



2010



经营者的话



中华开发自 1959 年成立以来，一直配合政府经建政策，积极扮演前瞻性与开创性之角色，针对各阶段政府所主导的战略性产业，主动提供投资与融资服务，对促进台湾繁荣与产业发展有著深厚之贡献。在历经转型为金控、并纳入子公司後，本公司现已拥有直接投资、公司金融、固定收益、权益证券、投资银行及财富管理全方位的整合性金融服务。与台湾其他以消费金融或保险业务为主的金控相比，本公司诚然具有相当之独特性。

回顾 2010 年，在各国政府维持宽松货币战略与大规模振兴经济方案之下，全球经济展现稳健复苏步调。本公司在全体同仁积极努力下，整体获利亦持续成长。总开发工银与大华证券两家子公司之营运结果，本公司 2010 年度税後净利为新台币 85.54 亿元；每股税後盈餘 (EPS) 为新台币 0.8 元，总资产报酬率及股东权益报酬率则分别是 5.68% 与 6.56%。

至於各项主要业务之表现，直接投资业务受惠於海内外股市稳健走扬，以及海外布局逐步进入收割期，投资评价及处分利益增加，整体投资绩效有效提升；公司金融业务则持续强化放款品质结构及增加资金来源多样性，有助於低利环境下维持放款利差，加上手续费收益贡献及有效处理不良资产，营运绩效维持稳健成长；固定收益及权益证券业务则受惠台股指数上扬带动市场热络交易及把握国际利率及汇率走势，同时透过跨部门合作机制，推动财务行销业务，稳定挹注财务操作收益。

展望 2011 年，通膨风险仍是首要课题；如何维持经济成长并控制通膨在适当水准为各国政府施政重心，另外，区域政经发展的稳定度、美国就业市场状况，以及日本灾害重建亦是观察重点。整体而言，预估欧美景气复苏走势应可延续，而新兴经济体仍将是全球成长的重要支撑。台湾经济方面，受惠於全球景气稳步走升，出口动能应可维持稳健表现；另外在 ECFA 正式生效後，两岸经贸交流可望进一步增温，除了有利於整体产业发展，并可带动内需市场动能。虽然房价走扬不利於物价，不过在利率及汇率等战略调配下，通膨风险可望有效控制。预计 2011 年之台湾经济，将呈内外皆温的稳健格局。这些海内外经济、产业环境之变化，都将影响本公司之营运发展。

金控整体发展策略上，将以「西进大陆」、「拓展投资银行业务」与「提高海外投资比重」为努力目标。

在金控整体发展策略上，将以「西进大陆」、「拓展投资银行业务」与「提高海外投资比重」为努力目标。直接投资业务将积极发展投资管理业务、透过向国际投资者募集资金以扩大资产管理规模，创造多元化的投资收益；并聚焦对大中华市场之布局，掌握中国内需市场所带动的高成长投资机会，建立大陆地区投资的优势地位。公司金融业务除持续深耕优质客户、强化合作销售商机外，同时藉由申设香港分行，加强对两岸三地客户服务，与致力提升银团贷款市场地位；固定收益业务预计建置海外交易平台、强化交易团队素质及风险管理，增加业务与产品的广度与深度，以持续提升获利动能；权益证券业务则将增强交易获利能力，以及交易系统之稳定与效率，以掌握获利契机；投资银行及财富管理业务将布局大陆，整合两岸三地承销及财务顾问业务，除强化跨业合作以扩大业务规模外，并将持续加强风险控管、提高手续费收入比重。

面对外在环境变化，中华信用评级公司於 2010 年 11 月仍确认本公司之长、短期评等维持在「twAA-」与「twA-1+」。该评等反映本公司强健的资本水准、在台湾私募股权与风险投资市场中的领导地位，以及良好的流动性与财务结构。此外，中华信用评级公司亦肯定本公司在未来两年应能维持核心获利能力及保持强健之资本水平，故将评等展望由「负向」调升为「稳定」。

在全球景气温和上扬趋势下，加以两岸经贸交流更趋热络，对以直接投资、公司金融、固定收益、权益证券、投资银行及财富管理为主要业务之本公司而言，稳健的金融环境将有助於提升长期获利动能。本公司系以产业金融为主的金融控股公司，以子公司开发工银在直接投资的长期经验与稳健绩效，与大华证券在投资银行的亮丽表现，定能发挥优势、再创佳绩。

董事长 陈木在

总经理 童兆勤

Words from Management

Since its founding in 1959, China Development Financial Holdings (CDFH) has worked in close cooperation with Taiwan's governments and played a key strategic and visionary role in the various stages of the country's economic development. Over the years, having been proactive in investing in and providing financial services to key industries, CDFH is proud to say that it has made an enormous contribution 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 spanning direct investment, corporate banking, fixed income, currency and commodities (FICC), equities, investment banking and wealth management. It is this highly comprehensive service platform that makes CDFH stand out among Taiwan's financial holding companies, most of which are focused on consumer banking or insurance.

Under the steady recovery of the global economy in 2010, driven by loose monetary policy and massive stimulus packages, CDFH posted another year of earnings growth in 2010. Consolidating the operating results of major subsidiaries China Development Industrial Bank (CDIB) and Grand Cathay Securities Corporation (GCSC), net earnings were NT\$8,554 mn in 2010, or NT\$0.80 per share, yielding a ROA of 5.68% and ROE of 6.56%.

CDFH's operations continued to perform strongly across the board last year. Principal investments yielded decent gains as the Taiwan stock market turned in a solid rebound. Overseas investments also grew. The corporate banking business maintained its spread amid low interest rates, thanks to a much-enhanced loan portfolio and more diversified funding sources. The corporate banking also sustained decent growth on the back of fee income and the effective disposal of toxic assets. FICC and equities operations benefited from increased stock market turnover as the Taix rose steadily. These businesses also capitalized on international interest rates and forex trends and effectively promoted financial marketing, which generated steady income on strong intra-division cooperation.

We believe inflation risk remains the key issue for 2011, with governments around the world striving to achieve economic growth on the one hand while containing inflation pressure on the other. Other important themes we are monitoring closely are regional political and economic stability, the US job market and post-earthquake reconstruction in Japan. We expect the US and EU economic recovery will continue through 2011, while emerging economies will buttress the recovery worldwide. In Taiwan, the export sector is on a steady growth track amid a global demand upturn, while cross-strait rapprochement post-ECFA is boosting industrial development and domestic demand. Despite the unfavorable surge in real estate prices, inflation risk is likely to be brought under control by targeted interest rate and forex policies. We are confident Taiwan's economy will expand steadily this year and we are ready at a moment's notice to adapt our business in accordance with the changing demands of the economy and its various industrial segments, both at home and abroad.

For CDFH as a whole, our strategy for 2011 is to deploy in China, expand the investment banking business and increase overseas investments.

For CDFH as a whole, our strategy for 2011 is to deploy in China, expand the investment banking business and increase overseas investments. Specifically, our principal investment division will develop investment management, seek international capital for increased assets under management, and diversify income sources. It will also focus on the Greater China market so as to tap into robust demand and rapid economic growth in the region, where it will endeavor to create an early-mover advantage. In corporate banking, we will seek to develop closer ties with our top-tier clients, maximize cross-selling synergies and establish a Hong Kong branch with a view to building an integrated business platform in Greater China. We will in addition strive to entrench our presence in the syndicated loan market. As regards the FICC business, we plan to establish an overseas trading platform, improve our trader team, bolster risk controls and increase the width and depth of our products. These improvements will boost earnings growth. In the equities division, CDFH is confident it can grow trading profitability, increase stability and enhance operational efficiency, thereby improving risk-adjusted earnings. We will also extend the reach of our investment banking and wealth management interests into China and integrate our underwriting and financial advisory operations in Greater China. These changes will lead to enhanced collaboration across operations, in addition to strengthening risk controls and increasing exposure to fee income.

Despite external volatility, last November Taiwan Ratings reaffirmed CDFH's long-term rating of twAA- and short-term rating of twA-1+. This affirmation reflects solid capital adequacy, a leading presence in Taiwan's private equity and venture capital markets and strong liquidity and financial structure. Moreover, Taiwan Ratings upgraded CDFH's rating outlook to 'Stable' from 'Negative' on sound prospects for core earnings growth and sustainable capital strength for the coming two-year period.

With the global economy reviving and Taiwan forging closer economic ties with the economic powerhouse that is China, at CDFH we continue to enhance our main strengths in principal investment, corporate finance, FICC, equities, investment banking and wealth management. We firmly believe that our emphasis on industrial finance, supported by CDIB's unparalleled track record in principal investment and GCSC's impressive performance in investment banking, will continue to yield strong, growth-oriented results for years to come.

Chairman **Mu-Tsai Chen**

President & CEO **Chao-Chin Tung**





中華開發金控

CHINA DEVELOPMENT FINANCIAL HOLDINGS

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

中华开发金控简介 China Development Financial Holdings

子公司架构 Organization Chart



中华开发金控

中华开发金控是台湾唯一以产业金融为主的金融控股公司，于 2001 年由子公司中华开发工银以股份转换方式成立，旗下两大子公司为中华开发工业银行和大华证券，长期在台湾投资银行业务及资本市场居领导地位。

目前，中华开发金控拥有直接投资（即风险投资与股权投资基金）、公司金融、固定收益、权益证券、投资银行与财富管理等全方位的整合性金融服务，其中尤以直接投资业务稳居台湾市场龙头，拥有 30% 的市场份额，相比其它以个人金融或保险业务为主的金控相比，具有明显的特色优势。

半个世纪以来，中华开发金控不仅建构绵密的产业网络，亦在台湾整体产业发展过程中扮演重要推手作用，除了拥有深耕 50 余年的产业投资经验外，所投资的客户多已成功将营运触角以台湾为核心，逐步扩展至大中华地区，进而延伸至全球各大主要市场。展望未来，除了秉持「根植本土、台湾第一」的理念外，将更积极布建大中华网络，以迈向国际一流金融机构为目标。

截至 2010 年底，净值为新台币 1,295 亿元，资产总额为 1,560 亿元。

CDFH—A Brief Introduction

China Development Financing Holdings (CDFH) was established in 2001 via a share swap managed by China Development Industrial Bank (CDIB). CDFH is the only financial holding company in Taiwan focused on corporate and investment banking. It is also the leading enterprise operating in Taiwan's capital market.

With key subsidiaries CDIB and Grand Cathay Securities Corporation (GCSC), CDFH mainly operates in the direct investment, corporate banking, fixed income, currency and commodities (FICC), equities, investment banking and wealth management businesses. CDFH's direct investment business is the largest in Taiwan, where it has a market share of 30%. With most local financial holding companies focused on consumer banking or insurance, CDFH stands out in an overcrowded financial market.

Over the past half century, the Company has established a close-knit network in key industries and played an important strategic role in the various stages of economic growth of the country. In more recent years, corporate clients in which CDFH has invested have been extending their reach into the burgeoning market of China as well as other key markets worldwide. Going forward, while prioritizing the Taiwan market, CDFH will continue to deploy more extensively across Greater China in a bid to become a first-tier financial institution of truly global scope.

As of end-2010, CDFH's net worth was NT\$129.5bn and total assets were NT\$156bn (on a non-consolidated basis).

中华开发工业银行 China Development Industrial Bank

中华开发工业银行

子公司中华开发工银的前身为中华开发信托股份有限公司，为台湾首家民营的开发性金融机构。1959年成立时系由行政院经济安定委员会与世界银行合作推动，结合民间力量所共同创立，并于1999年改制为工业银行。成立50多年来，一直以「直接投资」与「企业融资」为主要业务，海内外投资及服务之客户涵盖百馀种产业，在台湾风险投资市场占有举足轻重的角色。

中华开发工银长期配合政府经建政策，走在台湾经济发展的前端，不仅对促进台湾经济与产业发展有相当帮助，也在台湾的投资银行中扮演著前瞻与开创性之角色。观察本行投资与授信组合的变化，即可充分了解台湾产业结构的升级过程，由五、六十年代对传统纺织与石化业的融资；到七十年代积极转向电子业、个人计算机业、半导体业、电信业与生物技术等高科技产业之投资，投资历程俨然是一部台湾产业经济发展史。

截至2010年底，净值总额为新台幣1,311亿元，资产总额达2,790亿元。

China Development Industrial Bank

CDIB (formerly China Development Corporation) was established in 1959 through the coordinated efforts of the Economic Stabilization Committee of the Executive Yuan, the World Bank and private funding. It was the first private development-oriented financial institution in Taiwan. In 1999, it became an industrial bank. In its 50 years of existence, CDIB has remained dedicated to the direct investment and corporate banking businesses. Both domestically and abroad, CDIB has extended its investment coverage and services to over 100 industries, and it continues to play a critical role in Taiwan's venture capital market.

