



中華開發金控

CHINA DEVELOPMENT FINANCIAL HOLDINGS



## 目錄 Contents

06 經營者的話 Words From The Management

---

10 關於我們 About Us

---

16 專業服務 Our Expertise

---

48 經營績效 Our Performance

---

58 社會責任 Social Responsibility

---



董事長 Chairman 陳木在 Mu-Tsai Chen      總經理 President & CEO 章兆勤 Chao-Chin Tung



## 經營者的話

中華開發自 1959 年成立以來，一直配合政府經建政策，積極扮演前瞻性與開創性之角色，針對各階段政府所主導的策略性產業，主動提供投資與融資服務，對促進國家繁榮與產業發展有著深厚之貢獻。在歷經轉型為金控、並納入子公司後，本公司現已擁有直接投資、企業金融、投資銀行、固定收益、權益證券及財富管理等全方位的整合性金融服務。與國內其他以消費金融或保險業務為主的金控相比，本公司誠然具有相當之獨特性。

2009 年上半年全球金融市場仍受到金融海嘯所引發之經濟動能失衡、資金流動緊縮等負面因素影響，對經濟前景保守以待。幸而各國政府不斷祭出大規模紓困計畫與寬鬆的貨幣政策，景氣緩步回升並步入谷底。本公司在全球金融大環境仍十分嚴峻之情況下，全體同仁努力克服金融風暴所帶來的不利影響，繳出高於預訂獲利目標的成績。總合開發工銀與大華證券兩家子公司之營運結果，本公司 2009 年度稅後淨利為新台幣 72.69 億元；每股稅後盈餘 (EPS) 為新台幣 0.69 元，總資產報酬率及股東權益報酬率則分別是 5.07% 與 5.94%。

至於各項業務表現方面，直接投資業務受益於台股穩步走揚，投資評價利益增加，投資績效大幅提升；企業金融業務則以強化風險控管及提升客戶貢獻度之授信策略為主，有效控制呆帳風險，使營運成效重回軌道；固定收益業務方面以債券操作及利息收益為主，透過跨部門合作機制，財務行銷業務亦顯著成長；權益證券業務方面，則把握資本市場波段行情機會，使整體獲利逐步回升。其中子公司大華證券因下半年股市交易熱絡，各項業務皆有明顯成長，獲利創近年新高，每股盈餘更居國內大型券商首位。

由於同仁的不斷努力，大華證券於 2009 年再度獲亞元雜誌 (Asiamoney) 評選為「台灣地區最佳國內債券商」，連續多年獲得國際專業媒體頒發專業獎項，亦顯示其在債券市場上持續的耕耘與努力獲得肯定。而其在強化風險管理機制方面的努力，亦使大華證券於 2009 年獲櫃買中心來函「依金管會核定 98 年度證券商風險管理評鑑結果為最高等級 1」。

“ 持續強化以產業金融為主的特色，相信會成為新亞洲金融業務發展與競合中，最具競爭實力的金控業者。 ”

展望 2010 年，預估美國景氣復甦應可延續 2009 年第四季表現，而歐元區及日本景氣擴張動能仍顯疲軟；亞洲新興經濟勢力崛起，領先全球經濟復甦，已成為全球經濟成長的重要支撐。而國內經濟除了受惠全球景氣穩步走升外，在對新興市場出口回溫、政府支出及公共投資提高以及兩岸交流更趨熱絡等有利因子促動下，預計 2010 年之國內經濟也將呈現復甦格局。這些國內外經濟、產業環境之變化，都將對本公司之營運發展帶來挑戰，因此本公司在策略方向上也勢必要作適當的因應與調整。

首先，在直接投資業務方面，將採聚焦「大中華」及「全球」雙軌的投資策略，建立多元化的投資組合並平衡投資風險；在企業金融方面，將深耕優質客戶，強化共同行銷效益，探索外部併購機會，建立大中華區之服務網路；在固定收益方面，除強化交易團隊素質、加強風險控制、提升亞洲貨幣交易之比重及獲利外，並將透過完善的交易管理與資產負債管理機制，以穩定收益；在權益證券方面，則將嚴格遵循風控程序及停損機制、強化集中與即時化之控管，並慎選具安全性及流動性之投資標的，以掌握獲利契機。另為強化投資銀行業務之優勢及競爭力，將結合跨業務合作以深化客戶關係，開拓兩岸三地業務發展機會。

面對變化多端的大環境，中華信用評等公司於 2009 年 11 月仍確認本公司之長、短期評等維持在「twAA-」與「twA-1」，足以反映本公司強健的資本水準、在台灣私募基金與創業投資市場中的領導地位，以及良好的流動性與融資結構。

在兩岸金融監理備忘錄 (MOU) 與兩岸經濟合作架構協議 (ECFA) 簽訂後，以中華開發工銀在直接投資的亮眼績效，與大華證券在投資銀行的領導地位，中華開發金控將持續強化以產業金融為主的特色，相信會成為兩岸金融業務發展與競合中，最具競爭實力的金控業者之一。我們堅信，中華開發金控公司必定是客戶追求事業成長茁壯的最佳夥伴。

董事長 陳木在

總經理 童兆勤




## Words From The Management

Since our establishment in 1959, China Development Financial Holdings (henceforth CDFH) has worked in close cooperation with the Taiwanese government to play a visionary and strategic role through the nation's various stages of economic growth. By proactively rendering investment and financing services to key industries, we have made considerable contributions to the nation's prosperity and industrial development. Having transformed into a financial holding company and incorporated subsidiaries, CDFH now offers a full suite of financial services, across direct investment, corporate banking, investment banking, fixed income, currency and commodities (FICC), equities, and wealth management. It is this comprehensive service platform that allows CDFH to stand out among domestic financial holding companies, which mainly focus on consumer banking or insurance.

In 2009, the global economic outlook was clouded by a series of tumultuous events across the financial markets. As the global economy troughed in 1Q09 on the back of massive bailout programs and loose monetary policies, CDFH managed to post better-than-expected annual results, with consolidated net earnings, including the operating results of major subsidiaries China Development Industrial Bank (henceforth CDIB) and Grand Cathay Securities Corporation (henceforth GCSC), coming in at NT\$7,269mn, or NT\$0.69 per share, for ROA of 5.07% and ROE of 5.94%.

In 2009, our operations regained strength across the board. Principal investments registered valuation gains on a steady Taiex rebound, while corporate banking returned to normal via reduced credit risk, as a result of stricter risk controls and higher contributions from clients. The FICC division, which specializes in the trading, sale and finance of debt and interest rate products, grew its market presence dramatically thanks to cooperation among divisions. Meanwhile, equities saw profits rebound on intermittent bull runs across the capital markets. In particular, GCSC saw operations improve markedly on brisk Taiex trading and reported peer-beating, record-high EPS in 2009.

GCSC was once again selected by Asiamoney as Best Bond House in Taiwan in 2009, reflecting the firm's prowess in Taiwan's bond market. With its relentless efforts to enhance risk management systems, the GreTai Securities Market named GCSC the top-ranking stock broker in terms of compliance with the Financial Supervisory Commission's best-practice requirements regarding risk management in 2009.

We believe the US economic recovery, which started in 4Q09, will continue through 2010, though weakened sentiment continues to be reported across the eurozone and Japan. Meanwhile, budding economies in Asia have brought vitality to the global economy. Taiwan's economy is recovering on the back of the global upturn, improved exports to emerging markets, increased public investment, and cross-Strait rapprochement. Amid the continued challenges that arise from both macroeconomic and industrial changes at home and abroad, we pride ourselves on our ability to read market shifts and respond in a timely and appropriate manner.

“ CDFH will continue to strengthen its role in industrial finance, becoming one of the most competitive financial holding companies in the region. ”

As such, we focus our principal investments on both the Greater China and global markets, in order to diversify portfolios and mitigate risks. In regard to corporate banking, we strive to develop closer ties with top-tier clients, maximize cross-selling synergies, and explore external M&A opportunities with a view to establishing an integrated business platform across Greater China. In the FICC business, CDFH constantly works to strengthen its trading teams and bolster risk controls. Meanwhile, it is in the process of increasing the weighting of Asian currency trading and the profits that come from that, while stabilizing income via comprehensive risk control system and asset-liability management. Regarding equities, CDFH continues to strictly execute stop-losses and select targets with lower risk and better liquidity, improving risk-adjusted earnings. We will also continue to forge customer relations via collaboration across operations, to enhance our competitive edge as an investment bank, exploring business opportunities right across the Greater China market.

Despite the volatile environment, Taiwan Ratings reaffirmed our long-term rating of twAA- and short-term rating of twA- last November, reflecting our solid capital adequacy, our leading presence in Taiwan's private equity and venture capital markets, and our strong funding and liquidity.

With the signing of a cross-Strait financial MOU and the Economic Cooperation Framework Agreement (ECFA), along with CDIB's impressive track record in principal investments and GCSC's leadership in investment banking, CDFH will continue to strengthen its role in industrial finance, becoming one of the most competitive financial holding companies in the region. Our emphasis on serving clients and growing our businesses will drive results for years to come.

Chairman Mu-Tsai Chen

President & CEO Chao-Chin Tung

## 關於我們 About Us

1.1 中華開發金控 China Development Financial Holdings

---

1.2 中華開發工業銀行 China Development Industrial Bank

---

1.3 大華證券 Grand Cathay Securities Corporation

---

# 1.1 中華開發金控簡介

## China Development Financial Holdings

### 子公司架構 Organization Chart



### 中華開發金控

中華開發金控是台灣唯一以法人金融為主的金融控股公司，係於2001年由子公司中華開發工銀以股份轉換方式成立，旗下兩大子公司為中華開發工業銀行和大華證券，長期在台灣投資銀行業務及資本市場居領導地位。

目前，中華開發金控擁有直接投資、企業金融、固定收益、權益證券、投資銀行與財富管理等全方位的整合性金融服務，其中尤以直接投資業務穩居台灣市場龍頭，擁有30%的市場占有率，與國內其他以消費金融或保險業務為主的金控相比，具有相當之獨特性。

半個世紀以來，中華開發金控不僅建構綿密的產業網絡，亦在台灣整體產業發展過程中扮演重要的推手，除了擁有深耕50年的產業投資經驗外，所投資的企業客戶多已成功地將營運觸角以台灣為核心，逐步擴展至大中華地區，進而延伸至全球各大主要市場。展望未來，除了秉持「根植本土、台灣第一」的理念外，將更積極佈建大中華網絡，以邁向國際一流金融機構為目標。

截至2009年底，淨值為新台幣1,312億元，資產總額為1,623億元。

### CDFH – A Brief Introduction

Created in 2001, with China Development Industrial Bank (CDIB) choreographing the necessary share swaps, China Development Financing Holdings (CDFH) remains the only financial holding company in Taiwan centered on corporate and investment banking. As such, it is a leader in Taiwan's capital markets.

With key subsidiaries CDIB and Grand Cathay Securities Corporation (GCSC), CDFH mainly operates across direct investment, corporate banking, fixed income, currency & commodities (FICC), equities, investment banking, and wealth management. Our direct investment business is the largest in Taiwan, with a market share of 30%. As such, CDFH stands out among domestic financial holding companies, which tend to focus on consumer banking or insurance.

CDFH has established a close-knit network in key industries over the past half century, and has continued to play a strategic role through the nation's various stages of economic growth. In addition, the corporate clients in whom we invest have extended operations into Greater China and other key global markets. Looking forward, we will continue to prioritize the Taiwanese market while deploying across Greater China, to become a top-tier regional financial institution with a global scope.

As of end-2009, CDFH displayed net worth of NT\$131.2bn, and gross assets of NT\$162.3bn.



## 1.2 中華開發工業銀行簡介 China Development Industrial Bank

### 中華開發工業銀行

子公司中華開發工銀的前身為中華開發信託股份有限公司，為台灣第一家民營的開發性金融機構。1959年成立時係由行政院經濟安定委員會與世界銀行合作推動，結合民間力量所共同創立，並於1999年改制為工業銀行。成立50餘年來，一直以「直接投資」與「企業融資」為主要業務，海內外投資及服務之客戶涵蓋百餘種產業，在台灣創業投資市場占有舉足輕重的角色。

中華開發工銀長期配合政府經建政策，走在台灣經濟發展的前端，不僅對促進國家經濟與產業發展有相當助益，也在台灣的投資銀行中扮演著前瞻與開創性之角色。觀察本行投資與授信組合的變化，即可充分了解台灣產業結構的升級過程，由五、六十年代對傳統紡織與石化業的融資；到七十年代積極轉向對電子業、個人電腦業、半導體業、電信業與生物科技等高科技產業之投資，投資歷程儼然是一部台灣產業經濟發展史。

截至2009年底，淨值為新台幣1,346億元，資產總額達2,426億元。

### CDIB profile

CDIB (formerly China Development Corporation) was established in 1959, in a coordinated effort between the Economic Stabilization Committee of the Executive Yuan, the World Bank, and private funding, to create Taiwan's first private development-oriented financial institution. In 1999 it became an industrial bank. In its 50 years of existence, CDIB has remained firmly dedicated to direct investment and corporate banking. Worldwide, CDIB extends its investment coverage and services to over 100 industries, and continues to serve critical functions in Taiwan's venture capital market.

Throughout Taiwan's modern economic history, CDIB has worked in close cooperation with the government to perform a visionary role in the nation's rapid economic development. As a pioneer among Taiwanese investment banks, CDIB has facilitated the nation's modern economic and industrial development. In fact, the history of CDIB's investment and credit portfolios neatly reflects the historical development of industrial Taiwan, from the financing of the textile and petrochemical sectors in the 1950-60s to investments in the high-tech, PC, semiconductor, telecommunications, and biotech sectors since the 1970s.

