



中華開發金控

CHINA DEVELOPMENT FINANCIAL

2013

Partnership
for Success

目錄 Contents

1	經營者的話 Words from Management	04
2	關於我們 About Us	10
3	專業服務 Our Expertise	18
4	經營績效 Our Performance	76
5	社會責任 Social Responsibility	94



董事長 陳木在
Chairman Mu-Tsai Chen

總經理 楊文鈞
President & CEO Paul Yang

回顧2013年，全球經濟及金融情勢仍然面臨重重考驗，包括受到美國量化寬鬆政策擬於2014年度逐漸溫和退場，為全球投資市場投下反覆振盪的因子；中國大陸受到內外眾多經濟變數影響，面臨經濟長短期風險持續升高而欲於今年度重新啟動「全面深化改革」轉型計畫，許多措施亦造成若干產業部門的波動；而歐債問題雖已趨緩，然面臨勞動市場僵固問題，經濟風險仍在；國內經濟則主要受全球景氣及中國大陸經濟不振影響，致使出口減緩、投資增長動能未有效彰顯，惟國內消費相較往年略有恢復，全年度經濟成長率為2.11%，資本市場則受到證所稅延續效應欠缺量能，台股2013年度全年日均量僅新臺幣（以下同）957億元，所幸收盤指數有所表現，上漲幅度超過一成。

本公司近年來以調整各子公司業務結構，平衡收益來源，強化穩定性獲利來源並增強跨業經營效益，進而提升整體股東權益報酬率為營運目標，並以「擴大中國大陸業務、增加經常性收入、風險控管及資產活化、擴大營運規模及導入新產品」等五大業務發展策略，持續擴展既有產業金融之利基，此經營策略的調整透過團隊的努力，亦已逐漸展現具體成效。本公司2013年度合併稅後淨利為84.48億元（含非控制權益1.44億元），相較2012年度合併稅後淨利72.58億元（含非控制權益2.75億元）顯著成長，每股稅後盈餘為0.56元（去年為0.54元），合併股東權益報酬率（ROE）為5.06%。謹將四大業務之發展說明如次：

（一）直接投資業務：臺灣地區方面，繼去年推動文化創意產業發展而籌集之文創基金後，今年仍將配合政府以「臺灣生技產業起飛行動方案」推展生醫健康產業之政策，持續推動籌集生醫基金，基金規模擬定為15億元，預計2014年第二季可以籌集完成。而大陸地區之基金業務，除華南基金外，以華東地區產業為投資目標之華創毅達（昆山）基金亦已於2013年度獲主管機關核准，基金規模預定為人民幣20億元，目前正辦理設立登記手續；至於華北地區之基金業務，也已洽定業務合作對象，規劃於2014年度正式展開籌集作業。以泛亞太區為主之美元計價私募股權基金已獲主管機關核准設立，且自2014年度起分次開帳，第一季已完成首輪開帳作業，最終籌集規模達美金5億元。

（二）企業金融業務：戮力提升活期性存款比重，並透過大陸地區銀行同業貿易金融，結合應收帳款、信用狀買入業務，拓展貿易融資業務機會，以發展跨境貿易、交易型商品、TMU為主的中型企業金融服務；在商人金融業務部分，持續爭取海外臺商或外資來臺上市之財務顧問業務，並積極承接主辦國際聯貸，以及增加併購融資之高收益業務；大陸租賃業務方面，已完成設立上海分公司及福州分公司，持續擴大租賃資產規模。

（三）金融市場業務：持續致力於低風險及穩定報酬之資產配置，佈局於臺、港高股息股票及外幣公司債等交易相關收益，亦較去年度大幅成長48.5%；另配合各事業群之業務需求，靈活運用各式資金調度工具，有效降低資金成本；研發多樣化金融交易商品支應 TMU 業務推展，協助擴大 TMU 客戶基礎。