CDIB has long worked in close partnership with Taiwan's governments and has been a crucial participant in the nation's economic growth over the years. As a pioneer among local investment banks, CDIB has made significant contribution to the development of Taiwan as a dynamic, modern industrialized economy. From a historical perspective, its investment and credit portfolios neatly reflect the development of industry in Taiwan over decades past, from its financing of the textiles and petrochemicals industries in the 1950s and 1960s to investments in the high-tech, PC, semiconductor, telecommunications and biotech sectors since the 1970s.

As of end-2010, CDIB's net worth was NT\$131.1bn and total assets were NT\$279bn (on a non-consolidated basis).

大华证券 Grand Cathay Securities Corporation

大华证券

子公司大华证券於1988年正式营业。为结合经纪、自营、承销、债券、股务代理及新金融商品等各项证券业务的综合证券商，除为客户提供各类企业及财富管理服务等外，更藉由各类高素质专业人才及业务资源之综效整合，为客户提供高附加价值整体服务。

创立20年来，在承销、债券等业务上服务客户数以百计，所展现的服务质量更让多项业务长居於业界领导地位，如：在辅导及承销业务上，截至2010年，大华证券已累计服务超过200家企业；而在债券市场，大华证券继1998至2001连续被IFR评选为台湾年度最佳债券商後；2002至2004再获Asiamoney杂志选为台湾最佳债券商；2006及2007年亦分别获Asiamoney、Finance Asia及The Asset评选为台湾最佳债券商及2008年与2009年Asiamoney评选之台湾最佳债券商。来自国际专业财经杂志的肯定，显示大华证券在承销及债券业务上的多年的耕耘及努力，早已在台湾证券公司中脱颖而出，跃升国际水平。

为因应金融服务业全球化、集团化之发展趋势，及快速发展的信息科技，大华证券将持续本著「专业、诚信、创新」之经营理念，以深耕客户关系与满足客户需求为目标，扮演好「金融价值的创造者」的角色，针对投资大众提供「一站式服务」的整合性投资平台，使各类投资人均可享受便利、多元化以及量身订作的产品与服务，并透过收购、新设、M&A与战略联盟等方式，发展以投资银行、债券、金融创新为主的金融版图，成为大中华区专业证券商。

截至2010年底，净值为新台幣208亿元，资产总额达521亿元。

Grand Cathay Securities Corporation

GCSC began operations in 1988, with divisions spanning the brokerage, proprietary trading, underwriting, fixed income, registry and transfer and derivatives businesses. In addition to offering a wide variety of corporate and individual wealth management services, GCSC has been able to continually upgrade its services thanks to the synergies generated by the integration of its professional talent and various business units.

Since its establishment, GCSC has served hundreds of clients and outperformed peers in both the equity underwriting and fixed income businesses. In recognition of its achievements, for example having lead-managed the listing of over 200 companies as of 2010, GCSC was named 'Bond House of the Year' by IFR every year from 1998 through 2001. GCSC went on to win top spot in Asiamoney's 'Best Bond House in Taiwan' category in 2002-04 and again in 2006-09. In 2006 and 2007, it won top honors in the same award category of FinanceAsia and The Asset magazines. International recognition and accolades of this kind are testament to GCSC's unparalleled expertise in the Equities Capital Market (ECM) and Debt Capital Market (DCM).

In order to keep abreast of globalization and the consolidation of Taiwan's financial sector, as well as rapid advancements in information technology, GCSC serves as a 'one-stop shopping' center for investors through its integrated investment platform. Providing state-of-the-art, value-added investment products and services is part of GCSC's corporate philosophy of professionalism, integrity and innovation. This approach to business allows GCSC to deepen its relations with clients and meet all their diverse, individual and customized needs. As regards business expansion, GCSC has mapped out a bold strategy to broaden the scope of its financial business and to become a ranked, integrated securities firm in Greater China through new ventures, M&A and strategic alliances. Areas of particular interest are investment banking, fixed income and derivatives.

As of end-2010, GCSC's net worth was NT\$20.8bn and total assets were NT\$52.1bn (on a non-consolidated basis).



专业服务 Our Expertise

2.1 直接投资 Principal Investment

2.2 公司金融 Corporate Banking

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

2.4 权益证券 Global Equities

2.5 投资银行 Investment Banking

2.6 财富管理 Wealth Management

2.7 人力资源 Employees

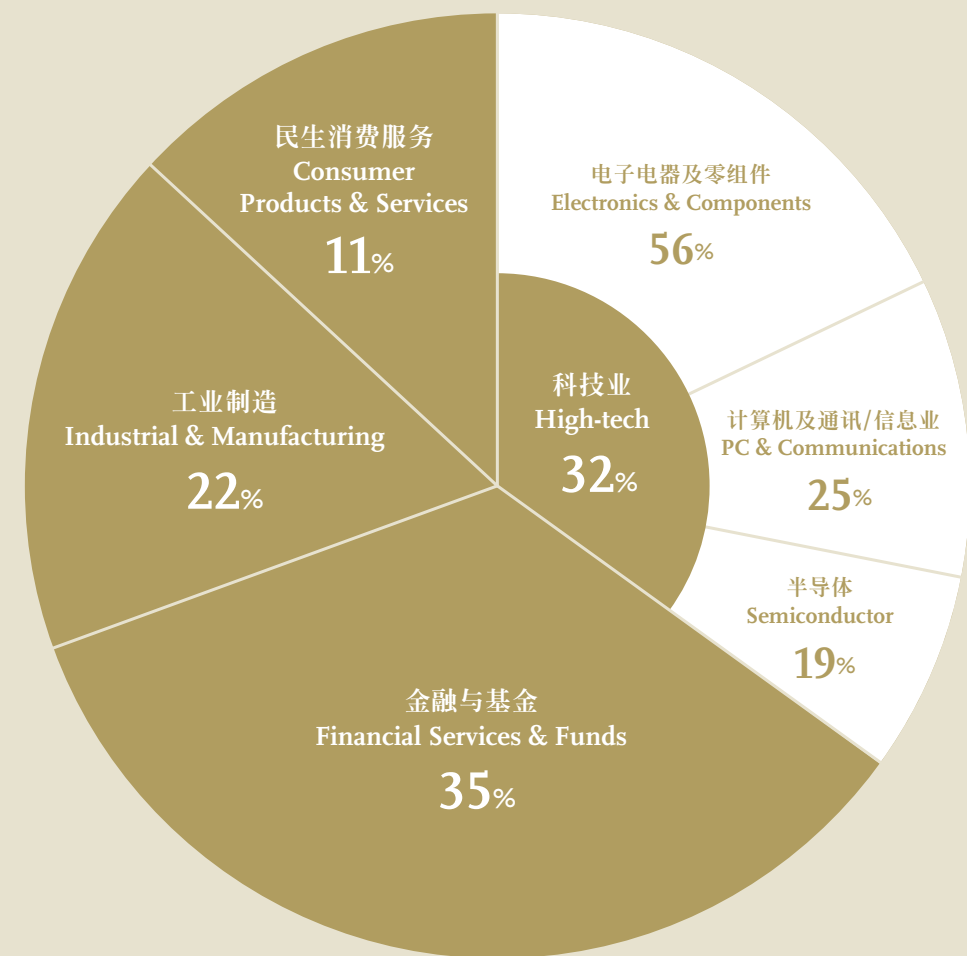
2.8 调查研究 Research & Analysis

2.9 风险管理 Risk Management

直接投资 Principal Investment

中华开发工银直接投资之投资余额产业分布情形 CDIB's Principal Investment Portfolio Mix by Industry

资料日期 Data as of 2010.12.31



根植台湾、放眼大中华

半个世纪以来，中华开发投资与服务的轨迹就是一部完整的台湾产业发展史。

中华开发金控为台湾直接投资业务的市场领航者，长达 50 余年丰富的投资经验，不仅建构绵密的产业网络，亦在台湾整体产业发展过程中扮演重要的推手，半个世纪以来，中华开发投资与服务的轨迹就是一部完整的台湾产业发展史。中华开发金控除秉持著「根植本土、台湾第一」的理念外，将更积极布建大中华网络，朝国际一流金融机构目标迈进。

这支超过百位菁英所组成的专业投资团队，拥有丰富的产业投资经验，长期累积的产业知识与人脉关系，使中华开发金控对产业发展趋势有深入了解，利于掌握具未来性及竞争力的产业发展契机，所投资的企业多已成功地将营运触角以台湾为核心，逐步扩展至大中华地区，进而延伸至全球各大主要市场。

旗下开发工银及其 100% 持有子公司所拥有的投资组合约 350 家公司，管理资产逾 24 亿美元。

Rooted in Taiwan, expanding overseas

The path that its investment services has taken through the years mirrors the development history of industrial Taiwan.

CDFH is the leading direct investment institution in Taiwan. With more than 50 years of experience in industrial investment, the Company has established a close-knit network that spans various business sectors. Over past decades, CDFH has played a pivotal role in shaping the various stages of the industrial development of the country. The path that its investment services has taken through the years mirrors the development history of industrial Taiwan. Today, while the Taiwan market remains the cornerstone of CDFH's business, the Company is also proactive in expanding operations overseas.

CDFH's investment team comprises of more than 100 professionals. Drawing on a vast reservoir of experience, know-how and investment expertise, and supported by an elite force of dedicated employees, CDFH's understanding of industrial development and related investments is unsurpassed among its peers. The Company has proven its ability to pinpoint sectors with strong growth potential and competitiveness. Most of its corporate clients, while based in Taiwan, are, through CDFH, increasing their global presence by way of the Greater China gateway.

CDIB and its 100%-owned subsidiaries combined have an investment portfolio comprising some 350 companies, for assets over US\$2.40bn under management.

直接投资

战略结盟、全球布局

为跻身国际一流金融机构之列，开发工银透过旗下子公司「开发资本国际股份有限公司」积极布建国际的服务网络，现已分别於香港、韩国首尔及美国旧金山等地设立据点，未来将持续在具业务发展潜力之地区增设据点，以深耕当地市场，建构更大之产业网络。

为能创造更多的投资机会，「开发资本国际股份有限公司」与全球最具专业及知名的投资银行、金融服务机构建立战略结盟关系。目前合作夥伴遍及亚洲、美国及欧洲等地区，包含 Carlyle、Goldman Sachs、KKR 和 Thomas H Lee 等国际知名金融机构，透过这些国际交流，不仅让本金控掌握更多跨国且质优的投资机会，亦能实践协助台商拓展国际市场的服务宗旨。

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与国际世界知名投资机构保持密切合作关系，将更积极扩展全球投资业务版图。

在同仁的努力下，截至 2010 年底已於全球投资 29 支绩效首选的股权投资基金，承诺投资金额达 4.59 亿美元；此外，亦积极参与国际一流基金之共同投资机会，投资金额达 1.91 亿美元。展望未来，中华开发金控将持续与世界知名投资机构保持密切合作关系，更积极扩展全球投资业务版图。