As of end-2009, CDIB posted net worth of NT\$134.6bn and gross assets of NT\$242.6bn.

## 1.3 大華證券簡介 Grand Cathay Securities Corporation

### 大華證券

子公司大華證券於1988年正式營業。為結合經紀、自營、承銷、債券、股務代理及新金融商品等各項證券業務的綜合證券商，除為客戶提供各類企業及財富管理服務外，更藉由各類高素質專業人才及業務資源之綜效整合，為客戶提供高附加價值整體服務。

創立20年來，在承銷、債券等業務上服務客戶數以百計，所展現的服務品質更讓多項業務長居於業界領導地位，如：在輔導及承銷業務上，截至2009年，大華證券已累計服務超過200家企業；而在債券市場，大華證券繼1998至2001連續被IFR評選為台灣年度最佳債券商後；2002至2004再獲Asiamoney雜誌選為台灣最佳債券商；2006及2007年亦分別獲Asiamoney、Finance Asia及The Asset評選為台灣最佳債券商。2008年及2009年連續獲得Asiamoney評選為台灣最佳債券商。種種來自國外專業財經雜誌的肯定，顯示大華證券在承銷及債券業務上的多年的耕耘及努力，早已在台灣證券公司中脫穎而出，躍升國際水準。截至2009年底，淨值為新台幣207.93億元，資產總額達466.53億元。

為因應金融服務業全球化、集團化之發展趨勢，及快速發展的資訊科技，大華證券將持續本著「專業、誠信、創新」之經營理念，以深耕客戶關係與滿足客戶需求為目標，扮演好「金融價值的創造者」的角色，針對投資大眾提供「一站購足」的整合性投資平臺，使各類投資人均可享受便利、多元化以及量身訂作的產品與服務，並透過收購、新設、M&A與策略聯盟等方式，發展以投資銀行、債券、新金融商品為主的金融版圖，成為大中華區專業證券商。

### GCSC profile

GCSC began operations in 1988, with divisions across brokerage, proprietary trading, capital market, fixed income, registry & transfer, and derivatives. GCSC provides investors with a variety of corporate and individual wealth management services and has tirelessly upgraded its services via the synergies generated from the continued integration of its professional talent and businesses. Since its establishment, GCSC has served hundreds of clients and outperformed peers in both underwriting and bond trading businesses. In recognition of its achievements, for example, GCSC has overseen the listing of over 200 companies as of 2009; GCSC has repeatedly won 'Bond House of the Year' awards from IFR (1998 through 2001) and went on to win 'Best Bond House in Taiwan' awards from Asiamoney (2002-2004, 2006-2009), and from The Asset and Finance Asia in both 2006 and 2007. Such recognition is testament to GCSC's inimitable Equities Capital Market (ECM) and Debt Capital Market (DCM) prowess, and clearly places GCSC's years of hard work in the global spotlight.

In light of globalization, the consolidation of the financial service industry, and rapid developments in information technology, GCSC's mission statement, based on a philosophy of professionalism, integrity and innovation, is to create value-added financial services and provide one-stop shop for investors through its integrated investment platform. These advances allow GCSC to deepen its relationships with clients, satisfying their needs with a comprehensive range of convenient and custom-built products and services. Through buyout, establishment, merger & acquisition, and strategic alliances, GCSC has mapped out a financial business territory that proficiently applies investment banking, fixed income, and derivatives, aiming to become a top-ranked securities firm in Greater China.

As of end-2009, GCSC displayed net worth of NT\$20.79bn, and total asset of NT\$46.65bn.

## 專業服務 Our Expertise

2.1 直接投資 Principal Investment

---

2.2 企業金融 Corporate Banking

---

2.3 固定收益 Fixed Income, Currency and Commodities (FICC)

---

2.4 權益證券 Equities

---

2.5 投資銀行 Investment Banking

---

2.6 財富管理 Wealth Management

---

2.7 人力資源 Professional Service: Employees

---

2.8 調查研究 Research & Analysis

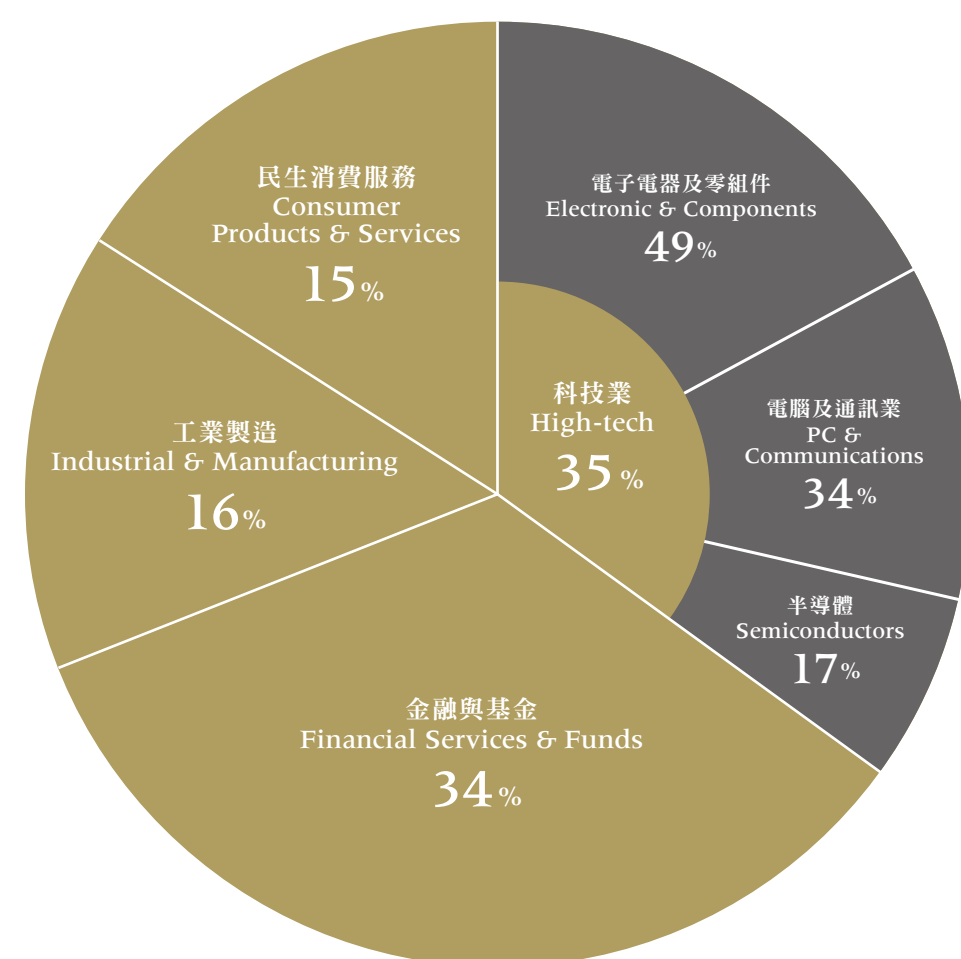
---

2.9 風險管理 Risk Management

---

## 2.1 直接投資 Principal Investment

中華開發工銀直接投資之投資餘額產業分佈情形  
CDIB's Principal Investment Portfolio Mix by Industry



資料日期 Data as of 2010.06.30

“ 半個世紀以來，我們的投資與服務的軌跡就是一部完整的台灣產業發展史。 ”

The path we have extended through the investment services sector since our inception makes a fascinating preface to industrial development in both Taiwan and Greater China.

### 深耕亞洲、放眼天下

中華開發金控不僅是台灣唯一以產業金融為主的金融控股公司，亦為台灣直接投資業務的市場領航者。除秉持著「根植本土、台灣第一」的理念外，更積極佈建大中華網絡，以邁向國際一流金融機構為目標。長達 50 年豐富的投資經驗，不僅建構綿密的產業網絡，亦在台灣整體產業發展過程中扮演重要的推手。旗下開發工銀及其 100% 持有子公司所擁有的投資組合超過 360 家公司，管理資產約 24 億美元。

這支由百位菁英所組成的專業投資團隊，除了擁有深耕 50 年的產業投資經驗外，所投資的企業客戶多已成功地將營運觸角以台灣為核心，逐步擴展至大中華地區，進而延伸至全球各大主要市場。半個世紀以來，我們的投資與服務的軌跡就是一部完整的台灣產業發展史。

長期累積的產業知識與專業投資經驗，有效地協助眾多台商在大中華地區甚至全球的主要市場拓展商機，開枝散葉。長期的研究觀察，使我們對產業發展趨勢有深入了解，利於掌握具未來性及競爭力的產業發展契機；而藉著根深蒂固的合作關係，讓我們更有能力協助企業在大中華地區進行水平、垂直，甚至幅射式的資源策略整合，創造出令人稱羨的投資績效。

### Deep rooted in Asia, serving the World

CDFH is the only financial holding company focused on industrial finance in Taiwan, and is the leading direct investment institution on the island. While initially prioritizing the Taiwanese markets, CDFH is now proactively expanding operations worldwide. With some 50 years experience handling industrial investment, we have established a close-knit network across numerous sectors, playing a vital role throughout the various stages of Taiwan's industrial development. CDIB and our wholly-owned subsidiaries have forged an investment portfolio comprising 360 companies, to bring together total managed assets of about US\$2.4bn.

Our elite investment team, comprising 100 professionals, has some 50 years experience in industrial investment, handling corporate clients. Though these clients are based in Taiwan, most are achieving an ever-increasing global presence by way of Greater China. The path we have extended through the investment services sector since our inception makes a fascinating preface to industrial development in both Taiwan and Greater China.

Over the years, CDIB has drawn on its reservoir of industrial knowledge and investment experience to effectively aid Taiwanese enterprises as they explore and expand across Greater China and the rest of the world. Long-term observations have endowed us with in-depth know-how in industrial development, which enables us to pinpoint sectors that display impressive growth potential and strong competitiveness. Through solid partnerships, we have helped enterprises integrate resources horizontally, vertically, and radically through Greater China, where they have achieved enviable investment returns.

“ 積極佈建國際的服務網絡，  
讓我們實踐協助台商拓展國際市場的服務宗旨，  
亦掌握更多跨國且質優的投資機會。 ”

### 全球扎根的投資網絡

目前中華開發金控旗下創投子公司在香港、韓國首爾、美國加州等地均設有服務窗口，未來亦規劃在其他具業務發展潛力之地區增設服務窗口，以即時提供專業及全方位服務，全面提升服務品質。

2006年成立的香港投資團隊，主要業務包括：直接投資、共同投資、基金投資及為客戶量身設計結構性商品，在同仁的努力下，已於全球投資26支績效首選的私募基金。美國投資團隊於2007年成立，目前業務以投資績效卓越的私募基金為主，並與其進行共同投資業務，中長期的業務目標是在當地建構一流的自有投資團隊，並於北美地區進行直接投資。韓國投資團隊則成立於2006年年底，業務重點為直接投資，已完成案件包括對韓國 WeMade、ItemBay 等公司的投資。

除了積極佈建國際的服務網絡，中華開發金控更與全球最具專業與知名的投資銀行、金融服務機構建立策略結盟關係。目前合作夥伴遍及亞洲、美國及西歐等地，包含 Carlyle、Goldman Sachs、KKR 和 Thomas H Lee 等國際知名金融機構。透過這些國際交流，不僅讓我們實踐協助台商拓展國際市場的服務宗旨，亦掌握更多跨國且質優的投資機會。

“ These international exchanges have enabled us  
to achieve our goal of supporting Taiwanese enterprises  
as they explore global markets,  
awhile allowing us to tap valuable investment opportunities. ”

### Investments around the world

CDFH currently has offices in Hong Kong, Seoul in South Korea, and California in the US. Meanwhile, we are planning to expand into new markets where we can tap business opportunities and expand the scope of our services.

In 2006, CDFH set up the Hong Kong-based investment team, whose main responsibilities cover direct investment, co-investment, fund investment and customized structured products. So far, the team has chosen 26 top-performing private-equity funds to invest in. The US investment team, meanwhile, was formed in 2007, to invest in private equity funds and co-investing with them. Over the medium- to long-term, our goal there is to maintain the presence of a proprietary investment team of the highest caliber, and to conduct direct investments in North America. Finally, the South Korean investment team was put together at end-2006 with a focus on direct investment, and has chalked up investments with WeMade and ItemBay in South Korea.

In addition to our own expansion, we have found ourselves key partners across Asia, the US, and Western Europe, including Carlyle Group, Goldman Sachs, KKR, and Thomas H. Lee, among other distinguished international financial institutions. These international exchanges have enabled us to achieve our goal of supporting Taiwanese enterprises as they explore global markets, while allowing us to tap valuable investment opportunities.



國際私募基金的投資網路 Worldwide Investments in Private Equity Funds

■ Buyouts ▲ Growth Equity ❖ Balanced ◆ Turnarounds/ Distressed ★ Venture Capital ● Co-Investments

國際私募基金的投資網路

自 2006 年起，中華開發金控除調整直接投資策略，更積極參與國際投資機構的投資計畫，截至 2010 年 6 月底已投資 26 支頂尖私募股權基金，承諾投資金額達 6.2 億美元，區域涵蓋亞洲、美洲和西歐等地；此外，亦積極參與國際一流基金之共同投資機會，投資金額達 1.8 億美元。展望未來，我們將持續與世界其他知名投資機構保持密切合作關係，並積極擴展全球投資業務版圖。

Investments in private equity funds across the globe

Since 2006, CDFH has shifted its principal investment strategy toward more aggressive partnerships with international investment institutions. As of end-June 2010, we have dedicated US\$620mn to investment in 26 top-performing private equity funds across Asia, the US, and Western Europe. We have also engaged in co-investments with top-notch international funds to the tune of US\$180mn. Looking forward, we will continue to develop close ties with other international renowned investment institutions to expand our global operations.