（四）證券業務：凱基證券與大華證券已於2013年6月22日正式合併，合併後各項業務如經紀、投資銀行、權證交易、債券承銷等皆取得市場領先地位，待整併營業據點及資源整合行動逐漸落實，將可強化零售證券業務之競爭力及提升穩定性收益貢獻。另為擴大新加坡之期貨業務規模、取得增加外匯交易等產品線及增裕財富管理業務發展契機，凱基證券於2013年底規劃投資新加坡著名之期貨公司 Ong First Tradition Pte. Ltd.100% 股權，業獲臺灣及新加坡主管機關核准，並於2014年4月29日完成收購程序，同時將該公司更名為 KGI Ong Capital Pte. Ltd.，海外佈局將更加完備。受惠於經紀、承銷業務及自營操作績效，以及香港及泰國等轉投資事業之獲利貢獻，凱基證券2013年度之獲利表現為國內證券同業之冠。

在信用評等方面，中華信用評等公司於2013年11月公佈本公司之長、短期評等為「twA+」與「twA-1」，評等展望維持為「穩定」。該評等肯定本公司強健的資本水準，可為財務波動性提供良好的緩衝，在臺灣私募股權與直投市場之領先地位，以及與臺灣其他金融控股公司相較已具備相當的業務分散性。

展望2014年，預期美國聯準會將繼續落實量化寬鬆退場機制，歐元區經濟亦將緩慢復甦，如能順利擺脫通貨緊縮之困境，全球經濟將呈現溫和復甦。面臨經營環境的變動與挑戰，本公司除於既有四大項業務上持續深耕外，為分散資金來源、強化穩定性獲利來源、增強跨業經營效益、提升資本運用效益，以及提供證券端零售客戶完善之金融服務，進而提升

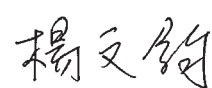
整體股東權益報酬率，本公司已經2014年4月8日股東臨時會通過併購萬泰商業銀行，發展具有工業銀行（創投業務）、商業銀行及證券業務三大核心業務之金控公司。在工業銀行部分，將全面開展臺灣、大陸及亞太地區之創投及私募股權基金業務，增加管理手續費收益及擴大投資規模；商業銀行部分，將成為具備獨特利基之商業銀行，以建立完整金控跨售、貿易融資為主之企業金融業務，並以企業金融為渠道及凱基證券優勢之消費金融業務，落實共同行銷及資本運用效益之雙重策略；證券業務部分，將配合兩岸服貿協議簽署生效時程，掌握大陸開放臺資證券業之機會，將金融版圖擴展至中國大陸市場後，串接亞太五地市場之金融平臺，以提供客戶最多元豐富的產品與服務，成為亞洲地區最具領導性的臺資券商。

本公司全體同仁將努力貫徹公司的策略，並以專業、差異化的服務來贏得客戶的信賴，以更積極、熱忱的態度堅守崗位，期許在此高度競爭的經營環境中，得以開創業務新局、再創佳績，並朝「全球華人最具特色及領導性的金融控股公司」願景向前邁進，續為創造股東權益的成長而努力！

董事長 陳木在



總經理 楊文鈞



Words from Management

In 2013, the global economy was faced with multiple challenges, including the U.S. Federal Reserve's decision to taper its quantitative easing program in 2014, China's resumption of comprehensively deepening reforms aimed at various economic issues, and European labor market inflexibility. These factors all cast a pall over hoped-for economic recovery and political stability. Taiwan's economy was affected by these and other factors, including the overall global economic malaise and slower growth in China, which resulted in reduced exports and sluggish investment growth. However, consumer spending in Taiwan has seen moderate recovery in the past few years, and GDP growth reached 2.11% in 2013. Lackluster performance of the capital market was due to the continued effect of the capital gains tax, which saw average daily TAIEX turnover last year of only NT\$95.7 billion. Notwithstanding, the index proved resilient, rising more than 10%.