Principal Investment

Alliances & investments around the world

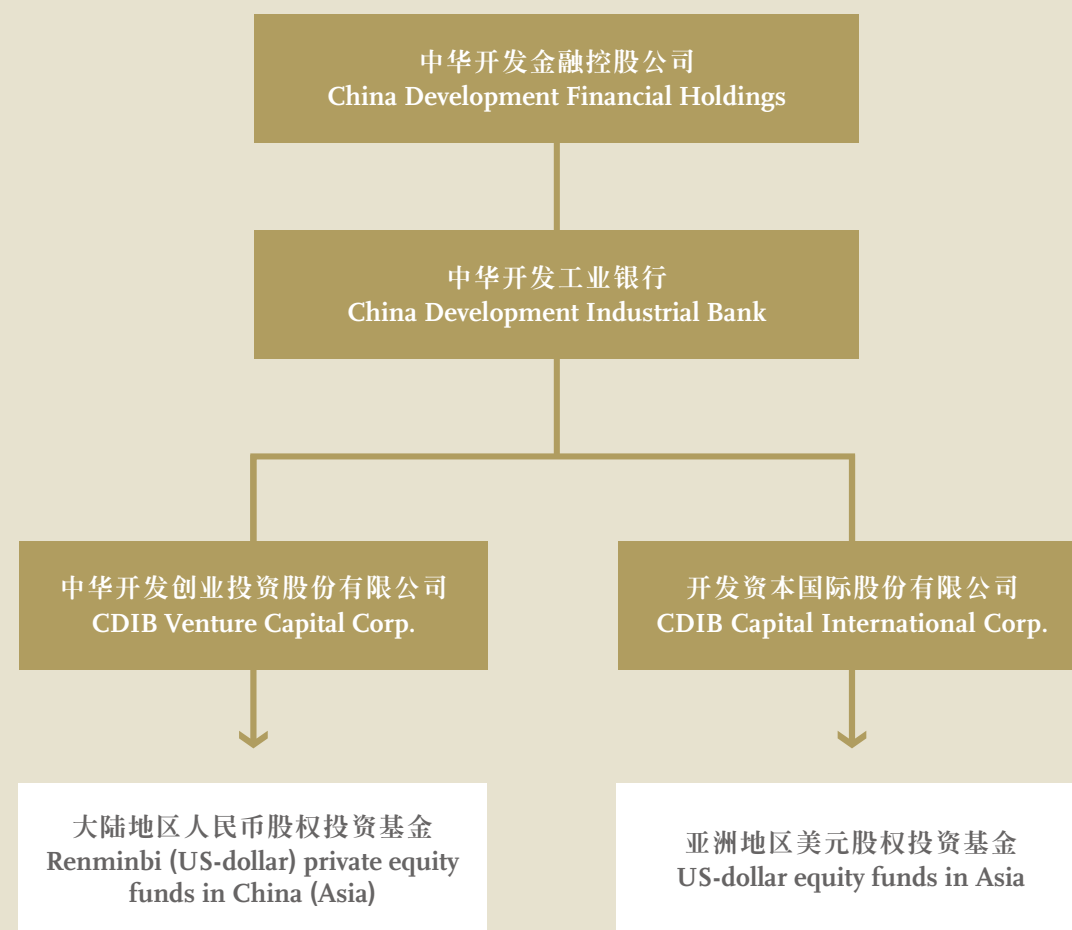
In an effort to enter the ranks of the world's leading financial institutions, CDIB has established an international service network via its subsidiary CDIB Capital International Corporation and set up offices in Hong Kong, Seoul (South Korea) and San Francisco (US). CDIB also plans to expand into markets where it can tap local business opportunities and enhance its presence in local industry.

In addition to continually creating investment opportunities, CDIB Capital International Corporation has allied with key partners across Asia, the US and Europe, including Carlyle Group, Goldman Sachs, KKR and Thomas H. Lee, among other distinguished international financial institutions. These international exchanges have enabled CDIB to achieve its aim of facilitating the entry of Taiwanese enterprises into global markets and opened up valuable investment opportunities.

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CDIB will continue to develop close ties with internationally-recognized investment institutions as part of its efforts to expand global operations.

As of end-2010, CDIB had invested US\$459mn in 29 top-performing private equity funds across the world. It has also engaged in co-investments with leading international funds to the tune of US\$191mn. Going forward, CDIB will continue to develop close ties with internationally-recognized investment institutions as part of its efforts to expand global operations.





直接投资 Principal Investment

深耕亚洲、放眼天下

随著大陆地区因经济快速成长，加上丰富的劳动资源及庞大的内需市场，已成为全球厂商及投资机构之营运布局重点，为追求投资获利之成长及维持投资业务竞争优势，中华开发金控乃将大陆地区列为投资业务拓展之重点区域之一。

投资范围各锁定大陆地区及亚洲地区具发展潜力之产业。

为符合发展区域业务、增加稳定之管理费收入及扩大投资业务之资金来源等战略需求，发展投资管理业务为中华开发金控重大战略之一。中华开发金控将透过开发工银旗下 100% 转投资之子公司「中华开发创业投资股份有限公司」(前身为「中华开发知识经济创投公司」)及「开发资本国际股份有限公司」作为未来於大陆地区及亚太区域发展「投资管理业务」之主体，从事股权投资基金的筹集与管理业务，目前「中华开发创业投资股份有限公司」及「开发资本国际股份有限公司」正分别积极规划筹集人民币股权投资基金及美元股权投资基金，投资范围各锁定大陆地区及亚洲地区具发展潜力之产业，以争取最大投资绩效，为股东创造最大价值为业务目标。

Rooted in Asia, serving the world

With rapid economic growth, a huge labor force and seemingly limitless domestic demand, China has emerged as a key market for enterprises around the world as well as an investment target for intuitional investors. CDIB has singled out China as a key region in which to explore investment opportunities.

With a view to investing in industries with growth potential in China and other areas of Asia.

To achieve its strategic goals of regional expansion, steady fee income growth and fund source diversification, CDFH has made investment management one of its top priorities. The Company is developing investment management in China and the Asia-Pacific via CDIB's wholly-owned CDIB Venture Capital Corporation (formerly CDIB Knowledge-based Economy Capital Co.) and CDIB Capital International Corp. These two subsidiaries are aggressively raising renminbi private equity funds and US-dollar private equity funds, respectively, with a view to investing in industries with growth potential in China and other areas of Asia. The subsidiaries are confident that doing so will maximize investment returns and value for shareholders.

企业金融主要服务项目 CDFH's Corporate Banking Services



公司金融 Corporate Banking

专注公金业务，发展协销综效

多元化产品服务的基础上，提供客户资产负债表上所有产品之服务。

中华开发金控之公司金融业务，在既有稳定的客户群与多元化产品服务的基础上，提供客户资产负债表上所有产品之服务，举凡放款、存款、金融操作、长短投、财务顾问以及上市筹资顾问等服务。除了提高客户服务之广度及深度外，更积极扩大服务客户群，扩充业务收入来源，加深金融机构往来平台，服务之触角伸展至公营事业。近年来，已成功地建置了公司金融业务多元化产品线的营运平台，不但能延伸服务至企业并购融资、企业债务重组融资等业务，更进一步协助客户财务规划，提供客户有效运用闲置资金之低风险金融产品，拓展金钱信托等信托业务，以扩大服务的涵盖面。

Products and Services

Corporate Banking business delivers extensive industry knowledge, local expertise and dedicated service to clients in both the public and private sector with a full range of lending-related products, integrated working capital management and treasury solutions.

By partnering with the firm's other businesses and assembling a breadth of capabilities for the providing of comprehensive solutions, CDFH helps our clients through each of their growth phases and is finding ample opportunities to deepen our relationships with them by delivering a full suite of solutions when and how they need them.

The products and services of CDFH's Corporate Banking business include: bilateral and syndicated lending, lease finance and non-retail deposit taking, leveraged and acquisition finance, structured and project finance, regional and domestic payments and cash management services, trust services, trade services, as well as capital raising and advisory services.

客户经销权组织 Customer Franchise



公司金融 Corporate Banking

客户导向型组织

所有客户都须在客户经理 (Relationship Manager) 与产品经理 (Product Manager) 共合经营的体制下，搭配提供多元产品协销之服务。

中华开发金控组织为以客户导向型组织，以提升整体营销战力，进而达成强化经营成效之目的。客户经理负责客户开发、关系维护及担当全行产品之营销与服务窗口，并采产业分工概念，划分客户组织，以收专业分工之效。产品经理负责产品研发、定价及承作条件之拟定等，配合客户开发之业务机会，适时提供客户所需之金融产品。所有客户都须在客户经理 (Relationship Manager) 与产品经理 (Product Manager) 共合经营的体制下，搭配提供多元产品协销之服务，从授信、外汇、避险、现金流管理及贸易融资等业务，更进一步走向资本市场相关之投资、财顾、信托、可转换公司债或普通公司债承销、银团贷款与证券化业务。中华开发金控将透过产品经理与客户经理的通力合作，提供客户全方位解决方案 (Total Solution) 的服务。

Building a Customer-Driven Platform

In an industry as competitive as ours, we understand that we can be a bank apart only if CDFH places our customers in the front and centre of all that we do. An important operating principle is thus to be customer-driven, meaning, to make business decisions by listening to our customers and responding to their needs and preferences.

As we improve our customer cross-sell, we also ensure that we understood our clients' risk profile and appetite, and that they are properly served and sold the right products. CDFH operates a long-term relationship management approach to build a full understanding of clients' financial requirements, from which our sector-focused client service teams work closely with product experts from across the bank to develop financial solutions tailored to meet individual client needs.

Clients value our commitment to building long-standing relationships focused on understanding their strategic needs and creating opportunities and solutions, and as a result, are giving us more opportunities, and we are as a result seeing a steady increase in successful customer referrals across our major lines of business.

项目融资之竞争优势

自1992年迄今，中华开发工银不仅每年在台湾地区项目融资业务皆名列前茅，在各项项目上，如发电厂、工业区开发、厂房及机器设备扩建、并购等资本重组，再配合投资、租赁、信托、银团贷款等业务，都具有长期且深入之专业经验及资源优势。相较于其它银行，中华开发在项目融资方面具有下列几项显著的优势：

- 1) 项目融资个案经验丰富，可避免产生流动性风险。
- 2) 量身订做，活化资产。
- 3) 中华开发工银信评优良且净值庞大。

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发挥既有优势，与商业银行进行差异化竞争，积极跨入国际市场领域。

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公司金融目前拥有约 600 家的大型及集团客户，未来仍将针对市场的变化以及客户需求持续强化产品的广度以及多样性，提升非资产性收入的比重，并秉持工业银行之专业与经验，发挥既有优势，与商业银行进行差异化竞争，积极跨入国际市场领域。

发展大中华台商网络

中华开发金控一直以来都扮演台商茁壮发展的长期夥伴，更是台商向外拓展时最重要的助力来源。随著合作夥伴国际化及西进的脚步，中华开发金控也正积极布建大中华区的服务网络。

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百大台商企业中，超过七成是中华开发金控有股权投资关系之客户。

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在大中华前百大台商企业中，超过七成是中华开发金控有股权投资关系之客户，这些公司在香港及大陆各地普遍设有营业网点，且多属电子信息及传统制造产业。这些在中国大陆绩效卓越的企业，其母公司都设立在台湾，也都是中华开发金控长期提供投资或金融服务的企业夥伴。然而，成就也刻划出中华开发金控更宽宏的前景。

Project Finance Services

CDFH's Corporate Banking business, though boutique in scale, has consistently topped domestic league tables for various financial products, including project finance. Since 1992, the bank's project finance team has played imperative roles in many of the island's major projects, including independent power plants, industrial park developments as well as various factory/machinery and acquisition financings.

Coupling considerable resources and expertise with the bank's comprehensive product offerings, CDFH stands out from our peers with the following niche:

- 1) **Specialized and well-experienced team with track records to minimize liquidity risks;**
- 2) **Domestic leader to provide customized, innovative solutions across products;**
- 3) **Fortress balance sheet entailing sufficient capital and sound credit ratings.**

CDFH has relied on these competitiveness and our commitment to clients to guide our actions and to help our 600 portfolio companies grow and achieve their goals in ways that few of our competitors can, whilst ensuring that we are equipped with the right infrastructure and know-how to help them navigate the often complex and ever-changing market conditions. We know that truly valuable banking relationships go beyond supporting major deals, and that it's the day-to-day, ongoing partnerships with our clients that lead to mutual success and a better future.

Capturing Opportunities Cross-Straits

The rise of the Asian entrepreneur and growing affluence in this part of the world, coupled with an increasing customer need present huge opportunities for CDFH. Increasingly, we are helping companies in emerging markets, in particular mainland China, that are transforming into growth markets. CDFH shares our clients' vision in that these areas represent some of the greatest opportunities now and in years to come. And as more of our clients expand their presence in mainland China, we make sure that we are right there with them to support their needs

The openings of opportunities cross-straits, coupled with CDFH's already extensive coverage of Taiwanese enterprises operating in the Greater China region (70% of mainland China's top 100 Taiwanese enterprises are existing clients of CDFH) will enable us to provide Taiwanese businesses with the financial services and support needed to facilitate their expansions. And this in turn will continue to provide strong growth prospects for CDFH in the years ahead and place us in a good position to capture opportunities as we strengthen our franchise in the region and fortify our position as a leading Asian bank.