- Global 全球**
- Ceridian
  - Clear Channel
  - First Reserve Corp.
  - ❖ Goldman Sachs
  - Kohlberg Kravis Roberts & Co.
  - Silver Lake

- North America 北美**
- ❖ Adams Street Partners
  - Clayton, Dubilier & Rice, Inc.
  - ❖ NMC
  - ❖ Oak Hill Capital Partners
  - ◆ Platinum Equity
  - ▲ River Wood
  - ◆ Sun Capital Partners
  - ★ TENAYA Capital
  - Thomas H.Lee Partners

- Western Europe 西歐**
- ❖ Adams Street Partners
  - Apax Partners
  - Doughty Hanson & Co.
  - ◆ OAKTREE
  - PAI Partners
  - ◆ Sun Capital Partners, Inc.
  - Terra Firma

- Asia 亞洲**
- ▲ AIF Capital
  - Carlyle Group
  - itemBay
  - KBRO
  - New Chemphy
  - Prosper / Starwood
  - tikona
  - Touch Media

- Australia 澳洲**
- Coates
  - Pacific Equity Partners

- India 印度**
- ▲ CX partners
  - HDFC
  - ▲ Samara Capital



## 2.2 企業金融 Corporate Banking

### 企業金融主要服務項目 CDFH's Corporate Banking Services



### 專注企金業務，發展協銷綜效

中華開發金控之企業金融業務，在既有穩定的客戶群與多元化產品服務的基礎上，提供客戶資產負債表上所有產品之服務，舉凡放款、存款、金融操作、長短投、財務顧問以及上市籌資顧問等服務，除了提高客戶服務之廣度及深度外，更積極擴大服務客戶群，擴充業務收入來源。近年來，已成功地建置了企業金融業務多元化產品線的營運平台，不但能延伸服務至企業併購融資、企業債務重組融資等業務，更進一步協助客戶財務規劃，提供客戶有效運用閒置資金之低風險金融產品，拓展信託業務，以擴大服務的涵蓋面。

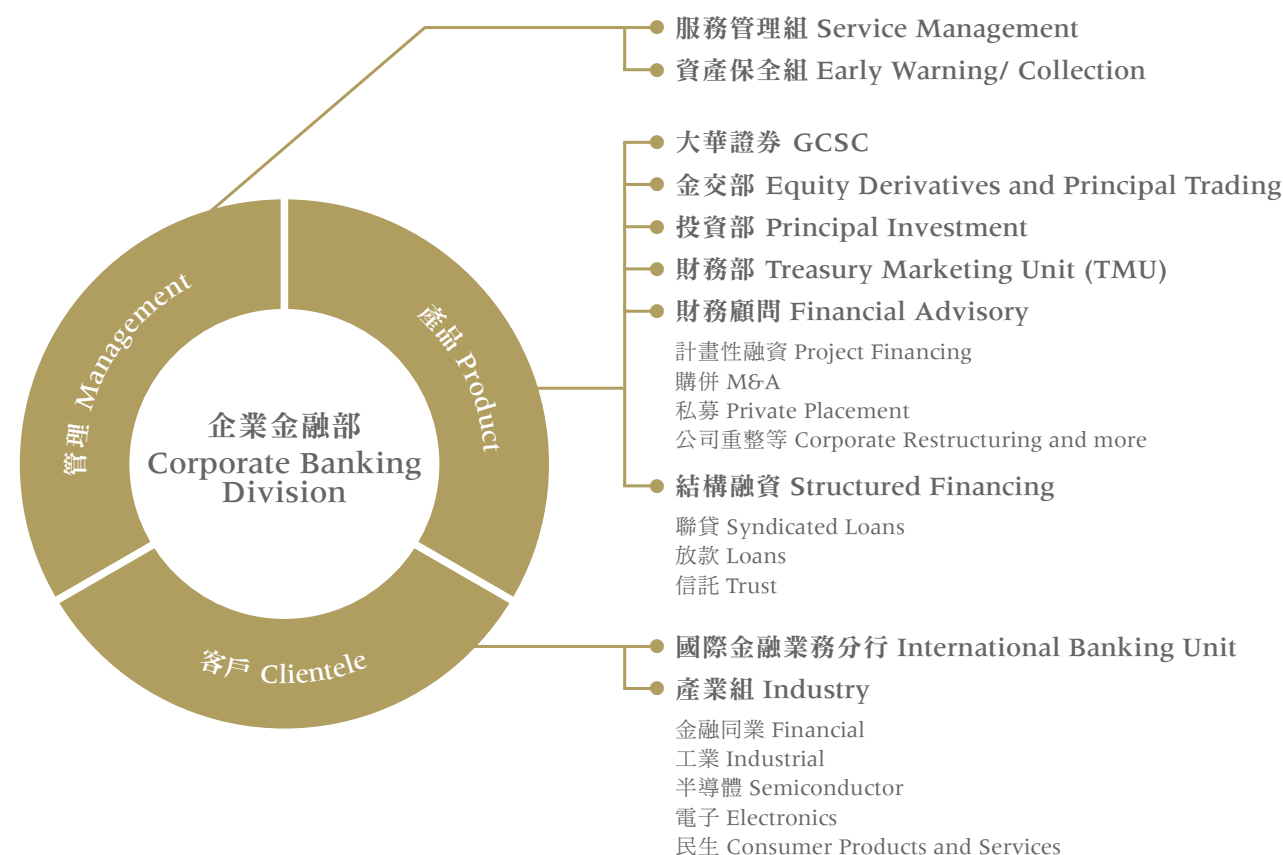
### Focus on core business, promotion cross-selling synergies

With solid clients base and diversified products offering, the corporate banking division enhance clients' balance sheets and shareholders' values. Products spectrum includes, but not limited to, cash management, trade finance, structured debts/ loans, bank guarantees, syndications, deposits, treasury marketing, loans with options investment, financial advisory, and various underwriting services. Throughout the years, the corporate banking division has leveraged from traditional balance sheet lending business to more valued added, fees based investment banking, e.g. advisory services for leveraged buyout (LBO), debt restructuring and financial planning, to maximize customers value propositions. Separately, the corporate banking division also expands its trust business to enhance its overall product service coverage. In summary, the corporate banking division strives to develop product diversity and to expand its client base with solid customer pipelines, economic conversion, and well justified returns on equity.

“ 本公司所有客戶都須在客戶經理與產品經理共合經營的體制下，  
 搭配提供多元產品協銷之服務，提供客戶全方位解決方案的服務。 ”

All clients are approached by a team comprising a relationship manager and a product manager, which offers the client a cross-selling package. Ultimately, the efforts of relationship and product managers bring bespoke total solutions to our clients.

客戶經銷權組織 Customer Franchise



客戶導向型組織

本公司組織為以客戶導向型組織，以提升整體行銷戰力，進而達成強化經營成效之目的，客戶經理負責客戶開發、關係維護及擔當全行產品之行銷與服務窗口，並採產業分工概念，劃分客戶組織，以收專業分工之效。產品經理負責產品研發、定價及承作條件之擬定等，配合客戶單位開發之業務機會，適時提供客戶所需之金融產品。本行所有客戶都須在客戶經理 (Relationship Manager) 與產品經理 (Product Manager) 共合經營的體制下，搭配提供多元產品跨售 (Cross Selling) 之服務，從授信、外匯、避險、現金管理及貿易融資等業務，更進一步在公司走向資本市場之相關投資、財顧、信託、可轉換公司債或普通公司債承銷、聯貸與證券化業務。中華開發將透過產品經理 (Product Manager) 與客戶經理的通力合作提供客戶全方位解決方案 (Total Solution) 的服務。

A customer-oriented organization

The corporate banking division drives its operating efficiency with customer focus. Our relationship managers are responsible for client development, relationship management and product services. Each relationship manager is assigned to a specific industry to provide clients with professional services. Meanwhile, product managers are responsible for product development, pricing and product delivery capacity, working closely with relationship managers to jointly provide customized solutions.

All clients are jointly managed by relationship managers and product managers to maximize the best cross-selling opportunities. On top of credit solutions, foreign exchange, hedging, cash management, and trade finance, the corporate banking division also provides value-added services including additional services in investment and financial advisory, trust, underwriting, syndication, and securitization in partnership with other business units within the CDFH.

## 專案融資之競爭優勢

自 1992 年迄今，中華開發工銀不僅每年在台灣地區專案融資業務皆名列前茅，在各項專案上，如發電廠、工業區開發、廠房及機器設備融資、併購等資本重組，再配合投資、租賃、信託、聯貸等業務，都具有長期且深入的專業經驗及資源優勢。相較於其他銀行，中華開發在專案融資方面具有：

- 1) 專案融資個案經驗豐富，可避免產生流動性風險。
- 2) 量身訂做，活化資產。
- 3) 中華開發信評優良且淨值龐大等三大優勢。

我們的企業金融目前擁有約 500 家的大型及集團客戶，未來我們仍將針對市場的變化以及客戶需求持續強化產品的廣度以及多樣性，提升非資產性收入的比重，並秉持工業銀行之專業與經驗，發揮既有優勢，與商業銀行進行差異化競爭，積極跨入國際市場領域。

## 發展大中華台商網絡

中華開發金控一直以來都扮演台商茁壯發展的長期夥伴，更是台商向外拓展時最重要的助力來源。隨著合作夥伴國際化及西進的腳步，我們也正積極佈建大中華的服務網路。

在大中華前百大台商企業中，超過七成是中華開發金控有股權投資關係之客戶，這些公司在香港及大陸各地普遍設有營業據點，且多屬電子資訊及傳統製造產業。這些在中國大陸績效卓越的企業，他們的母公司都設立在台灣，也都是中華開發金控長期提供投資或金融服務的合作夥伴。他們的成就也刻劃出中華開發金控更寬宏的前景。

## Competitiveness in Project Finance

Since 1992, CDIB's business revenue in project finance has consistently ranked among the top few in Taiwan. In addition to investment, leasing, trust and syndication businesses, CDIB is equipped with strong expertise and resources in project finance. This includes power plant, industrial park development, factory and machinery financing and M&A. CDIB's competitiveness in project finance are three-pronged, comprising:

- 1) Solid hand-on experience that minimizes liquidity risk.
- 2) Proven capacity to customize/ revitalize clients' balance sheets
- 3) Leverage with strong bank's credit rating and high net worth.

The corporate banking division has served more than 500 key corporate clients and is devoted to develop financial products in line with market demand and competitive market environment. Given the industrial bank's license capacity, the corporate banking division capitalizes on its balance sheet to drive additional fee income opportunities, and cooperates with financial institutions worldwide to pursue international syndication opportunities.

## Greater China region development

To develop a long-term partnership with our target customers, CDIB is rigorously developing multiple strategies to build an integrated service platform to better serve our clients within the Greater China region.

Enhanced by strong partnership with principal investment division and GCSC, the corporate banking division maximizes its cross-selling effect throughout its targeted industries. These customer relationships will get further enriched not just through domestic coverage in Taiwan, but also offshore services in HK and Mainland China, to ensure CDIB, given its superb service capacity, to be positioned as the most preferred financial partner for our clients.

## 2.3 固定收益 Fixed-income, Currency & Commodities (FICC)

### 完整便利的全球交易服務

中華開發金控的固定收益業務，掌理固定收益證券、各類貨幣及其衍生性商品之交易、業務行銷及協助企業機構於資本市場發行固定收益產品等。我們所進行之交易標的涵蓋全球，包括亞洲地區、11 大工業國家及新興市場國家，旗下大華證券更是台灣債券市場領導券商之一。

為能達到 24 小時交易之服務，中華開發特別以三班制來涵括亞洲、歐洲以及美洲等三個時區之交易，另一方面，為能增進客戶交易服務之效率及價格競爭力，我們特別架設了能與全球市場主要參與者直接交易之數個電子交易平台，包括「外匯交易平台」、「利率／債券交易平台」以及「衍生性產品交易平台」；使客戶每筆交易都能有最好的價格服務。我們亦採用最先進之風控系統，並自律控管，以在 Basel II 規範下，為股東創造優質之收益。

### 大華證券債券初級市場業務排名 GCSC's Ranking in Debt Capital Markets (DCM)

年度 Year	公司債 Corporate bonds	金融債 Financial debentures	證券化商品 Securitized products	合計 Total	市場排名 Rank
2006	61,500	14,400	1,000	76,950	1
2007	5,000	9,100	5,702	19,802	4
2008	17,610	5,350	0	22,960	5
2009	10,950	3,330	0	14,280	6

單位：新台幣百萬元 / Unit: NT\$m

“ 為能增進客戶交易服務之效率及價格競爭力，  
我們特別架設了能與全球市場主要參與者直接交易之  
數個電子交易平台。 ”

### Comprehensive & Convenient

CDFH's FICC operations cover the sales and trading of highly liquid securities, currencies, and their derivatives. As such, when corporates need to trade, market, or issue fixed-income products, they turn to us. The FICC division trades across the globe, covering Asia, the 11 leading industrialized countries, and key emerging economies. Subsidiary GCSC ranks among Taiwan's top-tier bond houses.

