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FUBON BANK (HONG KONG) LIMITED

富邦銀行（香港）有限公司

(incorporated in Hong Kong under the Companies Ordinance)

(Stock Code: 636)

APPOINTMENT OF INDEPENDENT FINANCIAL ADVISER

TO ADVISE THE INDEPENDENT COMMITTEE OF THE BOARD

The Board announces that CLSA Equity Capital Markets Limited has been appointed (with the approval of the independent committee of the Board) as the independent financial adviser to advise the independent committee of the Board, the Minority Shareholders and the Preference Shareholders in connection with the Scheme Proposal, the Scheme of Arrangement and the Preference Share Offer pursuant to Rule 2.1 of the Takeovers Code.

Reference is made to the joint announcement dated 19 January 2011 (the “**Announcement**”) made by Fubon Financial Holding Co., Ltd. and Fubon Bank (Hong Kong) Limited. Unless otherwise specified, terms used herein shall have the same meanings as defined in the Announcement.

The Board announces that CLSA Equity Capital Markets Limited has been appointed (with the approval of the independent committee of the Board) as the independent financial adviser to advise the independent committee of the Board, the Minority Shareholders and the Preference Shareholders in connection with the Scheme Proposal, the Scheme of Arrangement and the Preference Share Offer pursuant to Rule 2.1 of the Takeovers Code.

By Order of the Board
FUBON BANK (HONG KONG) LIMITED
Pei-Hwa Thomas Liang
Managing Director

Hong Kong, 28 January 2011

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no facts not contained in this announcement, the omission of which would make any statement in this announcement misleading.

As at the date of this announcement, the Board of Directors of the Company comprises of Pei-Hwa Thomas LIANG (Managing Director), James YIP as Executive Directors; Ming-Hsing (Richard) TSAI (Chairman), Ming-Chung (Daniel) TSAI (Vice Chairman), Victor KUNG, David CHANG Kuo-Chun, Michael CHANG Ming-Yuen as Non-Executive Directors; and Robert James KENRICK, Moses TSANG, Hung SHIH as Independent Non-Executive Directors.