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**FUBON FINANCIAL HOLDING  
CO., LTD.**



**FUBON BANK (HONG KONG)  
LIMITED**  
(Stock Code: 636)

**JOINT ANNOUNCEMENT  
DELAY IN DESPATCH OF SCHEME DOCUMENT**

In order to include the Company's audited results for the year ended 31 December 2010 in the scheme document, the date of despatch of the scheme document to the Shareholders will be delayed and is expected to be on or before 4 April 2011.

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. As indicated in the Announcement, an application has been made to the Executive Director of the Corporate Finance Division of the SFC for a delay in the despatch of the scheme document. Unless otherwise specified, terms used herein shall have the same meanings as defined in the Announcement.

**Delay in Despatch of Scheme Document**

Under Rule 8.2 of the Code, unless the Executive's consent is otherwise obtained, the scheme document is required to be sent to Shareholders within 21 days of the Announcement, which is on or before 9 February 2011.

However, the Company has applied for the Executive's consent for an extension of time for the despatch of the scheme document in order to include the Company's audited results for the year ended 31 December 2010 in the scheme document and the Executive has indicated that it is minded to grant consent for such extension. The time limit for the despatch of the scheme document has been extended until 4 April 2011.

A further announcement will be made jointly by the Offeror and the Company when the scheme document is despatched.

**By Order of the Board**  
**FUBON FINANCIAL HOLDING CO., LTD.**  
**Victor Kung**  
**President**

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

Hong Kong, 9 February 2011

*The directors of the Offeror jointly and severally accept full responsibility for the accuracy of the information contained in this announcement, other than information relating to the Company, and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement (other than those expressed by the Company) 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.*

*The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement relating to the Company, and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement (other than those expressed by the Offeror), 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 Offeror comprises Mr. Ming-Chung (Daniel) Tsai (Chairman), Mr. Ming-Hsing (Richard) Tsai (Vice Chairman), Mr. Su-Jin Hung, Mr. Yeh-Shin Chen, Mr. Tsan-Ming Shih, Mr. Victor Kung as executive directors and Mr. Hong-Chang Chang, Mr. Nelson Chang, Mr. Timothy Ting-yu Ting and Mr. Kok-Choo Chen as independent directors.*

*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.*