Offering services around the clock, CDFH has developed a three-shift system to cover trading time zones across Asia, Europe, and the Americas. Meanwhile, in order to effectively extend services to clients and offer highly competitive pricing, we have constructed a number of electronic trading platforms, from which our clients can directly trade with key players across global markets, including forex, interest-rate products/ bonds, and derivatives. This ensures competitive pricing and superior services for every customer transaction. We also employ state-of-the-art risk control systems, which combined with our strict self-discipline, produces impressive returns for our shareholders while operating clearly within the Basel II framework.

## 固定收益處專業服務項目 FICC Business

<p>交易 Trading</p>	<p>涵蓋貨幣市場、外匯市場、利率市場、信用市場、債券市場及其相關衍生性金融商品之交易。 Money markets, foreign exchange, interest rates, credit, bonds and related derivative financial products.</p>
<p>業務行銷 Marketing</p>	<p>提供國內外企業法人、機構及金融同業對貨幣、外匯、利率及商品市場現貨及衍生性金融產品交易之服務。 Serving domestic and foreign corporations, institutions and financial institutions in cash and derivative trading in money markets, foreign exchange, interest rates, and commodities.</p>
<p>固定收益產品 Fixed income</p>	<p>協助企業機構於資本市場發行公司債、金融債及各項資產證券化商品。 Assisting corporations in issuing corporate bond, financial debentures and asset-backed securities (ABS).</p>

“ In order to effectively extend services to clients and offer highly competitive pricing, we have constructed a number of electronic trading platforms, from which our clients can directly trade with key players across global markets. ”

### 國際專業媒體的肯定

固定收益部門希望與客戶成為共同成長之夥伴，除提供價格具有競爭力之產品外，亦能維持高品質的服務，這樣的要求及自我期許，使得固定收益業務一直保持良好的評價，並備受國際財經專業雜誌的肯定。

子公司大華證券自 1998 年起，連續四年被 IFR 評選為「台灣年度最佳債券商」，2002 年起，連續三年被 Asia Money 評選為「台灣最佳債券商」，2006 年及 2007 年更分別獲得 Asia Money、Finance Asia 及 The Asset 等多家媒體同時評選為「台灣最佳債券商」。2008 年及 2009 年再度獲得 Asia Money 評選為「台灣最佳債券商」。顯示本處在固定收益市場持續的耕耘與努力，已獲得國際專業財經媒體及機構的肯定。

### Recognized success

Our FICC department is a vital companion for clients on their way to corporate growth, offering consistent sources of competitively priced products and premium quality services. It is the department's adherence to these standards that has kept it in such prominence among key market players, and consistently earned it recognition from numerous international financial magazines. Subsidiary GCSC won 'Bond House of the Year' awards from IFR for 4 consecutive years (1998 through 2001) and went on to win 'Best Bond House in Taiwan' awards from Asiamoney (2002-2004, 2006-2009), and from FinanceAsia and The Asset in both 2006 and 2007. Such recognition is testament to our inimitable FICC expertise, and clearly places our hard work in the global spotlight.



## 2.4 權益證券 Equities

### 多元化投資標的與交易策略

權益證券處統合管理中華開發工銀金融交易部、大華證券自營相關業務及部門，包含自營部、期貨自營部及新金融商品部門，並以功能性管理金控旗下股權相關業務並靈活運用金控資源，達到穩定獲利、分散風險之主要目的。

目前權益證券業務之主要項目包括國內外上市櫃股票、可轉債／海外可轉債交易及其選擇權操作、指數期貨／選擇權、國外公開上市及上櫃公司發行之權益證券等業務，其中，大華證券另可承做權證等相關股權及新金融商品業務，並在結構型商品市場中，交易量排名第五。

為擴展權益證券業務，強化短期投資績效，由中華開發工銀金融交易部負責短期投資業務，統合管理相關業務，有別於過去僅投資短期上市櫃股票，亦著重於穩定績效並同步擴展短期投資業務，並增加股價指數期貨交易之避險工具以分散風險。此外，為有效強化獲利基礎，目前中華開發工銀已可承作借券業務，以加強股票避險及可轉債業務多空操作策略增加獲利空間；並配合整體策略，將加強權益證券之產品開發能力及銷售通路，以拓展權益證券之獲利來源。

### 國際知名交易商網絡

透過一直以來的密切合作，中華開發金控不僅是國內銀行相關產品之主要交易商，也與國際主要銀行成為良好之交易夥伴，包括 Barclays、JP Morgan、Morgan Stanley、UBS、Deutsche Bank、Bank of America、Citibank 及 Merrill Lynch 等。藉由與國際銀行之交易，以掌握各項新金融商品之發展趨勢，並借重財務工程人員之努力，以提供國內企業法人及金融同業更符合需求及更具價格競爭力之產品。

展望未來，中華開發金控將更積極與全世界頂尖投資金融機構建立策略結盟關係，擴大我們的產品線和獲利來源，達到更多元化發展的目標。在投資績效上，則將秉持嚴格風險限額控管，持續運用整體投資交易策略，將絕對報酬作為權益證券績效之評估標準，並追求穩健操作之最終原則。

“ 中華開發金控不僅是國內銀行相關產品之主要交易商，也與國際主要銀行成為良好之交易夥伴。 ”  
藉由與國際銀行之交易，以掌握各項新金融商品之發展趨勢，並借重財務工程人員之努力，  
以提供國內企業法人及金融同業更符合需求及更具價格競爭力之產品。

CDFH has also become a close trading partner of leading international banks. CDFH, through trading with international banks, remains up to date with the latest developments regarding financial engineering, and thus brings highly competitive pricing to corporations and other financial institutions.

### A wide spectrum of investment targets & trading strategies

CDFH's equities department coordinates CDIB's Equity Derivatives and Principal Trading Department and GCSC's equity-related departments, including Proprietary Trading, Futures Trading, and Derivatives. By flexibly maneuvering its significant equities operations and resources, CDFH is able to stabilize earnings and diversify risks.

At present, our equities business is engaged in trading Taix/ OTC-listed stocks, CBs/ ECBs and their options, and index futures/ options. We also invest in main-board and over-the-counter stocks listed abroad. In addition, GCSC is engaged in warrants and equity-linked derivatives, ranking fifth in Taiwan in trading turnover of structured notes.

In order to expand the equities business and raise short-term investment returns at CDFH, subsidiary CDIB's Equity Derivatives and Principal Trading Department takes charge of the management and coordination of short-term investments. Initially, the department only invested in Taix and OTC-traded stocks, and focused on directional trading over the short-term. However, it has now expanded investment targets to achieve stable long-term returns, incorporating hedging vehicles such as index futures, which help to diversify risks. In order to strengthen its profit foundation, CDIB moved into stock shorting following deregulation, as a means to hedge bearish stock markets. It also utilizes two-way trading of CB positions for increased returns. As an integral piece of our corporate strategy, we work tenaciously to further enhance development of equity-linked products and expand distribution channels, in order to diversify our sources of equities income.

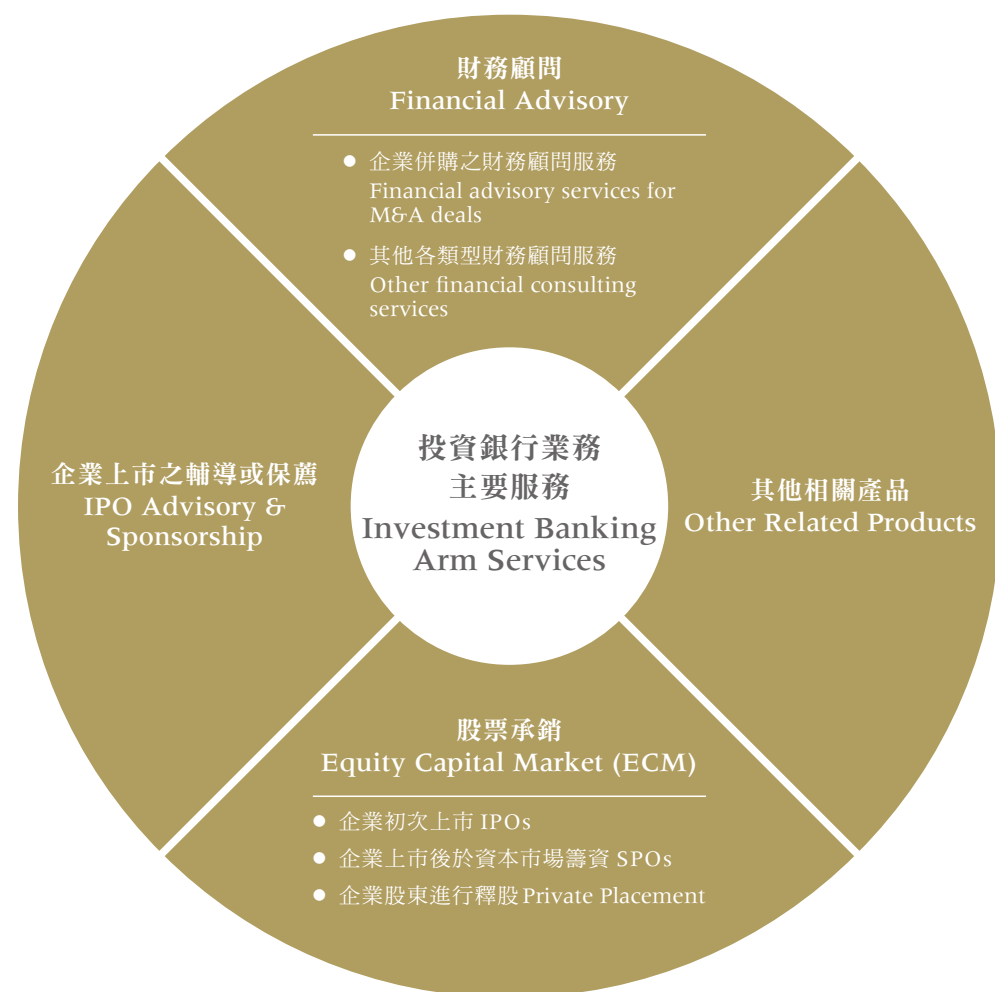
### Trading with international heavyweights

As a major trader of products issued by Taiwanese banks, CDFH has also become a close trading partner of leading international banks, including Barclays, JP Morgan, Morgan Stanley, UBS, Deutsche Bank, Bank of America, Citibank, and Merrill Lynch. CDFH, through trading with international banks, remains up to date with the latest developments regarding financial engineering, and thus brings highly competitive pricing to corporations and other financial institutions.

CDFH continues to form new strategic partnerships with top-tier financial institutions worldwide to diversity its product portfolio and its earnings sources. Meanwhile, CDFH implements strict risk management policies and sticks to robust investment strategies, while seeking absolute returns in its equities business.

## 2.5 投資銀行 Investment Banking

### 投資銀行業務主要服務 Investment Banking Services



“ 我們的客戶對象以產業、企業集團、金融市場、政府機關與國營企業為主要標的，大中華投資募資平台則包括大陸台商回台、台商投資大陸、陸資投資台灣、及香港平台。 ”

### 致力成為大中華區最佳投資銀行

中華開發金控一直致力發展成為區域中首屈一指的投資銀行。2006年進一步結合各項業務利基，成立專職的投資銀行部門，掌理企業併購、證券承銷、財務顧問、國際籌資及協助私募股權基金等相關服務，並負責拓展及督導子(孫)公司相關業務之發展，與其他部門進行跨功能業務整合，提供客戶最專業的投資銀行服務。

20年來，共累計承辦200件上市(櫃)掛牌承銷案件，整體市占率約15%，市場排名第一，於台資券商投資銀行領域亦長居領導地位，並獲The Asset選為「台灣區最佳投資銀行」。我們的客戶對象以產業、企業集團、金融市場、政府機關與國營企業為主要標的，大中華投資募資平台則包括大陸台商回台、台商投資大陸、陸資投資台灣及香港平台。

2009年子公司大華證券配合政府鼓勵台商回台政策，成功推動首宗海外企業來台發行TDR案，並主辦多件企業上市、國內與海外籌資、合併分割等財務顧問案件，維持在台灣資本市場的領先地位，2010年截至5月底止，在台灣併購市場財務顧問業務市占率已高達30%，位居第一。

“ The target of our investment banking business is conglomerates, financial institutions, and state-owned enterprises. Our Greater China fundraising platform allows Taiwanese enterprises operating in China and Hong Kong to list on the Taiwan stock market and increase investment in China, while bringing Chinese capital into Taiwan and assisting investors in Hong Kong investments. ”

#### 台灣併購市場財務顧問統計資料 Key Stats of Taiwan's M&A Financial Advisory Market

排名 Ranking	財務顧問 Financial Advisor	市佔率 Market Share (%)	總額 Amount 美金佰萬元 US\$mn
1	GCSC 大華證券	30.09	713.60
2	UBS	9.52	225.82
3	Credit Suisse	8.84	209.58
4	Fubon Securities 富邦證券	5.35	126.89
5	JP Morgan	4.74	112.50
6	LCS & Partners	3.02	71.71
7	Yuanta Securities 元大證券	0.76	18.09
8	KPMG	0.74	17.48
9	Lincoln International LLC	0.74	17.48
10	Guangdong Securities	0.09	2.10

統計期間：2010年1月1日至5月25日 資料來源：Bloomberg / Date: From January 1, 2010 to May 25, 2010 Source: Bloomberg

#### Dedicated leader of investment banks in Greater China

CDFH remains a dedicated leader of regional investment banks with a firm view on continued regional expansion. In 2006, in order to exploit its various business units and create cross-selling opportunities, CDFH set up a specialized investment banking department to take charge of M&A, underwriting, financial advisory, international fundraising, and liaisons with private equity funds, while supervising the investment banking activities of CDFH's subsidiaries, in coordinated efforts with other business units. Through this, we have been able to offer quality investment banking services that our clients both require and deserve.