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

大华证券债券初级市场业务排名 GCSC's Ranking in Primary Capital Markets

年度 Year	公司债 Corporate bonds	金融债 Financial debentures	证券化商品 Securitized products	合计 Total	市场排名 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
2010	23,370	9,700	0	33,070	4

单位：新台币百万元 / Unit: NT\$mn

完整便利的全球交易服务

中华开发金控的固定收益业务，掌理固定收益证券、各类货币及其金融衍生品之交易、业务营销及协助企业机构于资本市场发行固定收益产品等。交易标的涵盖全球，包括亚洲地区、11大工业国家及新兴市场国家，旗下大华证券更是台湾债券市场领导券商之一。

为能增进客户交易服务之效率及价格竞争力，特别架设了能与全球市场主要参与者直接交易之数个电子交易平台。

为能达到 24 小时交易之服务，中华开发特别以三班制来涵括亚洲、欧洲以及美洲等三个时区之交易，另一方面，为能增进客户交易服务之效率及价格竞争力，中华开发金控特别架设了能与全球市场主要参与者直接交易之数个电子交易平台，包括「外汇交易平台」、「利率 / 债券交易平台」以及「金融衍生品交易平台」；使客户每笔交易都能有最好的价格服务。中华开发亦采用最先进之风控系统，并自律控管，以在新巴塞尔规范下，为股东创造优质之收益。

Comprehensive & convenient services

CDFH's FICC operations comprise the sale and trading of highly liquid securities, currencies and their derivatives. When corporate clients need to trade, market or issue fixed-income products in the capital market, CDFH is the best choice. The FICC division trades across the globe, including Asia, eleven leading industrialized countries and emerging economies. Subsidiary GCSC ranks among Taiwan's top-tier bond houses.

CDFH has established a number of electronic trading platforms on which clients can directly trade with key players across global markets.

Offering services around the clock, CDFH has developed a three-shift system to cover trading time zones across Asia, Europe and the Americas. In addition, in order to increase services to clients and lower prices, CDFH has established a number of electronic trading platforms on which clients can directly trade with key players across global markets. These trading platforms include a forex trading platform, an interest rate/ bond trading platform and a derivatives trading platform. These platforms ensure competitive pricing and superior services for each customer transaction. The Company also utilizes state-of-the-art risk control systems which, together with a high degree of trading discipline, have yielded impressive returns for shareholders, even while operating strictly within the New Basel framework.

固定收益处专业服务项目 FICC Business

交易 Trading

涵盖货币市场、外汇市场、利率市场、信用市场、债券市场及其相关衍生性金融商品之交易。
Money markets, foreign exchange, interest rates, credit, bonds and related derivative financial products.

业务行销 Marketing

提供海内外企业法人、机构及金融同业对货币、外汇、利率及商品市场现货及衍生性金融产品交易之服务。
Serving domestic and foreign corporations, institutions and financial institutions in cash and derivative trading in money markets, foreign exchange, interest rates, and commodities.

固定收益产品 Fixed income

协助企业机构於资本市场发行公司债、金融债及各项资产证券化商品。
Assisting corporations in issuing corporate bond, financial debentures and asset-backed securities (ABS).

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

国际专业媒体的肯定

固定收益部门希望与客户成为共同成长之夥伴，除提供价格具有竞争力之产品外，亦能维持高质量的服务，这样的要求及自我期许，使得固定收益业务一直保持良好的评价，并备受国际财经专业杂志的肯定。

子公司大华证券自1998年起，连续四年被IFR评选为「台湾年度最佳债券商」，2002年起，连续三年被亚洲货币杂志 (Asiamoney) 评选为「台湾最佳债券商」，2006年及2007年更分别获得Asiamoney杂志、Finance Asia杂志及The Asset杂志等多家媒体同时评选为「台湾最佳债券商」。2008年及2009年再度获得Asia Money评选为「台湾最佳债券商」。显示本处在固定收益市场持续的耕耘与努力，已获得国际专业财经媒体及机构的肯定。

International recognition

The FICC division has a proven track record of increasing corporate growth. Services are competitively priced and products are of premium quality. These qualities are demanded by clients of the FICC division and this business segment stringently adheres to high standards. This explains why the FICC division is held in such high regard among key market players and the many accolades it has earned in international finance publications.

Subsidiary GCSC won 'Bond House of the Year' awards from IFR (1998 through 2001) and went on to win in the 'Best Bond House in Taiwan' category of Asiamoney (2002-04, 2006-09), FinanceAsia and The Asset (2006 and 2007). Such recognition is testament to CDFH's unparalleled expertise in the FICC business and it is a clear indication of the Company's excellent reputation in the international arena.

权益证券

多元化投资标的与交易策略

权益证券处统合管理中华开发工银金融交易部、大华证券自营相关业务及部门，包含自营部、期货自营部及金融创新商品部门，并以功能性管理金控旗下股权相关业务并灵活运用金控资源，达到稳定获利、分散风险之主要目的。

目前权益证券业务之主要项目包括海内外上市柜股票、可转债 / 海外可转债交易及其选择权操作、指数期货 / 选择权、海外公开上市及上柜公司发行之权益证券等业务，其中，大华证券另可承做权证及结构型产品等相关股权及金融创新商品业务，近年在积极推广业务下，销售量及排名同步推升，今年将以市场前五名为主要目标。

不仅投资短期上市柜股票，亦著重於稳定绩效并同步扩展短期投资业务，并增加股指期货交易之避险工具以分散风险。

为扩展权益证券业务，强化短期投资绩效，由开发工银金融交易部负责短期投资业务，统合管理相关业务，有别於过去仅投资短期上市柜股票，亦著重於稳定绩效并同步扩展短期投资业务，并增加股指期货交易之避险工具以分散风险。此外，为有效强化获利基础，开发工银增加借券业务操作以增强股票避险能力，并以可转债业务多空操作策略，增加可能获利空间。配合整体战略，将加强权益证券之产品开发能力及销售通路，以拓展权益证券相关业务之获利来源。

国际知名交易商网络

透过一直以来的密切合作，中华开发金控不仅是台湾本地银行相关产品之主要交易商，也与国际主要银行成为良好之交易夥伴，包括 Barclays、JP Morgan、UBS、Deutsche Bank、Bank of America 及 Citibank 等。凭藉与国际银行之交易，以掌握各项金融创新商品之发展趋势，并借重财务工程人员之努力，为台湾企业法人及金融同业提供更符合需求及更具价格竞争力之产品。

展望未来，中华开发将更积极与全世界顶尖投资金融机构建立战略结盟关系，扩大产品线 and 获利来源，达到更多元化发展的目标。在投资绩效上，则将秉持严格风险限额控管，持续运用整体投资交易策略，将绝对报酬作为权益证券绩效之评估标准，并追求稳健操作之最终原则。

Global Equities

A broad spectrum of investment targets and trading strategies

CDFH's Global equities division coordinates CDIB's Equity Derivatives and Principal Trading Dept. and GCSC's equities related departments, such as proprietary trading, futures trading and derivatives. By flexibly managing its significant equities operations and resources, CDFH has stabilized earnings and diversified risk exposure.

At present, CDFH's equities business is engaged in trading Taix and OTC listed stocks, CBs and ECBs and related options and index futures and options. The Company is also invested in main index and over-the-counter stocks listed abroad. In addition, GCSC is engaged in the warrants and equity-linked derivatives business, and aims to become Taiwan's fifth largest trader of structured notes in 2011.

While previously the department invested only in Taix and OTC-traded stocks over the short term, it has expanded its reach to include stable long-term investment targets. CDIB has also adopted hedging vehicles such as index futures, which help diversify risk.

In order to expand the equities business and increase short-term investment returns at CDFH, subsidiary CDIB's Equity Derivatives and Principal Trading Dept. is responsible for the management and coordination of short-term investments. While previously the department invested only in Taix and OTC-traded stocks over the short term, it has expanded its reach to include stable long-term investment targets. CDIB has also adopted hedging vehicles such as index futures, which help diversify risk. In order to strengthen its profitability, CDIB has moved into the securities borrowing business to facilitate hedging against bearish stock markets. It has in addition adopted two-way trading of CB positions for increased returns. As an integral part of its corporate strategy, CDIB is working to enhance the development of equity-linked products and to expand distribution channels, thereby diversifying sources of equities income.

Trading with international heavyweights

As a major trader of products issued by Taiwanese banks, CDFH has become a close trading partner of leading international banks including Barclays, JP Morgan, UBS, Deutsche Bank, Bank of America, Citibank and others. By way of trading with international banks, CDFH has access to the latest financial instruments. And thanks to its accomplishments in financial engineering, the Company offers more competitive prices for corporations and other financial institutions.

CDFH is working to forge strategic partnerships with more top-tier financial institutions worldwide in an effort to diversify its product portfolio and earnings sources. It has also implemented stringent risk management practices and continues to be guided by robust investment strategies, seeking absolute returns as the evaluation criterion for equities performance.

投资银行

投资银行业务主要服务项目 Investment Banking Services



致力成为大中华区最佳投资银行

中华开发金控一直致力发展成为区域中首屈一指的投资银行。2006年进一步结合各项业务利基，成立专职的投资银行部门，掌理企业并购、证券承销、财务顾问、国际筹资及协助私募股权基金等相关服务，并负责拓展及督导子公司相关业务之发展，与其它部门进行跨功能业务整合，提供客户最专业的投资银行服务。

客户对象以大型产业、企业集团、金融市场、政府机关与公营企业为主要标的，大中华投资募资平台则包括中国大陆台商回台、台商投资大陆、陆资投资台湾、以及香港平台。

20年来，共累计承办 200 馀件上市（柜）挂牌承销案件，整体市场份额约 15%，市场排名第一，於台湾券商投资银行领域亦长居领导地位，并获 The Asset 杂志选为「台湾区最佳投资银行」。中华开发的客户对象以大型产业、企业集团、金融市场、政府机关与公营企业为主要标的，大中华投资募资平台则包括中国大陆台商回台、台商投资大陆、陆资投资台湾、以及香港平台等等。

2010 年全市场承销总金额约新台币 1,401 亿元，子公司大华证券承销总金额约 105 亿元，市场份额约 7.48%，同业排名第 5 名。另外，2010 年子公司大华证券主办案为 26 件，包括：首次上市发行案 1 件、上柜转上市案件 1 件、首次上柜发行案 3 件、增发配股案 9 件、可转换公司债券案 11 件、台湾存托凭证 1 件，此外，亦完成企业合并及战略联盟等财务顾问案件共计 14 件。

2010 年度子公司大华证券致力於发展投资银行财务顾问业务，在资深专业经理人的领导努力下完成受托担任大联大与友尚股份转让案、以及晶元光电与广铨光电战略合作案、暨台骅收购台空案等独家财务顾问，成为半导体及电子产业的焦点，例如成功协助大联大合并友尚，使其挤身入全球前三大电子零件通路商。

子公司大华证券承销部自 2010 起，持续邀请业界承销菁英加入服务阵容，以及财务顾问团队成员极具财务顾问案件业务开发与评估执行之专业实力，使得子公司大华证券的财务顾问业务在 Bloomberg 之排名於 2010 年度跃升至前 5 名，较前一年度之第 22 名呈现突飞猛进的气势，在两岸签署经济框架协议 (ECFA)，台湾作为西进中国大陆的敲门砖，两岸间的并购活动将持续增加，未来仍会持续提供两岸三地台商及全球华人商圈所需相关最专业的财务顾问服务。财务顾问未来之业务方向将继续开发两岸并购活动及战略联盟之案件，冀能持续维持子公司大华证券於台湾财务顾问业务之领先地位；此外，子公司大华证券的承销业务已连续多年位居市场重要领导地位，未来仍将继续戮力扩大服务客户群，以成为「具有本地券商的热忱、外资券商的专业与效率」的投资银行为目标，并将持续积极开发筹资市场中高附加价值、指针型及利基型之案件，以进一步提升子公司大华证券之获利。

Investment Banking

台湾并购市场财务顾问统计资料 GCSC a key player in Taiwan's M&A Financial Advisory Market

排行 Ranking	财务顾问 Financial Advisor	市场份额 Market Share (%)	总额 Amount 美金佰万元 US\$mn	件数 Deal count
1	Fubon Securities 富邦证券	12.5	1,400	3
2	Nomura Holdings 野村控股	10.6	1,186	1
3	Morgan Stanley 摩根士丹利	9.1	1,026	3
4	GCSC 大华证券	8.3	927	6
5	Yuanta Securities 元大证券	7.5	839	6
6	ING 荷兰国际集团	4.7	522	1
7	KPMG 安侯建业联合会计师	3.6	402	10
8	UBS 瑞士银行	3.5	394	2
9	Credit Suisse 瑞信集团	1.9	210	2
10	Kim Eng Securities 金英证券	1.5	170	1

统计期间：2010年1月1日至12月31日 资料来源：Bloomberg (M&A Financial Advisory League Tables)
Date: From January 1, 2010 to Dec 31, 2010 Source: Bloomberg

A leading investment bank in Greater China

As a leading investment bank, CDFH continues to expand in the region. In 2006, in order to capitalize on various niche business units and to create cross-selling opportunities, CDFH set up a specialized investment banking department to manage M&A, underwriting, financial advisory, international fundraising and liaison with private equity funds. It also supervises the investment banking activities of CDFH's subsidiaries and coordinates other business units. The result of these efforts has been a higher quality of investment banking services provided to clients.

