
Fubon Bank (Hong Kong) Limited
Fubon Bank Building, 38 Des Voeux Road Central, Hong Kong
T (852) 2842 6222 F (852) 2810 1483
Website www.fubonbank.com.hk

wealth management, investment management and insurance. Fubon Financial is the only Taiwanese financial services group having both a locally registered bank in Hong Kong and a strategic investment in a bank in the Mainland China. 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, 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.

About AXA Hong Kong

AXA China Region is a member of the global AXA Group, a worldwide leading organisation in financial protection and wealth management. AXA has a history dating back to the early 19th century and commenced business in Hong Kong in 1986. For the year of 2011, AXA's revenues were HK\$868 billion* and, as at 31 December 2011, its assets under management were HK\$10,738 billion*.

* As at 31 December 2011, calculated based on exchange rate of 1 Euro = HK\$10.0822

About AXA Asia

AXA Asia is committed to become a preferred company in financial protection and wealth management. AXA Asia is part of the AXA Group, and has grown rapidly in Asia with a presence in China, Hong Kong, India, Indonesia, Malaysia, the Philippines, Singapore and Thailand. AXA Asia serves over 6.4 million customers and employs over 7,000 employees across the region at the end of 2011.

About the AXA Group

The AXA Group is a worldwide leader in insurance and asset management, with 163,000 employees serving 101 million clients in 57 countries. In 2011, IFRS revenues amounted to Euro 86.1 billion and IFRS underlying earnings to Euro 3.9 billion. AXA had Euro 1,065 billion in assets under management as of December 31, 2011.

The AXA ordinary share is listed on compartment A of Euronext Paris under the ticker symbol CS (ISN FR 0000120628 – Bloomberg: CS FP – Reuters: AXAF.PA). AXA's American Depository Shares are also quoted on the OTC QX platform under the ticker symbol AXAHY.

The AXA Group is included in the main international SRI indexes, such as Dow Jones Sustainability Index (DJSI) and FTSE4GOOD, and is a founding member of the UN Environment Programme's Finance Initiative (UNEP FI) Principles for Sustainable Insurance.

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