As a mark of our investment banking prowess, we have underwritten 200 Taiex/ OTC IPO listings over the past two decades, giving us a market share of 15%, and making us the leader among Taiwanese investment banks. We were rated "Best Investment Bank in Taiwan" by The Asset magazine. The target of our investment banking business is conglomerates, financial institutions, and state-owned enterprises. Our Greater China platform allows Taiwanese enterprises operating in China and Hong Kong to list on the Taiwan stock market and increase investment in China, while bringing Chinese capital into Taiwan and Hong Kong.

In 2009, GCSC backed a government policy that encouraged Taiwanese companies active overseas to return to the country and list on the Taiex. GCSC oversaw the first such case, and has acted as lead underwriter on a number of IPO cases and fundraising assignments both domestically and abroad, serving as a financial advisor on mergers and spinoffs, and securing its leadership across Taiwan's capital markets. GCSC commanded a peer-beating 30% share of the domestic M&A financial advisory business in January-May, 2010.

## 2.6 財富管理 Wealth Management

### 量身訂作的資產配置

隨著台灣金融市場自由化及競爭激烈化的趨勢，發展財富管理業務已成為金融業提升收益的主要策略。中華開發金控整合旗下二大事業體 中華開發工銀與大華證券所有相關資源，成立了以投資理財及資產規劃服務為發展主軸，並以高資產客戶為服務對象的財富管理業務。

目前，中華開發金控以證券經紀業務超過三十萬的客戶作為財富管理的發展基礎，組織則是以客戶為中心的業務形態，最大的特色在於整合投資銀行、股票、債券、新金融商品及海內外投資等領域專業，並強調「配置型」的財富管理。我們的核心價值在於投資經理團隊的商品研發能力，成員背景來自於股票、固定收益、新金融商品、承銷、稅務規劃、創投及信託等領域，由產品經理每天在市場上搜尋投資契機，再從具投資機會的市場中挑選出適合不同客戶屬性的優良商品，輔以業務人員專業多元之投資理財規劃能力，呈現出「多元投資管理」之型態，以提供客戶最適的資產配置服務。

### 財富管理市場的標竿地位

有鑑於整體財富管理市場持續成長，國內外理財需求持續提升，本公司不斷強化產品及服務平台，提供高淨值客戶量身打造的財務規劃服務，累計所有子孫公司服務的高資產財富管理客戶已超過 2200 位，管理資產已超過 5 億美金；大華證券業已配合法令開放申請以信託方式辦理財富管理業務，預計 2010 年第四季可取得信託執照，未來客戶執行資產配置範圍勢必擴大，相對於台灣商業銀行的經營型態，我們將利用熟悉各種金融商品及善於降低投資風險的優勢，以資產配置及客戶資產增值為策略重心，改變傳統財富管理以銷售為導向的方式，爭取高端客戶信賴，落實為客戶全心理財的目標。

此外，也將整合金控及子公司資源，積極拓展法人經紀業務及期貨選擇權業務，同時強化海內外資產管理系統，發展財富管理跨售業務，提供客戶海內外各類股權、債券、衍生性金融商品與基金等，全力發揮競爭上的利基優勢，以掌握財富管理市場的高速成長機會，奠定中華開發金控的財富管理業務在台灣市場之標竿地位。

“ 相對於台灣商業銀行的經營型態，我們將利用熟悉各種金融商品及善於降低投資風險的優勢，以資產配置及客戶資產增值為策略重心，改變傳統財富管理以銷售為導向的方式，爭取高端客戶信賴，落實為客戶全心理財的目標。 ”

Compared to commercial banks, which are sales-oriented, our proven experience across various financial products and our ability to minimize investment risks put us at the fore in winning the trust of high-end customers and expanding our wealth management business.

### Customized asset allocation

As competition in the domestic financial markets intensifies against a backdrop of industry liberalization, the offering of wealth management services has become a major strategy for revenue growth. By leveraging the resources of its two subsidiaries CDIB and GCSC, CDFH provides comprehensive and extremely competitive wealth management services, focusing on investment planning and asset allocation and targeting high net worth customers.

CDFH has over 300,000 registered customers in securities brokerage business to date. In pursuit of a customer oriented business model, we feature integrated wealth allocation across equities, bonds, derivatives, and overseas targets. Our core value lies in the product development capability of our investment team, members of which highly specialize in such fields as equities, FICC, derivatives, underwriting, tax planning, venture capital, and trust. Our product managers constantly unearth new and rewarding investment opportunities, accompanied by our sales managers who specialize in investment and financial planning, allowing us to provide attractive tailored-made products and services to all types of clients.

### Guidepost in wealth management market

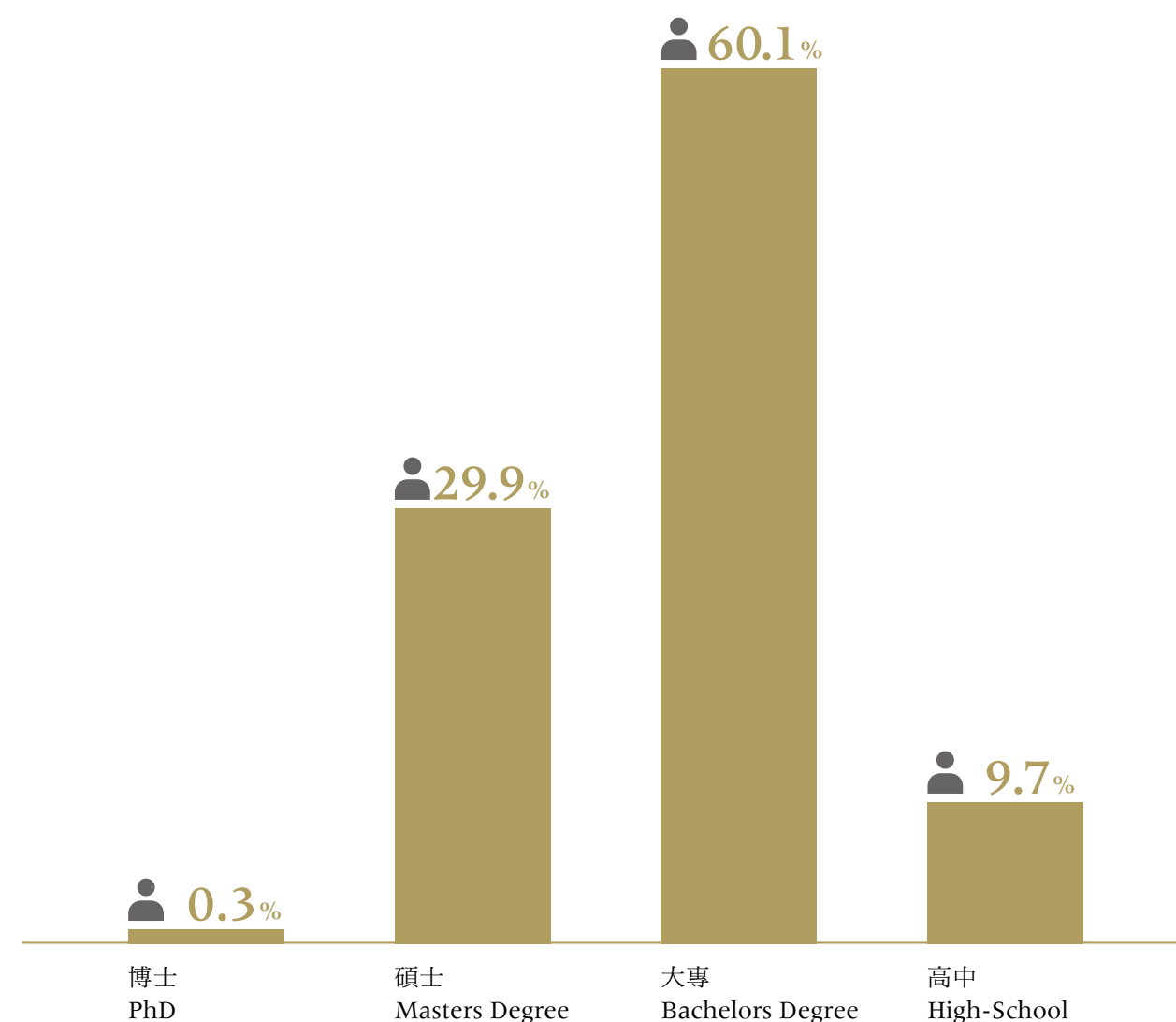
Given the continued expansion of the wealth management market and rising demand for personal financial planning, CDFH continues to enhance its products and services platform, offering customized financial planning to high net-worth individuals. To date, our subsidiaries combined have around 2,200 high net-worth clients, bringing assets of US\$500mn under our supervision. GCSC has applied to operate wealth management by way of trusts as regulations ease, and expects to obtain a trust license in 4Q10. Compared to commercial banks, which are sales-oriented, our strategic goals focus on asset allocation and increasing value of assets; our proven experience across various financial products and our ability to minimize investment risks put us at the fore in winning the trust of high-end customers and expanding our wealth management business.

With integrated resources across our financial holdings, we tenaciously work to expand our institutional brokerage and futures & options businesses. Meanwhile, we continue to advance our asset management system, developing wealth management business via cross selling, and provide our customers with a full spectrum of product classes, including equities, fixed income, derivatives and funds. CDFH has set its sight firmly on pole position in the Taiwan's wealth management market, as it seeks to capitalize on the fast growing wealth management sector, bringing its competitive dynamics into full play.



## 2.7 人力資源 Professional Service: Employees

中華開發金控同仁學歷分佈 Educational Background



“ 中華開發金控菁英發展計畫成為公司未來發展金融人才的搖籃，  
為中華開發金控紮下長遠穩健發展的根基。 ”

Management Associate Program is designed to develop potential and talent individuals, laying the foundation for our long-term vision.

### 服務團隊

中華開發金控擁有優秀卓越的專業金融服務團隊，成員包括來自國內外的菁英，不僅擁有專業的知識與能力，更具備豐富的產業及金融相關經歷。

面對瞬息萬變、充滿挑戰的金融市場，除了不斷引入國內外具備豐富專業知能的優秀人才，中華開發金控更以「台灣首屈一指的投資銀行」的優良商譽，吸引國內外優秀青年人才加入中華開發金控菁英發展計畫 (MA Program)。在精心設計紮實的專業課程及親身實習各項核心業務的培育下，中華開發金控的 MA Program 成為公司未來發展人才的搖籃，為中華開發金控紮下長遠穩健發展的根基。

為了持續精進人才的專業能力，中華開發金控不斷引進優質的專業訓練課程，涵蓋範圍包括國內外的金融法規、金融與投資新知等，使同仁們的專業能力足可與國際金融市場接軌，提供客戶國際級的金融服務，為客戶及股東創造更大價值。

### Professional Service: Employees

CDFH employees comprise an elite group of highly trained personnel, whose achievements stem from their sophisticated professional knowledge, advanced execution ability, and hard-won experience.

Faced with current financial market volatility, CDFH continues to welcome talent from both home and abroad to hone their skills through hands-on experience. As a prestigious investment bank, CDFH draws on its widely acclaimed Management Associate Program to enlist elite graduates from prestigious graduate schools around the world. By putting these talent individuals through various training courses and internships, they learn fast, laying solid foundations for our long-term business development.

In addition, CDFH continues to introduce high-quality training courses, which cover both local and international financial regulations, while providing constant updates on developments across global financial markets and investment spheres. The courses ensure that CDFH employees work at the same level as their international counterparts, creating maximum value for both clients and shareholders.



## 2.8 調查研究 Research & Analysis

### 嚴謹縝密的研究取向

直接投資與企業授信是工業銀行的業務主體，要做好這一些關鍵性的金融決策，必須有紮實的調查研究以及堅強的研究團隊作為後盾。調查研究處在中華開發金控所扮演的角色既是投資智囊團，同時也是風險控管的把關者。

中華開發與超過 800 位企業客戶建立了長期的夥伴關係，調查研究處靈活地運用企業信用評估、財務分析數字，達到產業研究的綜效。除此之外，研究員亦透過產業所屬同業、上游供應商、下游客戶等各種管道，了解企業營運模式、經營風險，藉以預測企業經營前景與產業景氣展望，以作為直接投資業務、企業借貸授信、專業財務規劃、有價證券交易等業務開發的決策依據。

### 帶動投資趨勢 指引經營方針

中華開發的調查研究處部門累積近 50 年之產業及金融研究經驗，每年針對國內外經濟環境、產業動態進行深入研究，並透過看廠、訪談企業決策者與經營團隊，掌握超過 600 家國內外企業的營運狀況。在金融市場分析的部分，調查研究處所發布的研究報告，涵蓋國內外利率、匯率走勢分析、各國央行政策觀察、國內外金融市場概況與展望。而產業研究部分，中華開發則曾經準確地預測台灣晶圓代工、網通、IC 設計、光電、寬頻、不動產、能源等產業的發展趨勢，亦曾經針對重整、併購等資本市場發展的主題進行剖析。這一些質量並重的研究報告一向是市場上的投資風向球，更成為許多企業訂定經營方向的參考依據。

### 調查研究在決策流程中扮演的角色 Role of Research in Our Workflow

業務開發 Business Development	風險評估分析 Risk Assessment	案件決策 Project Decision	執行 Execution
<ul style="list-style-type: none"> <li>直接投資業務 Principal Investment</li> <li>企業借貸授信 Corporate Lending</li> <li>專案財務規劃 Project-based Financial Planning</li> <li>有價證券交易 Securities Trading</li> </ul>	<p>調查研究處 Research</p>	<ul style="list-style-type: none"> <li>有價證券管理委員會 Securities Management Committee</li> <li>資產負債管理委員會 Asset Liability Management Committee</li> <li>投資審查會議 Investment Review Conference</li> <li>信用風險審查會議 Credit Risk Review Conference</li> <li>短期投資策略會議 Short-term Investment Strategy Conference</li> <li>資金管理會議 Funds Management Conference</li> </ul>	<p>執行 Execution</p>

### Air-tight research

As industrial banks are mainly engaged in principal investment and corporate lending, key operating decisions are backed up by a solid and robust research capability. As such, our research department serves as a think tank as well as risk controller to the entire financial holdings group.