The investment banking business targets conglomerates, financial institutions and state-owned enterprises, while the Greater China fundraising platform aims to service Taiwanese enterprises operating in China wanting to backflow list in Taiwan or increase investment in China. The platform is also designed to manage Chinese capital investing in Taiwan as well as investment in Hong Kong.

As an indication of CDFH's investment banking prowess, the Company has underwritten more than 200 Taiex and OTC IPO listings over the past two decades, gaining a market share of 15%, making it the leader among Taiwanese investment banks. CDFH was rated "Best Investment Bank in Taiwan" by The Asset magazine. The investment banking business targets conglomerates, financial institutions and state-owned enterprises, while the Greater China fundraising platform aims to service Taiwanese enterprises operating in China wanting to backflow list in Taiwan or increase investment in China. The platform is also designed to manage Chinese capital investing in Taiwan as well as investment in Hong Kong.

Taiwan's underwriting market for corporate securities reached NT\$140.1bn in 2010, of which subsidiary GCSC accounted for NT\$10.5bn, or 7.48%, ranking fifth in Taiwan. GCSC oversaw 26 issuances in 2010, including one IPO on the Taiex, one listing transfer from the OTC market to the Taiex, three IPOs on the OTC market, nine SPOs, 11 CB issuances and one TDR issuance. Moreover, GCSC acted as financial advisor for 14 M&As and strategic alliances.

As an investment bank, GCSC is fully engaged in the financial advisory business. In 2010, supported by its team of experienced professional managers, GCSC was sole financial advisor for the share swap deal between WPG Holdings and Yosun, for Epistar's merger with Huga Optotech and for THI Group's acquisition of Taiwan Express. It is noteworthy that, after the successful acquisition of Yosun, WPG Holdings now ranks among the world's top three IC distributors.

GCSC has aggressively expanded its underwriting and financial advisory team since 2010. Having progressed rapidly in developing new lines of business and in evaluating deals, GCSC significantly improved its Bloomberg 2010 financial advisor ranking to 5th from 22nd a year earlier. With Taiwan positioned as a gateway to China post-ECFA, cross-strait M&A activity is looking to surge going forward. Demand will also increase for professional financial advisory services from Taiwanese enterprises operating in Greater China and worldwide. GCSC will continue to focus the efforts of its financial advisory team on cross-strait M&As and strategic alliances in a bid to remain a frontrunner in Taiwan's financial advisory market. With a mission to become a truly global investment bank, but with local characteristics, GCSC is a long-term key player in the underwriting market in Taiwan. In addition, it will aggressively seek high value-added, significant, niche deals in the capital market to boost its bottom line.

财富管理

多元投资并兼顾风险为出发的理财服务

随著台湾金融市场自由化及竞争激烈化的趋势，发展财富管理业务已成为金融业提升收益的主要战略。中华开发金控整合旗下二大事业体 中华开发工银与大华证券所有相关资源，成立了以投资理财及资产规划服务为发展主轴，并以高资产客户为服务对象的财富管理业务。中华开发已获主管机关核准兼营金钱之信托及有价证券之信托，「以信托方式接受客户执行资产配置」办理财富管理业务，由财富管理部统筹办理，於 2011 年 2 月 14 日正式开办，透过采用信托架构所提供的财富管理服务，将给予客户更具保障且更为完善的理财规划。

整合金控内具有优势的投资强项，并强调「配置型」的财富管理。

相对于现行一般银行著重的存放款、外汇、基金及保险的经营型态，中华开发金控最大的特色在於整合金控内具有优势的投资强项，包含：投资银行、股权、债券、金融创新商品及海内外投资等领域专业，并强调「配置型」的财富管理。核心价值在於投资经理团队的商品研发能力，成员背景来自于股票、固定收益、金融创新商品、承销、税务规划、风险投资、基金及信托等领域，由专业的产品经理在波动的市场中搜寻海内外具有投资契机的标的，再从中挑选出适合不同风险属性客户的优质商品，此外，将利用熟悉各种金融商品及善于降低投资组合风险的优势，以资产配置及资产增值为战略重心，辅以业务人员专业的理财规划能力，呈现出「多元投资管理」之型态，以提供客户兼顾风险与报酬下的最适资产配置服务。

除了投资产品面的优越外，为提供客户实时报价与便捷的交易平台，大华证券亦将投入资源建置财富管理网络交易平台，透过整合公司内部网站及交易平台，提供客户更贴心的服务。让客户不受时间与空间的限制，随时可以看盘下单、阅读调研报告、掌握市场动态、查询资产库存、交易明细与投资报酬等。

整合内部资源 由内而外扩大业务规模

在产品、人员及平台进行整合外，未来亦将进行跨部门与跨境业务与客户之整合，强化通路营销力量。现行开发工银及大华证券相关单位客户，均可作为大华证券发展成为中华开发金控于个人金融理财业务中心之基石，透过建立具有客户信赖与口碑的财富管理业务，在 MGM(Member Get Member) 效果的扩散下，将大幅扩大公司整体的客户基础，对于公司相关业务的发展亦有帮助。

此外，中华开发也将整合金控及子公司资源，积极拓展法人经纪业务及期货选择权业务，同时强化海内外资产管理系统，发展财富管理跨售业务，提供客户海内外各类股权、债券、金融衍生商品与基金等，全力发挥竞争上的利基优势，以掌握财富管理市场的高速成长机会，奠定中华开发金控的财富管理业务在台湾市场之标杆地位。

Wealth Management

Diversified investments & risk mitigation

As competition in the domestic financial market grows against the backdrop of liberalization of the sector, wealth management services has become a major strategy for all companies looking to boost earnings. By leveraging the resources of its two subsidiaries CDIB and GCSC, CDFH's wealth management services center on investment and asset planning mainly for high net worth individuals. As CDFH has already been approved by the financial authorities to operate money trust and marketable securities trust business, its wealth management division began asset allocation for clients in the form of trust on February 14, 2011. This business is a successful addition to CDFH's secure, well-rounded financial planning products offering.

CDFH has integrated wealth allocation spanning stocks, equities, bonds, derivatives and overseas targets.

Compared to commercial banks, which focus on deposits and loans, foreign exchange, mutual funds and insurance, CDFH has integrated wealth allocation spanning stocks, equities, bonds, derivatives and overseas targets. CDFH's core competence lies in investment product development. The members of the team responsible for product development are specialized in such fields as stocks, FICC, derivatives, underwriting, tax planning, venture capital, funds and trust. Product managers search for investment opportunities on a day-to-day basis, opting for products that are suitable for different types of clients. Based on solid know-how as regards financial products, risk management in the pursuit of asset appreciation and highly professional financial planning, CDFH offers diverse asset allocation services that provide the best risk/ return profile available in the market.

GCSC is developing an electronic wealth management system that is to be integrated with its existing trading platform. The system will allow clients to swiftly and conveniently access a full array of products. With an integrated internal website and trading platform, clients can trade stocks, read research reports and market updates, check asset inventory and trading statements, and review investment returns quickly and easily.

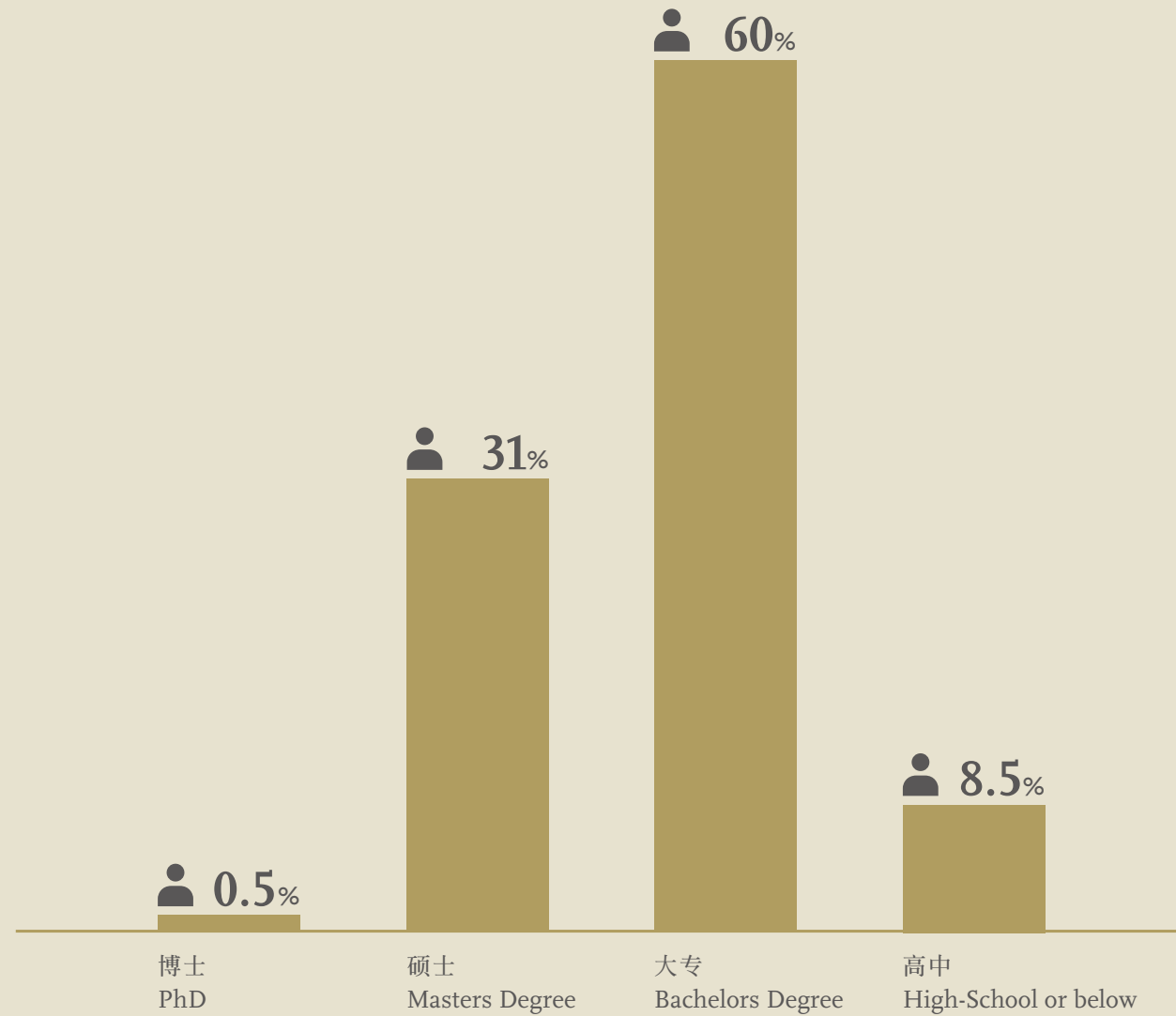
Business expanding on internal integration

In addition to the integration of products, employees and platforms, CDFH is also working interdepartmentally and across borders to boost synergies. At present, the client bases of both CDIB and GCSC are the cornerstone of CDFH's personal banking business. CDIB and GCSC are set to expand significantly going forward on the member-get-member effect arising from CDFH's highly regarded wealth management services.

With resources integrated within the financial holdings, CDFH is proactively expanding its brokerage and futures options businesses among institutional investors. The Company is moreover reinforcing its asset management system and developing cross-selling opportunities by providing equity, bonds, derivatives and funds services. All told, by bringing its competitive advantages fully into play, CDFH has its sights set on pole position in Taiwan's fast-growing wealth management market.

人力资源 Employees

中华开发金控同仁学历分布 Breakdown of Education Levels of CDFH Staff



服务团队

人才是公司最重要的资产，更是企业追求卓越的关键。中华开发金控优秀的专业金融服务团队，成员来自海内外的菁英，不仅拥有专业的知识与能力，更具备丰富的产业及金融相关经历。面对瞬息万变、充满挑战的金融市场，中华开发金控将持续招募优秀人才，与中华开发金控共创未来。

菁英发展计划成为公司未来人才的摇篮，并为中华开发金控打下长远稳健发展的根基。

中华开发金控不仅延揽海内外的优秀专业人才，更以「台湾最佳投资银行」的优良商誉，吸引海内外优秀青年人才加入中华开发金控菁英发展计划 (MA Program)。在扎实的专业课程及亲身实习各项核心业务的培育下，菁英发展计划成为公司未来人才的摇篮，并为中华开发金控打下长远稳健发展的根基。

为了持续精进人才的专业能力，人力资源处不断引进优质的专业训练课程，涵盖范围包括海内外的金融法规、金融与投资新知等，使同仁们的专业能力足可与国际金融市场接轨，提供客户国际级的金融服务，为客户及股东创造更大价值。

Professional service

People are CDFH's most valuable asset and key to corporate growth. CDFH's workforce comprises an elite group of highly trained personnel with extensive professional knowledge, advanced execution ability and hard-won experience. Even during times of financial market volatility, CDFH continues to nurture talent from home and abroad.