In recent years, China Development Financial Holding Corporation (CDF) has undertaken several initiatives to enhance shareholders' return on equity, for example by adjusting the business mix of subsidiaries, balancing revenue sources, stabilizing earnings streams, and generating cross-selling synergies. Through cohesive teamwork, strategic initiatives are beginning to bear fruit, namely expanding into Mainland China, increasing recurring income, adding new products, improving risk management, and increasing scale. In 2013, CDF's consolidated after-tax net income stood at NT\$8,448 million (including minority interest of NT\$144 million), representing significant growth over NT\$72.58 million (including minority interest of NT\$275 million) in 2012, with after-tax earnings reaching NT\$0.56 per share (compared to NT\$0.54 per share in 2012) and consolidated ROE up to 5.06%. Below we briefly discuss the current status of our main areas of business.

1) Principal Investment

After completing fundraising for a Cultural and Creative Industry Fund last year, CDF will continue to support government policies to promote the biomedical health industry, aiming to complete fundraising for a NT\$1.5 billion Healthcare Private Equity Fund by the second quarter of this year. As to our private equity fund business in China, in addition to CPEC Huakai Private Equity (Fujian) Co. Ltd. set up in 2013, the relevant authorities have approved CPEC Huachuang Private Equity Fund (Kunshan) Co., Ltd. to raise a total of RMB2 billion for investments primarily in industries in eastern China. We are currently applying for establishment registration. As to our fund business for northern China, we have already agreed upon business partners and plan to officially commence fundraising in 2014. CDF has also raised a US-dollar private equity fund to invest in Pan-Asia Pacific regions. The fund is expected to close in rolling stages starting this year, targeting total funds of US\$500 million.

2) Corporate and Investment Banking

We continue to enhance client relations in an effort to acquire more low-cost demand deposits and to leverage the cross-strait interbank business platform with a view to extending our service unit to overseas clients. This would be executed by offering customized factoring, forfaiting and SME banking services with a focus on cross-border trade, transaction products and TMU. In the area of Merchant Banking, we continue to vie for high-yield business, including financial advisory for overseas Taiwanese businesses and foreign businesses applying for IPO in Taiwan. In this area, we undertake and sponsor international syndicated loans, boost M&A-related high-yield financing. As for the leasing business in China, we have established branches in Shanghai and Fuzhou as part of our strategy to continue to expand the scale of our leasing business.

3) Global Financial Markets

We stand by our tried and tested strategy in the global financial markets of asset allocation with a strong emphasis on low risk, high-yield equities in Taiwan and Hong Kong, along with foreign currency corporate bonds. CDF's financial assets available for sale increased by more than 40% in 2013, while related revenue surged at a rate of 28% over the previous year. In working with the business needs of various business groups, we flexibly employ a variety of funding instruments to effectively reduce cost of capital. In addition, we continue our research in developing varied and innovative financial trading products in an effort to expand our TMU customer base.

4) Securities

After KGI Securities and Grand Cathay Securities merged on June 22, 2013, the brokerage, investment banking, warrant, and fixed-income businesses were propelled to an undisputed leadership position in the Taiwan market. Since then, we have worked tirelessly to enhance services provided to individual investors and to increase recurring income by consolidating our branch network and resources. To expand the scope of the futures business in Singapore, enhance foreign exchange product lines, and capitalize on opportunities to develop the wealth management business, at the end of 2013 KGI Securities acquired 100% of Ong First Tradition Pte. Ltd., a renowned futures corporation in Singapore. The acquisition, which greatly increases our overseas footprint, was approved by Taiwan's Securities and Futures Bureau of the Financial Supervisory Commission in February this year. Due to KGI Securities' superior performance in brokerage, underwriting, and proprietary trading, as well as in profit contribution from Hong Kong and Thailand subsidiaries, KGI Securities' earnings topped industry peers in 2013.

In November 2013, Taiwan Ratings announced CDF's long-term and short-term ratings, "twA+" and "twA-1", respectively, while CDF's outlook was again rated as "stable." These rankings speak to CDF's strong capital position, which serves as an excellent buffer for financial volatility. CDF commands leading positions in Taiwan's private equity and principal investment markets and boasts broad business diversification as compared to other financial holding companies in Taiwan.