CDFH has forged long-term partnerships with over 800 corporate clients. Conducting industrial analysis actively based on credit ratings and financial statistics, the research department collects data on various industries from various sources, to produce unbiased risk evaluation reports, business model analyses, and financial assessments, in order to gather a complete picture of targeted enterprises, the sectors they are in, the peers they compete with, their upstream suppliers, and downstream buyers. This research allows CDFH to determine the business opportunity of investing in, lending to, providing financial planning for, or trading securities of, those targeted companies.

### Pioneering investor

At CDFH, we have conducted five decades of industry and financial markets research, producing in-depth research and the latest updates on both local and international economic/ industrial landscapes. Our research efforts, by means of factory tours and management interviews, extend to over 600 companies worldwide. While our financial markets research covers interest rates, foreign exchange rates, monetary policies, and outlooks for international financial markets, our industry research team had precisely forecast the development of foundry, networking, IC design, optoelectronics, broadband, real estate, and energy sectors. Our high-quality reports are trusted as a clear barometer of market direction, revealing trends across key themes such as restructuring and M&A.

## 2.9 風險管理 Risk Management

### 防微杜漸的風險管理機制

中華開發金控長期深耕金融市場，深切體認風險管理的目的不只是預測風險、杜絕風險，而是建立一套完整的風險管理機制，才能更有效率的管理風險，轉化為發展契機，亦是提升整體競爭力的關鍵。我們除了著重國內外金融監督管理機構陸續所提出強化金融機構風險管理與資本健全等措施外，並戮力建立起完整的風險管理架構，包括獨立風險監督部門、呈報體系、風險管理平台與技術等重要措施，以因應日趨競爭與多變的金融市場之挑戰，並提供客戶最安全與值得信賴的金融商品。

### 重視風控的企業文化

中華開發金控的風險管理涵蓋範圍，主要包含市場、信用、作業、流動性等風險。我們遵循國際標準與本公司風險管理政策，針對上述範圍制定相關之風險管理相關準則，作為本公司及各子(孫)公司據以管理各項風險之依據。

我們將業務管理與風險管理結合，塑造出從根本上重視風險管理的經營策略與組織文化，並將風險管理質化、量化後的成果，作為訂定經營策略的依據。同時根據新巴塞爾相關協定、主管機關法規以及業務發展策略訂定風險管理政策。

中華開發金控未來仍將持續改進風險辨識與衡量的能力，以精進風險控管效能；除了符合金控及各業別資本適足性之相關規定外，並加強預警機制及更精確估算風險性資本，以確保公司持續穩健經營，提供客戶最安全且值得信賴的金融商品為目標。

### 風險管理組織架構 Organizational Structure of Risk Management



“ 將業務管理與風險管理結合，  
塑造出從根本上重視風險管理的經營策略與組織文化。  
”  
We have unified business management and risk management  
to form new strategies and an organizational culture that  
places risk management on a pedestal.

### Tackling risks

We at CDFH know that risk management is not only about predicting, avoiding and containing risks, but also about effectively managing risks and turning them into opportunities for development and enhanced competitiveness. Financial regulators both here and abroad are proposing further measures to beef up financial institutions' risk-management capabilities and capital adequacy. We take these proposals very seriously, and are accordingly making efforts to build a multi-faceted risk control framework based on our independent risk monitoring and reporting systems. In doing so, we aim to constantly update our risk management platforms and technologies in order to meet the new challenges that emerge every day across the financial markets – ultimately acquiring the ability to offer clients financial products they can trust.

### Risk-conscious corporate culture

For CDFH, we manage all kinds of risks including market risk, credit risk, operational risk and liquidity risk. In compliance with international standards and our own corporate risk management policies, we have drafted behavioral guidelines for the aforementioned risks, which CDFH and its subsidiaries avidly abide by.

We have unified business management and risk management to form new strategies and an organizational culture that places risk management on a pedestal, basing all our business moves on qualified and quantified measurements of past risk management actions. In addition, we set risk management policies in accordance with the Basel II, local regulations, and our own business development strategies.

CDFH will continue to improve its skill in measuring and managing risk, so as to meet capital adequacy requirements for the entire financial holding company and individual segments, while properly gauge the risks to which CDFH assets are exposed. This ensures stable operations for CDFH, and a trustworthy financial product portfolio for our clients.

## 經營績效 Our Performance

3.1 風雲榜 Accolades

---

3.2 成功案例 Successful Track Record

---

3.3 財務資料 Financial Summary

---

# 3.1 風雲榜 Accolades



亞元雜誌評選為台灣最佳債券商  
Asiamoney, Best Bond House in Taiwan  
財資雜誌評選為台灣最佳投資銀行  
The Asset, Best Investment Bank in Taiwan



亞元雜誌評選為台灣最佳債券商  
Asiamoney, Best Bond House in Taiwan  
財資雜誌評選為台灣最佳投資銀行  
The Asset, Best Investment Bank in Taiwan



亞元雜誌評選為台灣最佳債券商  
Asiamoney, Best Bond House in Taiwan  
亞洲財務雜誌評選為台灣最佳債券商  
Finance Asia, Best Bond House in Taiwan  
財資雜誌評選為台灣最佳債券商  
The Asset, Best Bond House in Taiwan



亞元雜誌評選為台灣最佳債券商  
Asiamoney, Best Bond House in Taiwan



亞元雜誌評選為台灣最佳債券商  
Asiamoney, Best Bond House in Taiwan



亞元雜誌評選為台灣最佳債券商  
Asiamoney, Best Bond House in Taiwan  
亞洲財務雜誌評選為台灣最佳債券商  
FinanceAsia, Best Bond House in Taiwan  
財資雜誌評選為台灣最佳債券商  
The Asset, Best Bond House in Taiwan  
財資雜誌評選為年度最佳交易獎  
The Asset, Deals of the Year

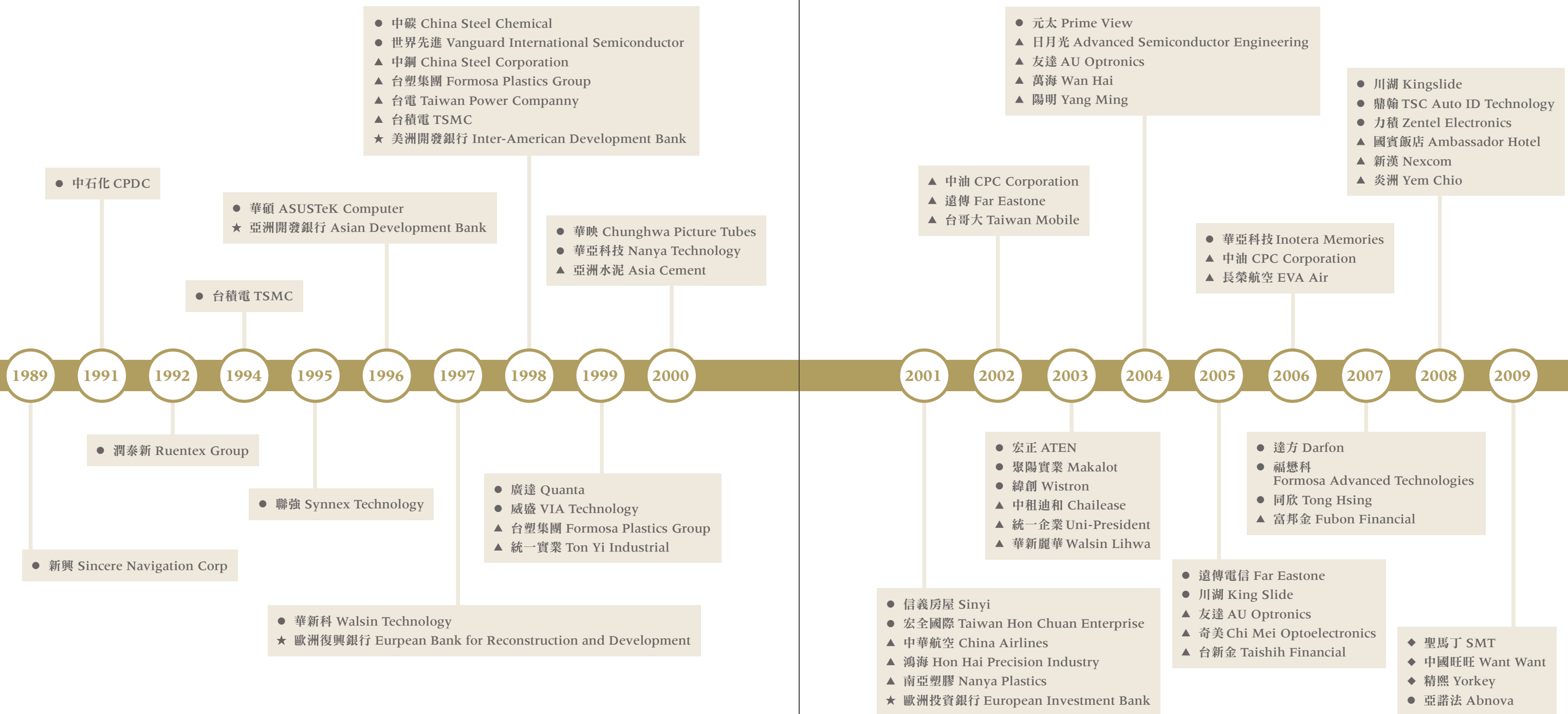


獲亞元雜誌評選為台灣最佳債券商  
Asiamoney, Best Bond House in Taiwan  
獲櫃買中心來函「依金管會核定98年度  
證券商風險管理評鑑結果為最高等級1」  
GreTai Securities Market names GCSC top-  
ranking stock broker in terms of compliance  
with Financial Supervisory Commission's  
best-practice requirements regarding risk  
management in 2009.

# 3.2 成功案例 Successful Track Record

大華證券歷年來最具代表性的合作夥伴 GCSC's Major Customers Over the Past Two Decades

◆ TDR ● IPO ▲ 國內公司債承銷 Domestic bond underwriting ★ 國際債券承銷 International bond underwriting