CDFH can harvest outstanding industry professionals on a continual basis, laying the foundations for solid long-term business development.

As a prestigious investment bank, CDFH draws on its widely-acclaimed Management Associate Program to enlist fast-stream graduates from the best schools around the world. By systematically putting these talents through training courses and internships, CDFH can harvest outstanding industry professionals on a continual basis, laying the foundations for solid long-term business development.

In addition, CDFH continues to develop high-quality training courses that focus on Taiwan's and international financial regulations, while also covering the latest developments in global financial markets and investment. These courses ensure CDFH employees are able to work at the same level as their international counterparts, creating maximum value for clients and shareholders.

调查研究 Research & Analysis

调查研究在决策流程中扮演的角色 The Role of Research in Our Workflow



严谨缜密的研究取向

直接投资与企业授信是工业银行的业务主体，要做好关键性的决策，必须有扎实的调查研究以及坚强的研究团队作为后盾。调查研究处即掌理微信、经济与产业调查等相关事宜，在开发金控所扮演的角色既是投资智囊团，同时也是风险控管的把关者。中华开发与超过 800 位企业客户建立了长期的夥伴关系，调查研究处灵活地运用企业信用评估、财务分析数字，达到产业研究的综效。除此之外，研究员亦透过产业所属同业、上游供应商及下游客户等各种管道，了解企业营运模式、经营风险，藉以预测企业经营前景与产业景气展望，以作为直接投资业务、企业授信、专业财务规划、有价证券交易等业务的决策依据。

带动投资趋势 指引经营方针

中华开发调查研究部门累积 50 余年之产业及金融研究经验，每年针对海内外经济环境、产业动态进行深入研究，并透过看厂、访谈企业决策者与经营团队，掌握海内外企业的营运状况。在金融市场分析的部分，调查研究处所发布的研究报告，涵盖海内外利汇率及股市走势分析、主要国家央行政策动向、海内外金融市场概况与展望。而产业研究部分，曾经准确地预测台湾晶圆代工、网通、IC 设计、光电、宽频、不动产及能源等产业的发展趋势，亦曾经针对重整、并购等资本市场发展的主题进行剖析。这一些质量并重的研究报告一向是市场上的投资风向球，更成为许多企业订定经营方向的参考依据。

Professional, thorough research

As industrial banks are mainly engaged in principal investment and corporate lending, key operational decisions have to be backed up by professional, thorough research. CDFH's research department, which is responsible for credit check and macroeconomic and industry analysis, acts as a think tank as well as a manager of risk.

CDFH has forged long-term partnerships with over 800 corporate clients. Conducting industry analysis 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. These reports piece together a complete picture of targeted enterprises, the sectors they are in, the peers they compete with, their upstream suppliers and downstream buyers, and much more. Quality research of this kind allows CDFH to offer its clients secure investment opportunities or provide financial planning for the targeted companies.

Investment pioneer

CDFH has five decades of research experience on industrial and financial markets. Its reports contain in-depth analysis and the most up-to-date information on both domestic and international economic and industrial conditions. Research coverage, backed by company tours and interviews with management, extends to over hundreds of companies worldwide. CDFH's financial market research covers interest rates, foreign exchange rates, stocks, monetary policy and international financial market outlook. Its industry research team issues precise forecasts concerning developments in the foundry, networking, IC design, optoelectronics, broadband, real estate and energy sectors. The Company's top-quality reports are a trusted source of market information, uncovering trends across key themes such as restructuring and M&A.

风险管理 Risk Management

风险管理组织架构 Organizational Structure of Risk Management



防微杜渐的风险管理机制

中华开发金控长期深耕金融市场，深切体认风险管理的目的不只是预测风险、杜绝风险，而是建立一套完整的风险管理机制，才能更有效率的管理风险，转化为发展契机，亦是提升整体竞争力的关键。中华开发除了著重海内外金融监督管理机构陆续所提出强化金融机构风险管理与资本健全等措施外，并戮力建立起完整的风险管理架构，包括独立风险监督部门、呈报体系、风险管理平台与技术等重要措施，以因应日趋竞争与多变的金融市场之挑战，并提供客户最安全与值得信赖的金融商品。

Proactive risk management

CDFH knows 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. CDFH take these proposals very seriously, and are accordingly making efforts to build a multi-faceted risk control framework including independent risk monitoring dept, reporting systems, 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.

风险管理

重视风控的企业文化

中华开发金控的风险管理涵盖范围，主要包含市场、信用、作业、流动性等风险。遵循国际标准与公司的风险管理政策，针对上述范围制定相关之风险管理相关准则，作为中华开发金控及各子公司据以管理各项风险之依据。

将业务管理与风险管理结合，塑造出从根本上重视风险管理的经营策略与组织文化。

将业务管理与风险管理结合，塑造出从根本上重视风险管理的经营策略与组织文化，并将风险管理质化、量化後的成果，作为订定经营策略的依据。同时根据新巴塞尔相关协议、主管机关法规以及业务发展策略订定风险管理政策。

中华开发金控未来将持续改进风险辨识与衡量的能力，以精进风险控管效能；除了符合金控及各业别资本充足性之相关规定外，并加强预警机制及更精确估算风险资本，以确保公司持续稳健经营，提供客户最安全且值得信赖的金融商品为目标。

Risk Management

Risk-conscious corporate culture

CDFH manages 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 internal guidelines for the aforementioned risks, which CDFH and its subsidiaries strictly adhere to.

CDFH has unified business management and risk management to form new strategies and an organizational culture that places risk management on a pedestal.

CDFH has 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 New Basel Accord local regulations and our own business development strategies.

CDFH will continue to improve skills in identifying and measuring risk, so as to enhance efficiency of risk monitoring. While complying with capital adequacy requirements for the entire financial holding company and individual segments, CDFH will strengthen early warning mechanism and properly gauge the risks to which CDFH assets are exposed. These measures ensure stable operations for CDFH, and a trustworthy financial product portfolio for our clients.



经营绩效 Our Performance

3.1 风云榜 Accolades

3.2 成功案例 Successful Track Record

3.3 财务资料 Financial Summary

风云榜 Accolades



亚洲货币评选为台湾最佳债券商
Asiamoney, Best Bond House in Taiwan
财资杂志评选为台湾最佳投资银行
The Asset, Best Investment Bank in Taiwan



亚洲货币评选为台湾最佳债券商
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亚洲财务杂志评选为台湾最佳债券商
FinanceAsia, Best Bond House in Taiwan
财资杂志评选为台湾最佳债券商
The Asset, Best Bond House in Taiwan
财资杂志评选为年度最佳交易奖
The Asset, Deals of the Year



亚洲货币评选为台湾最佳债券商
Asiamoney, Best Bond House in Taiwan
亚洲财经杂志评选为台湾最佳债券商
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The Asset, Best Bond House in Taiwan



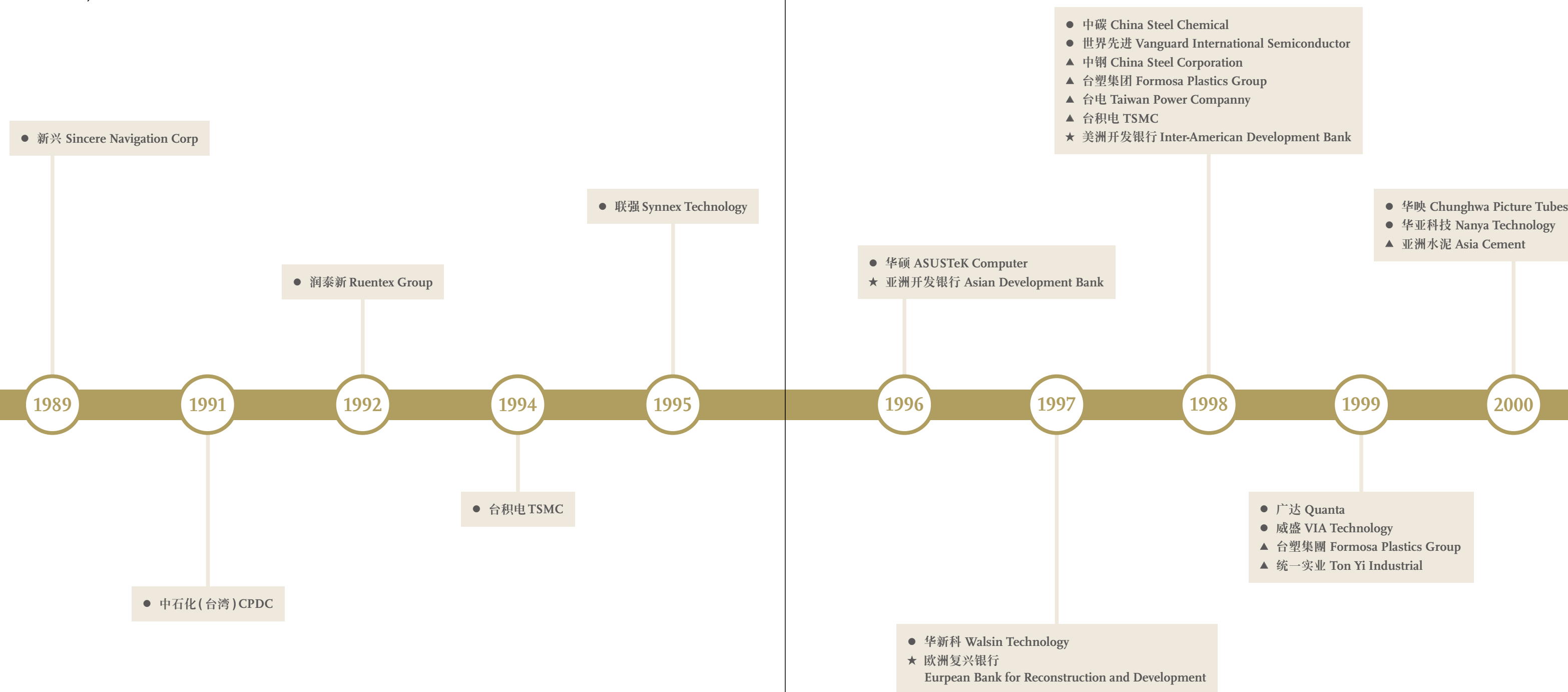
亚洲货币评选为台湾最佳债券商
Asiamoney, Best Bond House in Taiwan



亚洲货币评选为台湾最佳债券商
Asiamoney, wBest Bond House in Taiwan
柜买中心来函「依金管会核定 2009 年度证券商风险管理评鉴结果为最高等级 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.