In 2014, the U.S. Federal Reserve is expected to continue its tapering of quantitative easing, the Eurozone economy is expected to steadily recover, and, assuming the shadow of deflation is dispelled, the global economy will experience a moderate recovery. Faced with changes and challenges in the business environment, in order to diversify funding sources, balance revenue sources, bolster cross-selling synergies, enhance capital utilization, and provide the best financial services to our securities clients, on April 8 this year CDF passed a resolution at an extraordinary shareholders meeting to acquire Cosmos Bank. In addition to remaining focused on our four major existing business areas, the acquisition of Cosmos Bank will allow for the development of a financial holding company with three core businesses: industrial banking (venture capital investment), commercial banking, and securities trading.

In the area of industrial banking, we will make inroads into venture capital investment and private equity funds in Taiwan, China, and the Asia-Pacific region, thereby increasing management fee income and expanding the scope of our investments. As to commercial banking, the acquisition of Cosmos Bank will allow us to become a commercial bank with unique niche businesses in corporate banking with a focus on cross-selling within the group,

trade financing, and consumer banking. This will be executed by leveraging our strengths in corporate banking and brokerage business to realize dual benefits of joint marketing and capital use efficiency. As regards the securities business, we will coordinate with the timing of the signing of the Cross-Strait Agreement on Trade in Services to leverage opportunities represented by the opening up of China to Taiwanese securities companies, through which we will be able to greatly increase our presence in the China market. Thereafter, we aim to integrate our financial platforms in the five markets in the Asia-Pacific region to provide customers with the most diversified range of products and services available. In this way, we look to become the leading Taiwanese securities firm in Asia.

Meanwhile, our seasoned, professional staff will continue to strive to realize CDF's strategic objectives and to ensure the trust of clients with the help of innovative, differentiated services. We will continue to be proactive and passionate about our work, so that in a highly competitive business environment we can still break new ground, cement our leadership position, and move ever closer to our goal of becoming a leading financial holding company for Chinese clients around the world. All the while, our founding business ethos of delivering sustainable returns for our shareholders will remain our key guiding principle going forward.

Chairman Mu-Tsai Chen



President & CEO Paul Yang



關於我們 About Us

- | | | |
|-----|---|----|
| 2-1 | 中華開發金控
China Development Financial | 12 |
| 2-2 | 中華開發工業銀行
China Development Industrial Bank | 15 |
| 2-3 | 凱基證券
KGI Securities | 17 |



為企業服務 領先

A leader in serving corporations

開發金控的業務肇基於「直接投資」與「企業金融」，50餘年的豐富產業投資經驗，不僅執臺灣創投業之牛耳，近年來更已跨足大中華區及其他海外主要市場，為更多的企業提供全球化的金融服務！

CDF started off in principal investment and corporate and investment banking, but equipped with 50 years of experience in industry investment, it has become a leader in venture capital investments in Taiwan and in recent years has expanded into Greater China and major markets around the world, enabling it to offer global financial services to more businesses.

金控子公司架構圖 Organization Chart



2-1 中華開發金控

中華開發金控係於 2001 年由子公司中華開發工銀以股份轉換方式成立，旗下主要子公司為中華開發工業銀行和凱基證券，長期在臺灣投資銀行業務及資本市場居領導地位。

半個世紀以來，中華開發金控不僅建構綿密的產業網絡，亦在臺灣整體產業發展過程中扮演重要的推手，除了擁有深耕 50 餘年的產業投資經驗外，所投資的客戶多已成功將營運觸角以臺灣為核心，逐步擴展至大中華地區，進而延伸至全球各大主要市場。

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、證券等全方位的整合性金融服務，其中，直接投資業務以 30% 的市場佔有率，穩居臺灣市場龍頭，近年並積極發展籌集與管理股權投資基金業務；企業金融業務方面，除持續發展跨境貿易、TMU、國際聯貸及大陸租賃等服務外，並擬透過併購商業銀行，建立一個結合融資、籌資與投資平台，全方位提供大眾所需之各項金融服務；證券業務方面，目前已在經紀業務及承銷業務取得領先地位，經營版圖亦拓展至香港、泰國及新加坡，未來更將掌握大陸開放臺資證券業之機會，冀成為亞洲地區最具領導性的臺資券商。