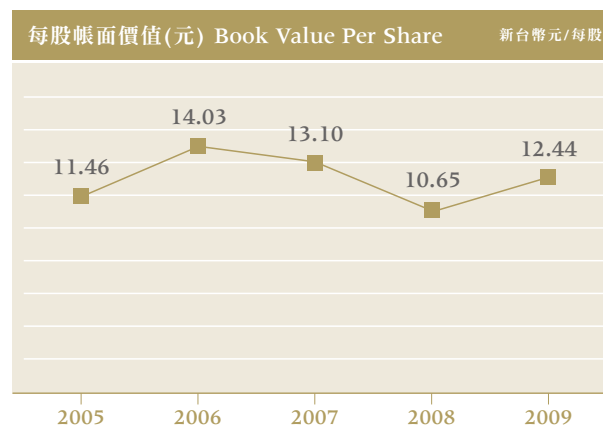
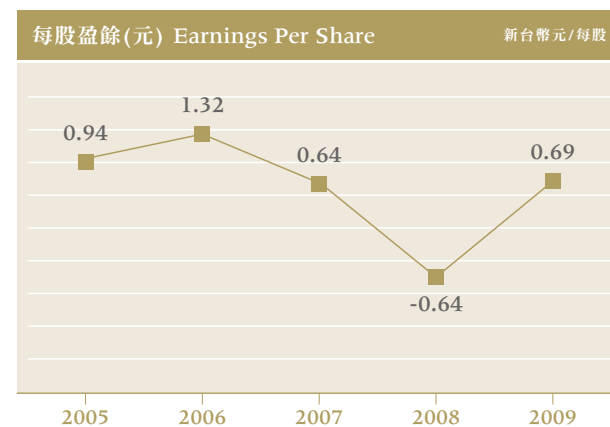
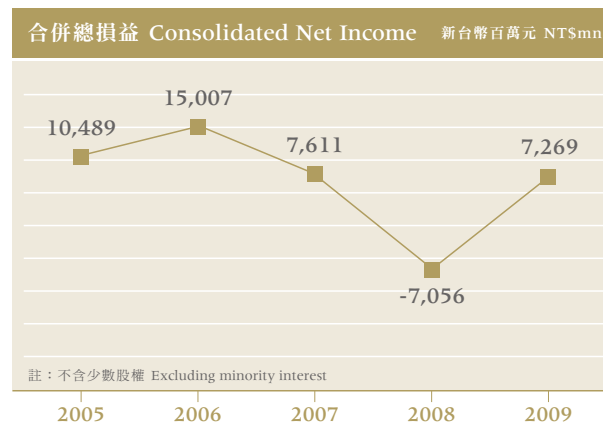
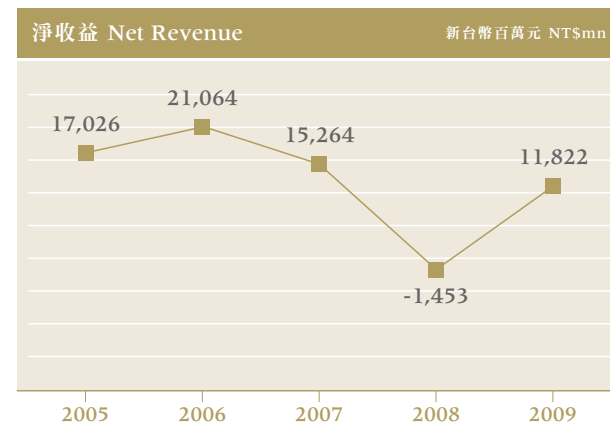
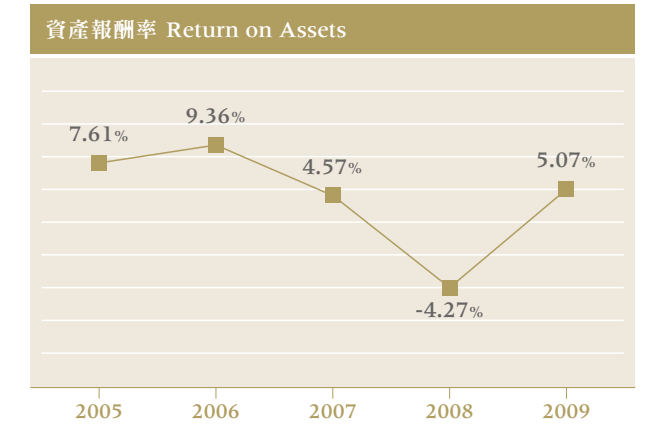
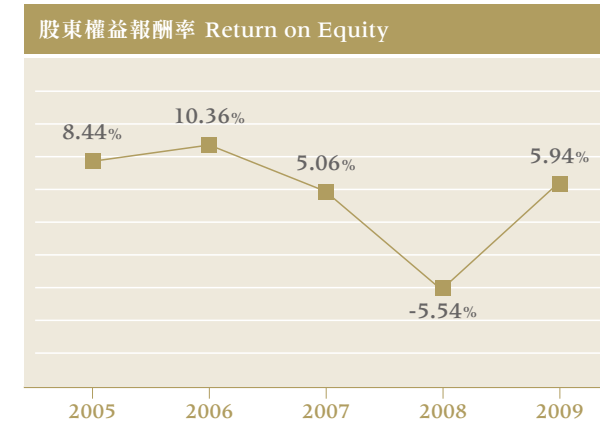
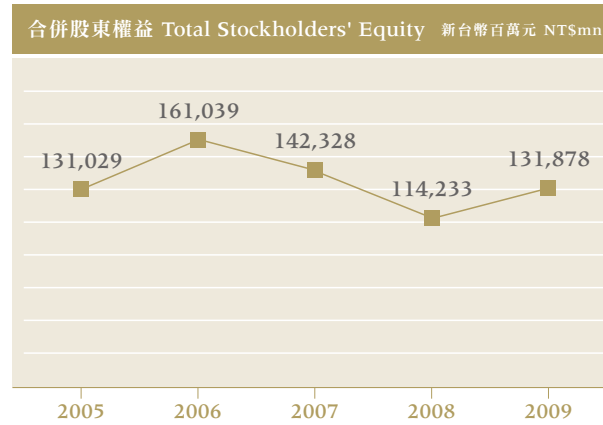
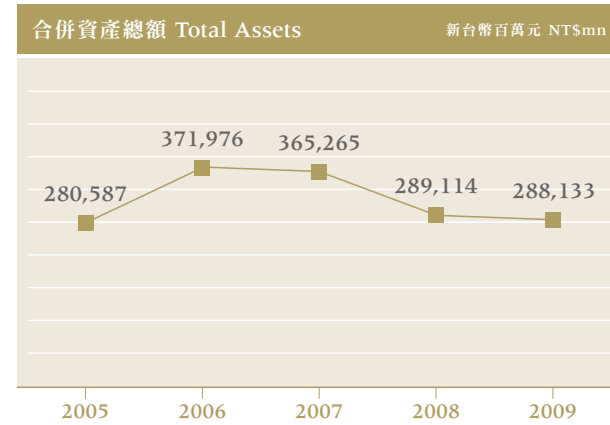


中華開發金控的服務軌跡就是一部台灣產業發展史  
CDFH keeps track of Taiwan's industrial development via its services

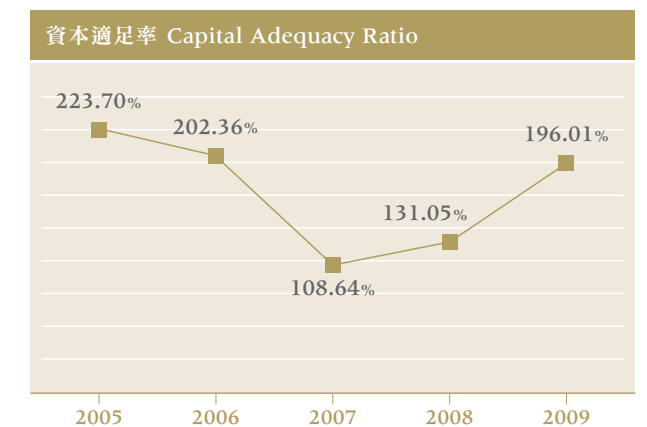
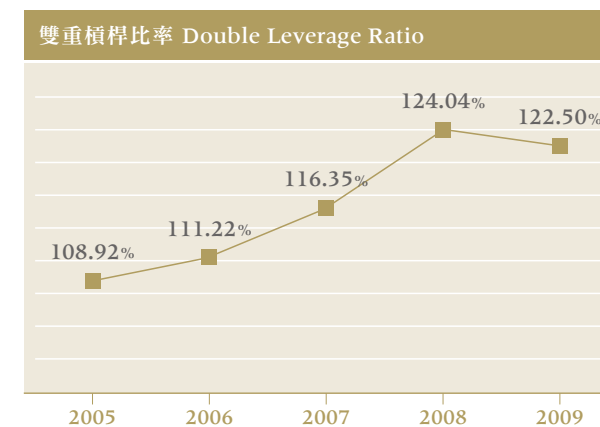


# 3.3 財務資訊 Financial Summary

## 金控及其子公司合併 Consolidated



## 其它資訊 Other Information



## 社會責任 Social Responsibility

4.1 工銀文教基金會 CDIB Education and Cultural Affairs Foundation

---

4.2 關心兒童的公益主軸  
Care for Children a Central Theme in Community Welfare

---

4.3 環保節能 Green Data Center

---

## 4.1 工銀文教基金會 CDIB Education and Cultural Affairs Foundation

秉持著「助人興業、創造價值」的企業經營宗旨，中華開發金控不僅自許是一流的投資銀行，亦將長期投資的精神發揮在日常的公益活動上，期盼也能成為協助社會向上提升的企業典範。1999年，由中華開發工銀捐贈成立財團法人中華開發工銀文教基金會，專注於教育、公益、人文關懷等慈善活動。有感於「教育是最有價值的投資」，中華開發金控以關心下一代、投資孩子的未來作為未來公益活動主軸，希望透過各種捐贈與實質協助學童健全成長與發展的活動，喚起各方關注，匯集各方的力量。

We at CDFH lead the way in Taiwanese business-society relations by means of investment in day-to-day community welfare activities. In doing so, we look beyond being a major investment bank to fulfill of our objective of 'assisting entrepreneurship and creating value for our customers.' In 1999, CDIB established the CDIB Education and Cultural Affairs Foundation, with a focus on education, social welfare, and charity. We believe that caring for children is the most worthwhile investment to make, and this remains a key theme in our community welfare projects. Through donations and activities that promote the development and healthy growth of our nation's children, we call upon all interested parties to share our concerns and contribute to the cause.



## 4.2 關心兒童的公益主軸 Care for Children a Central Theme in Community Welfare

### 我們班的小飛象

2009年，中華開發工銀文教基金會獲得教育部優良公益提案及補助，展開『我們班的小飛象：小天份大未來之築夢計畫』。本計畫旨在打破智育至上的迷思，目的為提供資源鼓勵課業低成就的孩子發展智育以外之優勢能力，特別是弱勢家庭及學習障礙的孩子為優先資助對象。

### Our Class Has Got Talent

Recognized and subsidized by the Ministry of Education in 2009, CDFH's program 'Our Class Has Got Talent: Help Every Child with a Dream to Find a Way' aims to dispel the view that academic achievement can be the only serious pursuit of our children, by funding programs to develop talent outside of the traditional school environment, especially for disadvantaged children or those with learning difficulties.





### 薪傳課輔

於 2007 年成立「薪傳 100 × 課輔 100」獎助計劃是為拉近城鄉教育資源的差距，降低弱勢學童的學習落差，獎助大學在學優秀清寒學子，投入弱勢或偏遠地區學童的課後輔導工作。

#### Heritage & Tutelage

The “Heritage 100 & Tutelage 100” scholarship and grant scheme was established in 2007 to bridge the education gap between cities and rural areas, offsetting the education shortfalls facing underprivileged students living in remote areas. The 100 scholarship recipients were encouraged to devote 100 hours of tutelage work to underprivileged junior students in remote areas.



### 營養 100 分

自 2006 年開始補助台東縣偏遠地區中小學營養午餐加菜金，希望為學童的飲食添加更多的鈣質營養。

#### Perfect Nutrition

We have subsidized both primary and secondary school lunches in Taitung County since 2006, in order to improve the quality of school lunches there.



### 愛心饅寶寶

自 2005 年開始，中華開發金控每年皆發起全體員工認購「愛心饅寶寶餐盒」，協助伊甸基金會永續經營「烘焙庇護工場」，鼓勵身心障礙的孩子靠自己的雙手工作。

#### Subscriptions for Dessert Boxes Prepared by “Sheltered Baking Workshop”

Since 2005, CDFH has organized regular staff subscriptions for dessert boxes prepared by “Sheltered Baking Workshop,” a charity operated by the Eden Social Welfare Foundation. The funds are used to support the ongoing operations of the sheltered workshop, where handicapped children are given an opportunity to expand their self-reliance capabilities.



#### 中華開發工銀文教基金會網站

Visit CDIB Education and Cultural Affairs Foundation at <http://www.cdibf.org/>

## 4.3 環保節能 Green Data Center

### 環保節能 打造金控業首座綠色機房

除了重視兒童的成長與發展，成立已近 50 年的中華開發長期以來亦持續地對環保節能、專才教育、弱勢族群及藝術文化等等領域付予高度關注，時而透過各種捐助或實際的投身參與來善盡企業公民的責任，回饋社會。其中，環保節能素為公司內部宣導及經營管理上的實踐重點。

鑑於全球暖化的現象日趨嚴重，中華開發金控在臺灣 IBM 公司全球資訊科技服務事業部的規劃與協助下，於 2008 年初打造國內金控業首座綠色機房。利用全新的機房空調設計與高效能的背冷式伺服器機櫃技術，更有效的解決機器設備散熱問題，大幅提升機櫃的利用率而降低對機房空間的使用需求，使平均耗電量較傳統機房省 40%~50%；同時成功的導入伺服器虛擬化技術，以減少伺服器購置數量，達到節約用電 30% 的效益。以每節省 1 度電 (1kw) 約可減少 0.625 公斤的二氧化碳排放來看，中華開發金控的綠色機房大幅強化我們的 IT 優勢與擴充性，更在實踐節能減碳、降低 IT 營運成本等方面樹立良好模範，徹底落實對珍愛地球與在地環境所應盡之責任與承諾。

我們深信，長期承諾投入社會公益，善盡企業公民責任，是健全的企業經營之本。未來我們將繼續積極投入公益，戮力幫助孩童，積極環保節能，以回饋社會，深耕台灣！



### Green Data Center – Displays CDFH's Environmental & Conservation Initiatives

In addition to our efforts to nurture our children's growth and educational development, CDFH has also been a keen proponent of such issues as environmental protection, energy conservation, professional education, minority welfare, and cultural development. We endeavor to fulfill our duties as corporate citizens by making donations and getting involved in related activities. In particular, environmental protection and energy conservation represent fundamental themes in our internal communications as well as operational practices.

In light of global warming, CDFH has resolved to become the first financial holding company in Taiwan to build a green data center – a project carried out in association with IBM's global IT service department. With improved air-conditioning and efficient passive cooling technologies, server racks at the new data center enjoy better heat dissipation, making power consumption 40-50% lower, on average, than before. Also, thanks to the introduction of virtualization, which has reduced the need for actual servers, IT equipment power consumption has been cut by about 30%. Based on a reduction of approximately 0.625kg of carbon dioxide discharge for every one kilowatt of electricity conserved, the new data center sets a new standard in energy conservation, significantly reducing both carbon emissions and IT costs, while allowing us to fulfill our responsibilities and commitments to protect the environment.

We are convinced that longstanding commitments to social welfare and the fulfillment of corporate citizens' duties are fundamental to the sound operation of any business entity. We will continue our active involvement in community welfare, dedicating our efforts to the causes of child development, environmental protection and energy conservation, as part of our wider commitment to the well being of society, of Taiwan, and of the planet.