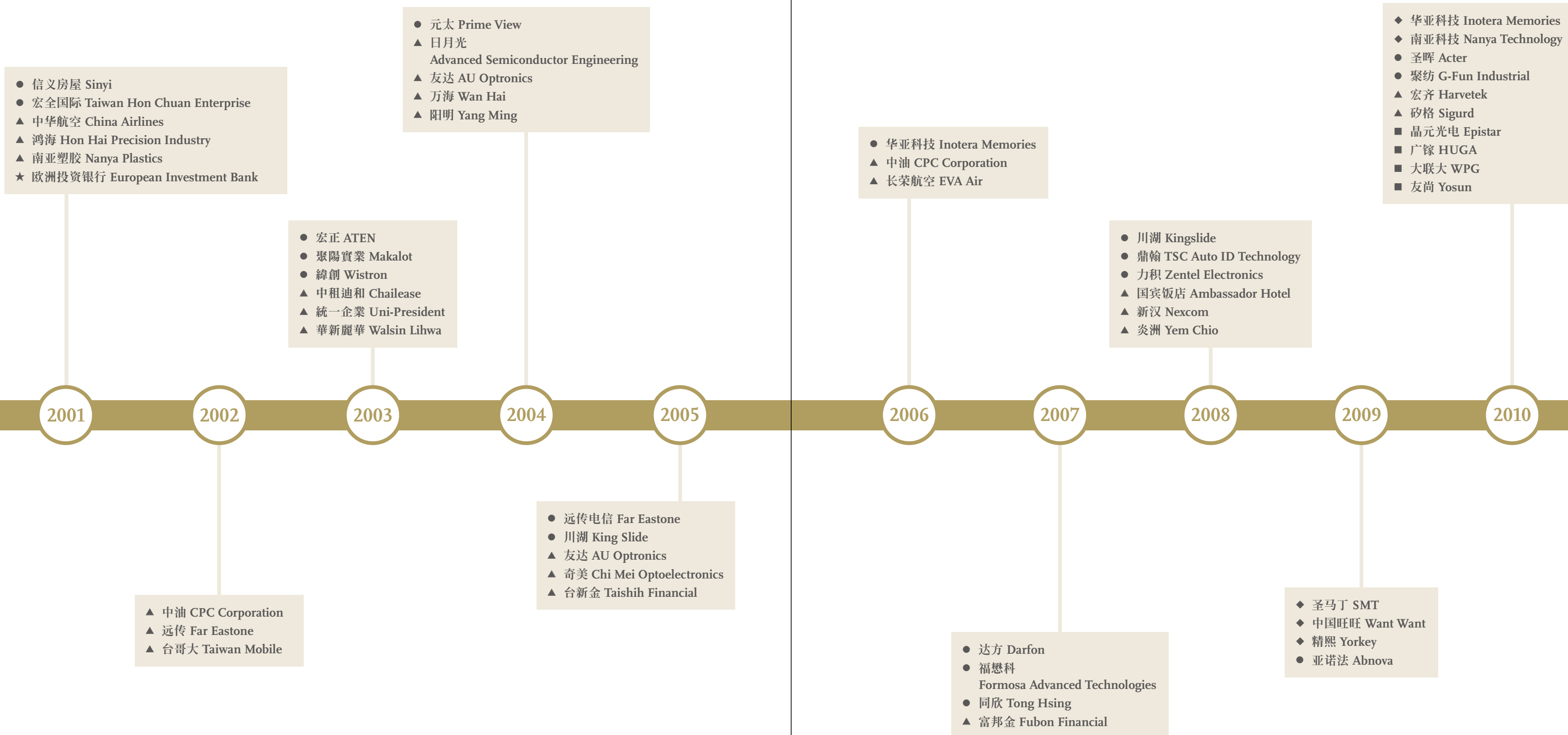
成功案例 Successful Track Record

大华证券历年来最具代表性的合作夥伴
GCSC's Major Customers Over the Past Two Decades



成功案例 Successful Track Record

◆ TDR ● IPO ▲ 国内公司债承销 Domestic bond underwriting
★ 国际债券承销 International bond underwriting ■ 财务顾问 Financial advisory



成功案例 Successful Track Record

中华开发金控的投资轨迹就是一部台湾产业发展史
CDFH keeps track of Taiwan's industrial development via its services

纺织工业 Textile

中国人织 China Manmade Fibres
远东纺织 Far East Textile
华隆 Hualon Corporation
利华羊毛 Reward Wool

电子及电脑
Electronics and Computers

宏碁电脑 ACER
忆声电子 Action Electronics
中华映管 Chunghwa Picture Tubes
中强电子 Chuntex Electronic
中环 CMC Magnetics
仁宝电脑 Compal Electronics
金宝电子 Kinpo Electronics
台扬科技 Microelectronics Technology Inc.
神达电脑 MITAC International Corp
台湾光罩 Taiwan Mask
联华电子 UMC
环隆电气 Universal Scientific Industrial

石化工业 Petrochemical

亚化 ACHEM Technology
亚洲聚合 Asia Polymer
中橡 China Synthetic Rubber
中鼎 CTCI
国乔石化 Grand Pacific Petrochemical
东联化学 Oriental Union Chemical
联成石化 UPC Technology
台湾聚合 USI Corporation

光电产业 Optoelectronics

友达 AU Optonics
达方 Darfon
达信 Daxon
晶元光电 Epistar
均豪 Gallant
瀚宇彩晶 HannStar Display
群创 Innolux
隆达 Lextar
真明丽 Neo-Neon
威力盟 Wellypower Optonics

电子资讯业
Information Electronics

康舒 AcBel
嘉联益 Career Technology
奇偶 GeoVision
光群雷射 K Laser
景硕 Kinsus
南亚电 Nan Ya Printed
Circuit Board
广明 Quanta Storage
尖点 Topoint Technology
纬创 Wistron

半导体 Semiconductor

威刚 A-DATA
绿阳 AxunTek
福懋科 Formosa Advanced
Technologies
奇景 Himaix Technologies
聚积 Macroblock
茂德 ProMOS Technologies
雷凌 Ralink
升阳 Solartech
典范 T1CP
同欣 Tong Hsing Electronic
创见 Transcend
合晶 WWOPT

生药医疗业
Biotech and Medical
Technologies

东贸 Enfield Medical
百略 Microlife
友华 Orient Europharma
友霖生医 Orient Pharma
盛弘医药 ShareHope Medicine
精华光学 St. Shine Optical

通讯业 Telecommunications

国碁 AMBIT Microsystems
宏正 Aten International
远传 Far Eastone
台湾嘉硕 Tai-Saw Technology
启碁 Wistron NeWeb

传统制造业及服务行业
Traditional Manufacturing
and Service Industries

亚洲塑胶再生资源
Asia Plastic Recycling
可成 Catcher
帝宝 Depo Auto Parts
大成糖业 Global Sweeteners
乔山 Johnson Health
川湖 King Slide
中砂 Kinik
百合兴业 Paiho Shih
必翔 Pihsiang
桥桩 Sunspring Metal
宏全 Taiwan Hon Chuan
联成化学 Unionpetrochemical

半导体及通讯工业 Semiconductor and Telecommunications

诠鼎 AIT
华晶 Altek
华硕 ASUSTeK Computer
益登 EDOM
义隆电子 Elan Microelectronics
超丰 Greatek Electronics
合泰半导体 Holtek Microelectronics
京元电子 King Yuen Electronics
力晶 Powerchip Semiconductor
泰林 Thaili Semiconductor
台积电 TSMC
欣兴电子 Unimicron
世界先进 Vanguard International Semiconductor
威盛 VIA Technologies
华邦电子 Winbond Electronics
大联大 WPG

1960's

1970's

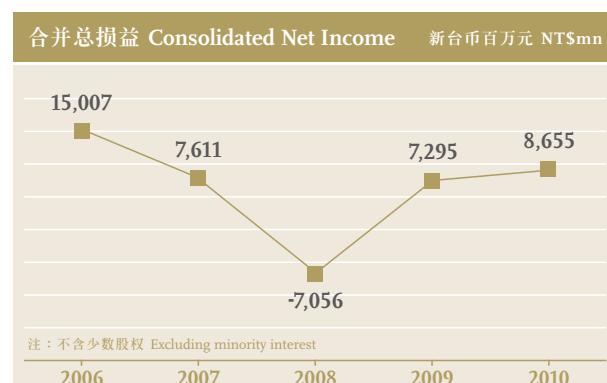
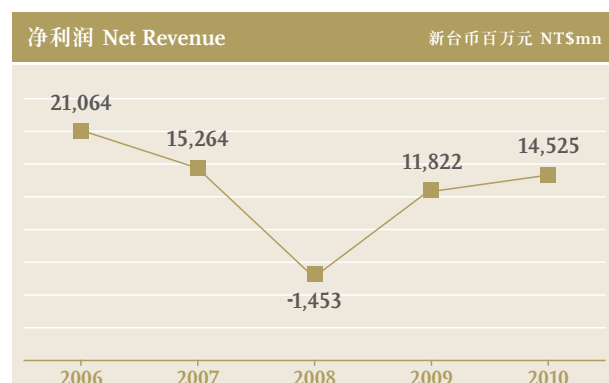
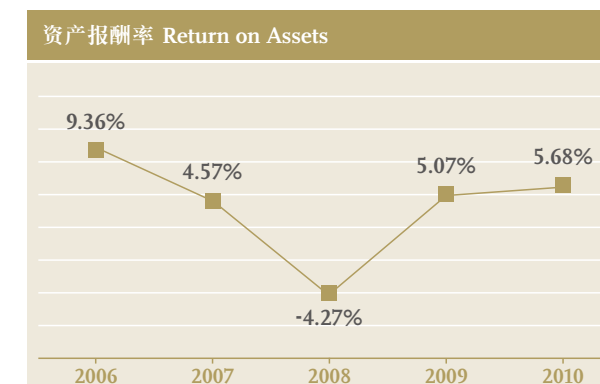
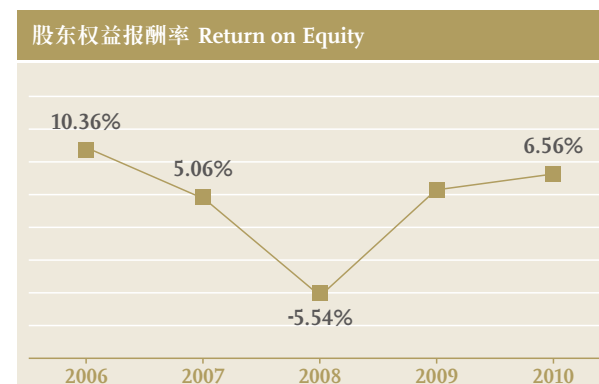
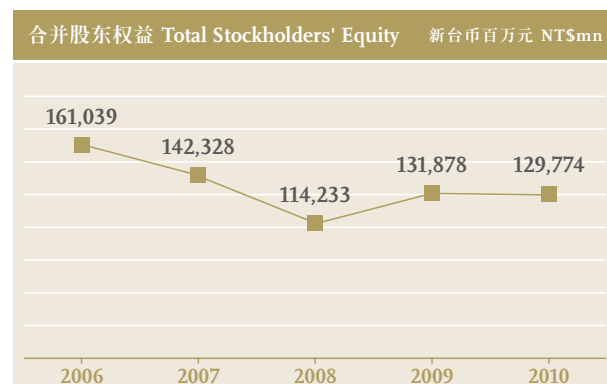
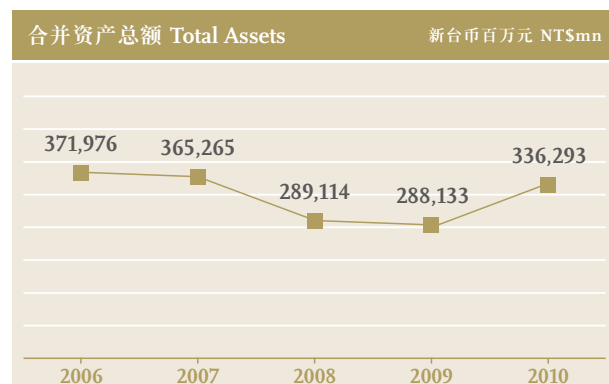
1980's

1990's

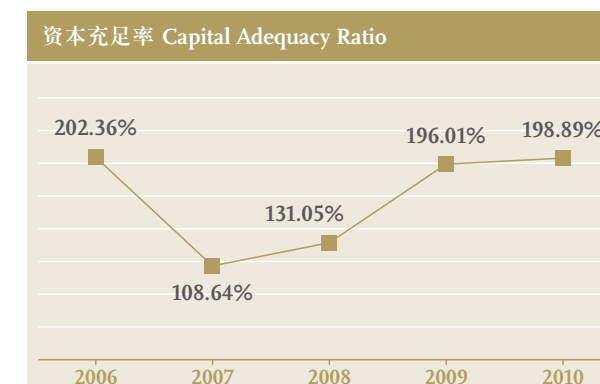
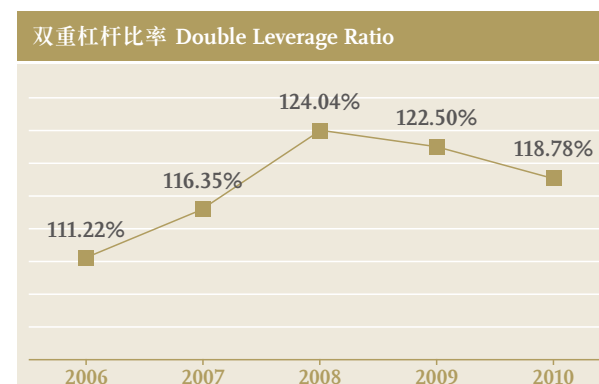
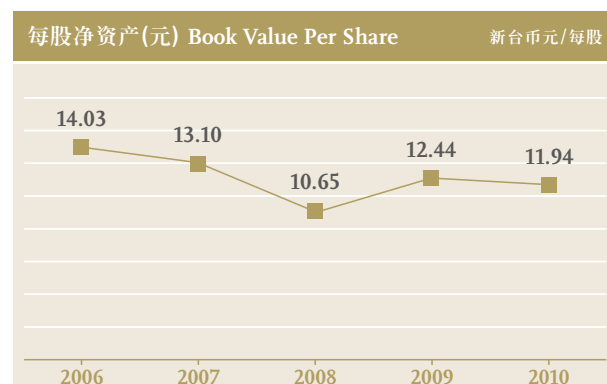
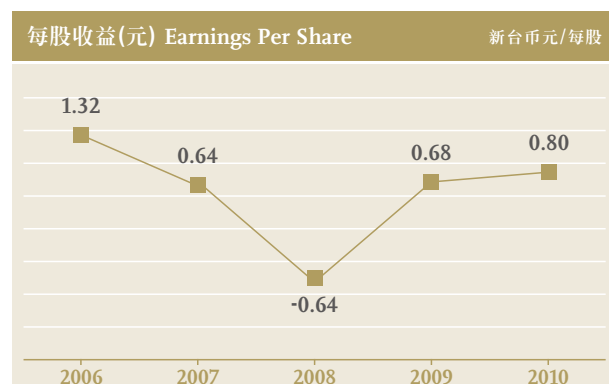
2000's