展望未來，中華開發金控除了秉持「根植本土、臺灣第一」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 2013 年底，淨值為新臺幣 1,691 億元，合併資產總額為新臺幣 6,479 億元。

2-1 China Development Financial

China Development Financial Holding Corporation (CDF) was established in 2001 following a share swap managed by China Development Industrial Bank (CDIB). Along with its key subsidiaries, CDIB and KGI Securities (KGI), CDF has enjoyed its leading position in the venture capital market and investment banking business in Taiwan.

Over the past 50 years, CDF has not only established a close-knit industrial network, but also has been an important driving force in the process of Taiwan's industrial development. CDF has accumulated over 50 years of experience in principal investment, and most of the clients in whom CDF invested have successfully extended their reach from Taiwan to Greater China, as well as to other major markets worldwide.

CDF currently provides a full range of integrated financial services spanning principal investment, corporate banking, fixed-income, currency & commodities (FICC), and equity business. Our direct investment business commands 30% market share, allowing us to dominate Taiwan's market. In recent years, we have focused on fundraising and management of private equity funds. In corporate and investment banking business, in addition to continuing to develop cross-border trade, TMU, international syndicated loans, and leasing services in mainland China, we will complete the acquisition of Cosmos Bank in 2014 as we strive to build a platform that combines financing, fundraising, and investment, thereby allowing us to offer a full range of financial services to meet the needs of the public. As to our securities operations, we currently lead the market in brokerage and underwriting business and our scope of operations has been expanded to include Hong Kong, Thailand, and Singapore. In addition, we will leverage the opportunity of mainland China opening up its capital market to Taiwanese securities firms to become the leading Taiwanese securities firm in the Asian region.

While following a "Taiwan First" philosophy that puts Taiwan in top priority, CDF will also actively deploy its extensive network across Greater China in the future, moving towards the goal of becoming a first-tier, world-class financial institution.

As of end of 2013, the net worth of CDF was NT\$169.1 billion, and the consolidated assets were NT\$647.9 billion.

2-2 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，為臺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，在臺灣創投市場佔有舉足輕重的角色。

中華開發工銀長期配合政府經建政策，走在臺灣經濟發展的前端，不僅對促進國家經濟與產業發展有相當助益，也在臺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，即可充分了解臺灣產業結構的升級過程，由 60 及 70 年代對傳統紡織與石化業的融資；到 80 及 90 年代積極轉向電子資訊業與半導體等高科技產業之投資；2000 年起則積極參與光電業、替代能源、醫療保健、民生消費及文創產業，投資歷程儼然是一部臺灣產業經濟發展史。

近年來為配合政府推動金融產業升級之政策，中華開發工銀以扶助國內產業發展所累積之經驗與實力，積極發展籌集與管理股權投資基金業務，並以成為根基於亞太區之重量級私募股權基金管理業者為目標。

截至 2013 年底，淨值為新臺幣 1,144 億元，合併資產總額達新臺幣 4,139 億元。

2-2 China Development Industrial Bank

CDIB, formerly China Development Corporation, was the first private development-oriented financial institution in Taiwan. It was established in 1959 through the coordinating efforts of the Economic Stabilization Committee of the Executive Yuan, the World Bank and private funding. In 1999, it was restructured to become an industrial bank. In its more than 50 years of history, CDIB has concentrated in the principal investment and corporate banking business. It has invested in and provided financial services to domestic and overseas clients in 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 the Taiwanese government to support the nation's economic growth. It has not only made a significant contribution to the nation's economic and industrial development, but has also played the role as a pioneer among local investment banks. The evolution of Taiwan's industrial structure is neatly encapsulated in the changes of CDIB's investment and credit portfolio. CDIB invested in traditional textiles and petrochemicals industries in the 60s and 70s; it shifted its focus in the 80s and 90s to foster high-tech industries, such as the electronics and information technology industry, and the semiconductor industry. From 2000, CDIB has been actively involved in industries such as optoelectronics, alternative energy, medical and healthcare, consumer goods, as well as culture and creativity. The investment history of CDIB virtually reflects well the history of Taiwanese industrial and economic development.