## 服務據點 Service Outlets

---

### 中華開發金融控股公司 China Development Financial Holding Corporation

[www.cdibh.com](http://www.cdibh.com)

---

總公司  
Head office

10504 台北市南京東路五段 125 號  
125, Sec. 5, Nanjing East Rd., Taipei 10504, Taiwan, R.O.C.  
Tel: 02-2753-2201 Fax: 02-2753-2203

---



---

### 中華開發工業銀行 China Development Industrial Bank

[www.cdibank.com](http://www.cdibank.com)

---

總行  
Head office

10504 台北市南京東路五段 125 號  
125, Sec. 5, Nanjing East Rd., Taipei 10504, Taiwan, R.O.C.  
Tel: 02-2763-8800 Fax: 02-2766-0047

---

桃園分行  
Taoyuan branch

33045 桃園縣桃園市中正路 1071 號 1 樓之 2  
1F-2, 1071, Zhongzheng Rd., Taoyuan City, Taoyuan County, 33045  
Taiwan, R.O.C.  
Tel: 03-317-5868 Fax: 03-317-5556

---

台中分行  
Taichung branch

40758 台中市西屯區府會園道 169 號 7 樓  
7F, 169, Fuhuiyuandao, Xitun Dist., Taichung 40758, Taiwan, R.O.C.  
Tel: 04-2250-3888 Fax: 04-2250-3777

---

高雄分行  
Kaohsiung branch

80661 高雄市前鎮區中山二路 91 號 3 樓之 1-4  
3F-1~4, 91, Zhongshan 2nd Rd., Qianzhen Dist., Kaohsiung 80661,  
Taiwan, R.O.C.  
Tel: 07-331-9900 Fax: 07-332-1205

---



---

### 中華開發工銀轉投資事業 Investee enterprises of China Development Industrial Bank

[www.cdibh.com](http://www.cdibh.com)

---

開發科技顧問公司  
China Venture Management, Inc.

10504 台北市南京東路五段 125 號 12 樓  
12F, 125, Sec. 5, Nanjing East Rd., Taipei 10504, Taiwan, R.O.C.  
Tel: 02-2767-3668 Fax: 02-2767-7008

中亞創業投資公司  
R.O.C. Strategic Company, Ltd.

中瑞創業投資公司  
CDIB Strategic Venture Fund, Ltd.

---

中華開發工銀科技顧問公司  
CDIB Equity Inc.

10504 台北市南京東路五段 125 號 11 樓  
11F, 125, Sec. 5, Nanjing East Rd., Taipei 10504, Taiwan, R.O.C.  
Tel: 02-2763-8800 Fax: 02-2756-4100

中華開發知識經濟創業投資公司  
CDIB Knowledge-based Economy  
Capital Co., Ltd.

---

中華開發資產管理公司  
China Development  
Asset Management Corporation

10504 台北市南京東路五段 125 號 7 樓  
7F, 125, Sec. 5, Nanjing East Rd., Taipei 10504, Taiwan, R.O.C.  
Tel: 02-2756-8968 Fax: 02-2756-8977

---

華開租賃公司  
CDC Finance & Leasing  
Corporation

10504 台北市南京東路五段 125 號 3 樓  
3F, 125, Sec. 5, Nanjing East Rd., Taipei 10504, Taiwan, R.O.C.  
Tel: 02-2761-1758 Fax: 02-2747-3138

---



---

### 海外創投子公司聯合辦事處 Joint office of overseas venture capital subsidiaries

---

美國加州  
CA, USA

2400, Sand Hill Road, Suite 100, Menlo Park, CA 94025, USA  
Tel: +1-650-234-7800 Fax: +1-650-234-8431

---

韓國首爾  
Seoul, Korea

7F, ASEM Tower, 159-1 Samsung-dong Gangnam-gu, Seoul, Korea  
Tel: +82-2-6001-5200 Fax: +82-2-6001-5240

---

香港  
Hong Kong

香港中環花園道三號中國工商銀行大廈七樓  
ICBC Tower, 7F, 3 Garden Rd., Central, Hong Kong  
Tel: +852-2231-8600 Fax: +852-2231-8601

## 服務據點 Service Outlets

### 大華證券股份有限公司 Grand Cathay Securities Corporation

[www.grandcathay.com](http://www.grandcathay.com)  
交易網站 trading site: [www.toptrade.com.tw](http://www.toptrade.com.tw)

台北總公司 Taipei Head Office	10044 台北市重慶南路一段2號14樓 14F, 2, Sec. 1, Chongqing S. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2314-8800 Fax: 02-2314-2206
經紀業務管理部 Brokerage Administration Department	10044 台北市重慶南路一段2號15樓 15F, 2, Sec. 1, Chongqing S. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2314-8800 Fax: 02-2388-8190
經紀部 Brokerage Department	10047 台北市許昌街17號3樓 3F, 17, Syuchang St., Taipei 10047, Taiwan, R.O.C. Tel: 02-2383-1111 Fax: 02-2311-6096
法人部 Institutional Sales Department	10047 台北市許昌街17號3樓 3F, 17, Syuchang St., Taipei 10047, Taiwan, R.O.C. Tel: 02-2383-1111 Fax: 02-2311-6085
承銷部 Capital Markets Department	10044 台北市重慶南路一段2號12樓 12F, 2, Sec. 1, Chongqing S. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2314-8800 Fax: 02-2314-2000
股務代理部 Register & Transfer Agency Department	10044 台北市重慶南路一段2號5樓 5F, 2, Sec. 1, Chongqing S. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2314-8800 Fax: 02-2389-1878
新金融商品部 Derivatives Department	10044 台北市重慶南路一段2號13樓 13F, 2, Sec. 1, Chongqing S. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2314-8800 Fax: 02-2381-9568
財富管理部 Wealth Management Department	11072 台北市忠孝東路四段563號7樓 7F, 563, Sec. 4, Zhongxiao E. Rd., Taipei 11072, Taiwan, R.O.C. Tel: 02-2745-6678 Fax: 02-2745-6864
債券部 Fixed Income Department	10044 台北市重慶南路一段2號13樓 13F, 2, Sec. 1, Chongqing S. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2314-8800 Fax: 02-2388-5419

民權分公司 Mingchuan branch	10476 台北市復興北路420號4樓 4F, 420, Fusing N. Rd., Taipei 10476, Taiwan, R.O.C. Tel: 02-2504-3388 Fax: 02-2509-8040
天母分公司 Tianmu branch	11157 台北市中山北路七段18號4樓之3 4F-3, 18, Sec.7, Zhongshan N. Rd., Taipei 11152, Taiwan, R.O.C. Tel: 02-2872-8787 Fax: 02-2872-0790
忠孝分公司 Zhongxiao branch	11072 台北市忠孝東路四段563號7樓 7F, 563, Sec. 4, Zhongxiao E. Rd., Taipei 11072, Taiwan, R.O.C. Tel: 02-2745-6888 Fax: 02-2745-6949
館前分公司 Guanqian branch	10047 台北市館前路49號6樓 6F, 49, Guanqian Rd., Taipei 10047, Taiwan, R.O.C. Tel: 02-2349-1888 Fax: 02-2349-1977
南京分公司 Nanjing branch	10487 台北市南京東路三段101號3樓 3F, 101, Sec. 3, Nanjing E. Rd., Taipei 10487, Taiwan, R.O.C. Tel: 02-2512-2288 Fax: 02-2504-5566
中和分公司 Zhonghe branch	23575 台北縣中和市中和路232號3樓 3F, 232, Zhonghe Rd., Zhonghe City, Taipei County 23575, Taiwan, R.O.C. Tel: 02-2246-8666 Fax: 02-2246-8588
板橋分公司 Banqiao branch	22063 台北縣板橋市四川路一段107號2樓 2F, 107, Sec. 1, Sihchuan Rd., Banqiao City, Taipei County 22063, Taiwan, R.O.C. Tel: 02-8951-6688 Fax: 02-8951-6695
三重分公司 Sanchong branch	24147 台北縣三重市重新路二段1號6樓 6F, 1, Sec. 2, Chongsin Rd., Sanchong City, Taipei County, 24147, Taiwan, R.O.C. Tel: 02-2981-1000 Fax: 02-2983-0019
蘆洲分公司 Luzhou branch	24751 台北縣蘆洲市成功路134號3、4樓 3-4F, 134, Chenggong Rd., Luzhou City, Taipei County 24751, Taiwan, R.O.C. Tel: 02-8285-9988 Fax: 02-8285-9977
五股分公司 Wugu branch	24873 台北縣五股鄉中興路四段40號1樓 1F, 40, Sec. 4, Jhongsing Rd., Wugu Township, Taipei County, 24873, Taiwan, R.O.C. Tel: 02-8295-0066 Fax: 02-2293-0091



## 服務據點 Service Outlets

三峽分公司 Sanxia branch	23741 台北縣三峽鎮文化路 59 號 3 樓之 1 3F-1, 59, Wunhua Rd., Sanxia Township, Taipei County 23741, Taiwan, R.O.C. Tel: 02-2672-9988 Fax: 02-2672-8362
土城分公司 Tucheng branch	23643 台北縣土城市金城路三段 182 號 182, Sec. 3, Jincheng Rd., Tucheng City, Taipei County 23643, Taiwan, R.O.C. Tel: 02-8262-6998 Fax: 02-8262-7066
新莊分公司 Xinzhuang branch	24249 台北縣新莊市中華路二段 5 號 3 樓 3F, 5, Sec. 2, Jhonghua Rd., Xinzhuang City, Taipei County 24249, Taiwan, R.O.C. Tel: 02-8991-9999 Fax: 02-8994-2998
桃園分公司 Taoyuan branch	33042 桃園市民族路 79 號 1 樓 1F, 79, Minzu Rd., Taoyuan City, Taoyuan County 33042, Taiwan, R.O.C. Tel: 03-331-9999 Fax: 03-333-7878
八德分公司 Bade branch	33445 桃園縣八德市介壽路二段 137 號 3 樓 3F, 137, Sec. 2, Jieshou Rd., Bade City, Taoyuan County 33445, Taiwan, R.O.C. Tel: 03-377-9688 Fax: 03-376-5579
新竹分公司 Hsinchu branch	30043 新竹市民生路 128 號 3 樓 3F, 128, Minsheng Rd., Hsinchu 30043, Taiwan, R.O.C. Tel: 03-531-9899 Fax: 03-531-7499
台中分公司 Taichung branch	40458 台中市北區大雅路 58 號 6 樓 6F, 58, Daya Rd., North District, Taichung 40458, Taiwan, R.O.C. Tel: 04-2201-9999 Fax: 04-2206-3668
彰化分公司 Changhua branch	50065 彰化市中山路二段 353 號 1、2 樓 1-2F, 353, Sec. 2, Jhongshan Rd., Changhua City, Changhua County 50065, Taiwan, R.O.C. Tel: 04-726-6565 Fax: 04-728-8555
台南分公司 Tainan branch	70155 台南市中華東路二段 201 號 1、2 樓 1-2F, 201, Sec. 2, Jhonghua E. Rd., East District, Tainan 70155, Taiwan, R.O.C. Tel: 06-269-8899 Fax: 06-269-9933
高雄分公司 Kaohsiung branch	80652 高雄市前鎮區一心二路 21 號 3 樓 3F, 21, Yisin 2nd Rd., Cianjhen District, Kaohsiung 80652, Taiwan, R.O.C. Tel: 07-336-1111 Fax: 07-336-1906

三民分公司 Sanmin branch	80778 高雄市三民區建工路 445 號 445, Jiangong Rd., Sanmin District, Kaohsiung 80778, Taiwan, R.O.C. Tel: 07-395-3534 Fax: 07-395-2990
台東分公司 Taitung branch	95044 台東市大同路 183 號 183, Datong Rd., Taitung city, Taitung County 95044, Taiwan, R.O.C. Tel: 089-353-345 Fax: 089-350-694

## 大華證券轉投資事業 Investee enterprises of Grand Cathay Securities Corporation

大華期貨(股)公司 Grand Cathay Futures Corporation	10044 台北市忠孝西路一段 100 號 13 樓 13F, 100, Sec. 1, Zhongxiao W. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2389-1888 Fax: 02-2388-5300
大華證券投資顧問(股)公司 Grand Cathay Investment Services Corporation	10044 台北市忠孝西路一段 102 號 14 樓 14F, 102, Sec. 1, Zhongxiao W. Rd., Taipei 10044, Taiwan, R.O.C. Tel: 02-2311-4008 Fax: 02-2389-8184
大華控股有限公司 Grand Cathay Holding Limited (Incorporated in Cayman Islands)	P.O. Box 309, Uglan House, South Church Street, George Town, Grand Cayman, Cayman Islands
大華證券(香港)有限公司 Grand Cathay Securities (Hong Kong) Limited	香港中環花園道三號中國工商銀行大廈 7 樓 705-706 室 Rm. 705-706, 7/F ICBC Tower, Citibank Plaza, 3 Garden Rd., Central, Hong Kong Tel: 852-2521-2982 Fax: 852-2521-0085
大華資本(香港)有限公司 Grand Cathay Capital (Hong Kong) Limited	香港中環花園道三號中國工商銀行大廈 7 樓 705-706 室 Rm. 705-706, 7/F, ICBC Tower, Citibank Plaza, 3 Garden Rd., Central, Hong Kong Tel: 852-2521-2982 Fax: 852-2521-0085
大華證券(香港)有限公司上海代表處 Grand Cathay Securities (Hong Kong) Limited- Shanghai Representative Office	中國上海市靜安區南京西路 1601 號越洋國際廣場 1507 室及 1508 室 Room 1507-1508, Park Place, No.1601 West Nanjing Road, Jingan District, Shanghai, PRC200040 Tel: 8621-5208-2070 Fax: 8621-5208-2077

[www.cdibh.com](http://www.cdibh.com)