财务资讯 Financial Summary

金控及其子公司合并 Consolidated



其它资讯 Other Information





我们班的小飞象—入选作品
童文君 马戏团的柠檬鼠

社会责任 Social Responsibility

- 4.1 工银文教基金会
CDIB Education and Cultural Affairs Foundation
.....
 - 4.2 关心儿童的公益主轴
Care for Children a Central Theme in Community Welfare
.....
 - 4.3 环保节能 Green Data Center
-

工银文教基金会 CDIB Education and Cultural Affairs Foundation

秉持著「助人兴业、创造价值」的企业经营宗旨，中华开发金控不仅自许是一流的投资银行，亦将长期投资的精神发挥在日常的公益活动上，期盼也能成为协助社会向上提升的企业典范。1999年，由中华开发工业银行捐赠成立财团法人中华开发工业银行文教基金会，专注于教育、公益、人文关怀等慈善活动。有感於「教育是最有价值的投资」，中华开发以关心下一代、投资孩子的未来作为未来公益活动主轴，希望透过各种捐赠与实质协助学童健全成长与发展的活动，唤起各方关注，汇集各方的力量。

CDFH is a model of responsible corporate citizenship. The Company leads the way in maintaining good relations with Taiwanese society outside the business community by investing in day-to-day community welfare activities. In doing so, CDFH reaches beyond the bounds of its role as a major investment bank and its corporate philosophy of assisting entrepreneurship and creating value for customers. In 1999, CDIB established the CDIB Education and Cultural Affairs Foundation, which is focused on education, social welfare and charitable activities. CDIB believes that caring for children is the most worthy investment that it is possible to make. This remains a key theme of its community welfare projects, which revolve around donations and activities that promote the development and healthy growth of our nation's children.



关心儿童的公益主轴 Care for Children a Central Theme in Community Welfare

我们班的小飞象

2009年，中华开发工银文教基金会获得教育部优良公益提案及补助，展开『我们班的小飞象：小天份大未来之筑梦计画』。本计画旨在打破智育至上的迷思，目的为提供资源鼓励课业低成就的孩子发展智育以外的优势能力，特别是弱势家庭及学习障碍的孩子为优先资助对象。2010年受益於此计画的个人与团体，共计至少200人。这些孩子在师长充满爱的陪伴及鼓励下，均在能力与自信上有十足提升，确实获得了学习上的成就感与满足。本计画将持续协助有才华的弱势学子，找到自己发光的舞台。

Caring for children – “Our Class Has Got Talent” program

CDFH's child development program, under the banner “Our Class Has Got Talent: Help Every Child with a Dream to Find a Way”, was recognized and subsidized by the Ministry of Education in 2009. The program aims to dispel the view that academic achievement should be the only serious pursuit of children. It does so by funding programs to develop talent outside the traditional school environment, especially for disadvantaged children or those with learning difficulties. In 2010, over 200 children were funded by the program. They have benefited by discovering and improving individual talents which leads to a sense of achievement and boosts self-confidence. CDFH is proud of the results of this program and it will continue to make it a priority.



关心儿童的公益主轴 Care for Children a Central Theme in Community Welfare

薪传课辅

於2007年成立「薪传100×课辅100」奖助计划是为拉近城乡教育资源的差距，降低弱势学童的学习落差，奖助大学在学优秀清寒学子，投入弱势或偏远地区学童的课後辅导工作。2010年，与毛毛虫儿童哲学基金会合作，除了100小时的课辅之外，增加了30小时陪伴阅读服务，大专志工服务成效加倍，受助学童均明显正向改变，此计画深受学校社工及社福团体的肯定与赞赏。

Scholarship and grant scheme – “Heritage & Tutelage”

The “Heritage 100 & Tutelage 100” scholarship and grant scheme was established in 2007 to help bridge the education gap between cities and rural areas and to offset 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. In 2010, CDFH partnered with Caterpillar Philosophy for Children Foundation to offer an additional 30 hours of tutelage for students. Given the success of the program, specifically the impressive contribution of the scholarship recipients and improvements in the younger students, the “Heritage & Tutelage” scheme is widely recognized by school social workers and social welfare organizations.



莫拉克风灾赈灾方案

2009年8月的莫拉克风灾重创台湾南部与台东部分山区，中华开发员工爱心捐助台东嘉兰灾区儿童课後照顾计画，於嘉兰中继屋开设课辅班，招募台东大学志工授课及陪伴。除了提供灾区学童一个优质的学习环境，丰富多元的课程，也带给儿童心灵重建所需的养分。2010年除了课後辅导、夏令营队，并有计画地运用在地资源，培训了社区父母阅读带领课程，提升亲职功能。

Typhoon Morakot aid program – “Help Victims of Typhoon Morakot”

When Typhoon Morakot devastated the mountainous areas of southern Taiwan in August 2009, CDFH was quick to come to the assistance of the typhoon’s victims. CDFH encouraged its employees to donate to the afterschool program in typhoon-hit Ka-aluwan, Taitung. Students from National Taitung University were recruited by the Company to tutor the classes, thereby ensuring uninterrupted schooling for the children there. In addition to afterschool classes and summer camp, the “Help Victims of Typhoon Morakot” program also launched community reading groups for parents in 2010 to help them better assist in their own children’s learning.

营养 100 分

自2006年至2011年，补助全台六县市资源弱势国中小学营养午餐加菜金，协助补充学童成长所需的钙质与其他营养。

School Lunch Subsidization Program – “Perfect Nutrition”

In order to improve the quality of school lunches, CDFH subsidized school lunches at both primary and secondary schools in six disadvantaged counties and cities in 2006-11.



爱心馋宝宝

2005年起，中华开发每年发起全体员工认购「爱心馋宝宝餐盒」，协助伊甸基金会永续经营「烘焙庇护工场」，鼓励身心残障的孩子靠自己的双手工作。

Staff Subscriptions to Dessert Box Charity – “Sheltered Baking Workshop”

Since 2005, CDFH has organized regular staff subscriptions to the 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 improve self-reliance capabilities



中华开工银文教基金会网站 Visit CDIB Education and Cultural Affairs Foundation at <http://www.cdibf.org/>

环保节能

节能环保，打造金控业首座绿色机房

除了重视儿童的成长与发展，成立已 50 余年的中华开发长期以来亦持续地对环保节能、专才教育、弱势群体及艺术文化等等领域付予高度关注，经常通过各种捐助或实际的投身参与来善尽企业公民的责任，回馈社会。其中，节能环保素为公司内部倡导及经营管理上的实践重点。

鉴于全球暖化的现象日趋严重，为彻底落实对珍爱地球与在地环境所应尽之责任与承诺，在 2008 年初新建计算机机房时即以打造台湾金控业首座绿色机房为目标，采用全新的机房空调设计与高效能的背冷式服务器机柜技术，更有效的解决机器设备散热问题，使机柜利用率大幅提升，降低对机房空间的使用需求，用在空调的平均耗电量较传统机房省 40%~50%；同时成功的运用服务器虚拟化技术，以减少服务器购置数量，达到节约用电 30% 的效益。以每节省 1 度电 (1kw) 约可减少 0.625 公斤的二氧化碳排放来看，中华开发金控的绿色机房大幅强化我们的 IT 优势与扩充性，更在实践节能减碳、降低 IT 营运成本等方面树立良好模范。此外，中华开发持续在集团内部推展作业流程自动化以节约纸张用量，并制订符合环保节能的计算机设备采购标准，以使用对环境无害并具节能效果的个人计算机，协助减少资源浪费与能源成本。

中华开发深信，长期承诺投入社会公益，善尽企业公民责任，是健全的企业经营之本。未来中华开发仍将继续积极投入公益，戮力帮助孩童，积极环保节能，以回馈社会，深耕台湾！



Green Data Center

Environmental & Conservation Initiatives –“Green Data Center”

In addition to efforts to nurture the growth and educational development of the country's children, CDFH is also a committed proponent of such issues as environmental protection, energy conservation, professional education, minority welfare and cultural development. CDFH has endeavored to be a good corporate citizen in this regard by making donations to relevant organizations and getting involved in related activities. In particular, environmental protection and energy conservation are fundamental concerns of CDFH's internal communications as well as operational practices.

As concerns about global warming grow, and to fulfill its responsibilities to help protect the environment, CDFH resolved in 2008 to become the first financial holding company in Taiwan to build a Green Data Center. At the new data center, the Company has installed improved air conditioning and efficient passive cooling technologies. The server racks at the new data center have better heat dissipation, which has lowered air conditioning power consumption by 40-50% on average. In addition, the introduction of virtualization for real servers has reduced IT equipment power consumption by 30%. All told, these energy conservation measures have cut carbon dioxide emissions by 0.625kg for every kilowatt-hour of electricity produced. Thus, the Green Data Center sets a fine example of the potential of energy conservation, which significantly reduces both carbon emissions and IT costs while enhancing the scalability of IT systems. CDFH is also proactive in promoting workflow automation in an effort to reduce the use of paper and in sourcing environment-friendly IT equipment to eliminate waste and cut energy costs.

Now an integral part of its corporate philosophy, CDFH is of the opinion that a longstanding commitment to bettering the social conditions of the country and the fulfillment of corporate citizenship responsibilities are fundamental to the sound operation of any business entity. CDFH is determined to continue its close involvement in community welfare programs for the benefit of child development, environmental protection and energy conservation in Taiwan and around the world.

服务网点 Service Outlets

中华开发金融控股公司 www.cdibh.com China Development Financial Holding Corporation

总公司
Head office 10504 台北市南京东路五段125号
125, Sec. 5, Nanjing East Rd., Taipei City 10504, Taiwan
Tel: +886-2-2753-2201 Fax: +886-2-2753-2203

中华开发工业银行 www.cdibank.com China Development Industrial Bank

总行
Head office 10504 台北市南京东路五段125号
125, Sec. 5, Nanjing East Rd., Taipei City 10504, Taiwan
Tel: +886-2-2763-8800 Fax: +886-2-2766-0047

桃园分行
Taoyuan branch 33045 桃园县桃园市中正路1071号1楼之2
1F-2, 1071, Zhongzheng Rd., Taoyuan City, Taoyuan County, 33045, Taiwan
Tel: +886-3-317-5868 Fax: +886-3-317-5556

台中分行
Taichung branch 40758 台中市西屯区府会园道169号7楼
7F, 169, Fuhuiyuandao, Xitun Dist., Taichung City 40758, Taiwan
Tel: +886-4-2250-3888 Fax: +886-4-2250-3777

高雄分行
Kaohsiung branch 80661 高雄市前镇区中山二路91号3楼之1-4
3F-1-4, 91, Zhongshan 2nd Rd., Qianzhen Dist., Kaohsiung City 80661, Taiwan
Tel: +886-7-331-9900 Fax: +886-7-332-1205

中华开发工银转投资事业 www.cdibh.com Investee enterprises of China Development Industrial Bank

开发科技顾问公司
China Venture Management, Inc. 10504 台北市南京东路五段125号12楼
12F, 125, Sec. 5, Nanjing East Rd., Taipei City 10504, Taiwan
Tel: +886-2-2767-3668 Fax: +886-2-2767-7008

中亚创业投资公司
R.O.C. Strategic Company, Ltd.

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