In recent years, to coordinate with government policies to upgrade the financial industry, CDIB has been leveraging its strengths and experience accumulated over the years assisting companies in Taiwan to be actively engaged in fundraising and management of private equity funds and strive toward its objective of becoming a world-class private equity fund manager based in the Asia Pacific Region.

As the end of 2013, the net worth of CDIB was NT\$114.4 billion, and the consolidated assets were NT\$413.9 billion.

2-3 凱基證券

凱基證券為中華開發金控全資子公司，證券產品線完整，涵蓋經紀、自營、承銷、債券及各類衍生性商品，各項業務皆居市場領先地位；除經紀市佔率穩居市場領先地位外，投資銀行業務表現突出，憑藉開發金控直接股權投資業務與凱基證券投資銀行相互加乘綜效，承銷業務市佔率位居市場第一；其餘業務，包含債券、衍生性商品與法人經紀業務更是屢屢獲得國際金融媒體與主管機關的肯定，成績斐然；在股債自營交易方面，也兼具交易成效與風險管理的平衡，操作績效斐然。凱基證券結合國內轉投資事業—凱基期貨、凱基投信、凱基投顧以及凱基保經等公司，以提供客戶期貨交易、共同基金、保險商品及資產管理等多元理財服務。除臺灣外，凱基證券在海外的事業版圖亦相當完整，目前在香港、泰國與新加坡皆有據點，海外獲利貢獻約20%，國際化的特色及成果相當顯著。

在開發金控母公司豐沛的資源以及堅強的產業金融支持下，凱基證券較以往更加茁壯，展望未來，投資銀行業務、離境證券業務及中國大陸市場將成為凱基證券躍進的驅動力，朝向成為亞洲投資銀行的目標大步邁進。

截至 2013 年底，淨值為新臺幣 686 億元，合併資產總額為新臺幣 1,627 億元。

2-3 KGI Securities

KGI Securities, a wholly-owned subsidiary of China Development Financial (CDF), is a market leader in a range of areas including brokerage, proprietary trading, underwriting, fixed-income, and a variety of derivatives products. In addition to brokerage, KGI Securities is the leader in investment banking, as investment banking and direct investment, major businesses of CDF, are highly complementary. Other business units, including fixed-income, derivatives, and institutional equity, have come to represent the standard to which the broader industry aspires, with these units garnering various awards locally and internationally over the years. In the proprietary trading of equities and fixed-income, KGI Securities has succeeded in the pursuit of absolute profit by adhering to stringent risk management principles. By integrating the resources of its local subsidiaries, KGI Futures, KGI Securities Investment Trust, KGI Securities Investment Advisory, and KGI Insurance Brokers, KGI Securities can provide clients with futures trading, mutual funds, insurance products, and asset management services. In addition to Taiwan, KGI Securities has a presence in Hong Kong, Thailand, and Singapore. With an overseas profits weighting of approximately 20%, KGI Securities is one of few Taiwanese securities firms with successful operations overseas.

Going forward, investment banking, the opening of offshore securities units (OSU), and expected permission to establish a joint venture securities firm in China, are viewed as potential growth drivers for KGI Securities. Backed by the strong support of CDF, which boasts abundant resources and a leading position in direct investment, KGI will capitalize on these new business opportunities to accelerate its growth and reinforce its position in Asia as an outstanding securities firm and leading investment bank.

As of end of 2013, the net worth of KGI Securities was NT\$68.6 billion, and the consolidated assets were NT\$162.7 billion.

專業服務

Our Expertise

3-1	直接投資事業群 Principal Investment Group	20
3-2	企業金融事業群 Corporate and Investment Banking Group	34
3-3	金融市場事業群 Global Financial Markets Group	40
3-4	證券事業群 Securities Group	44
3-5	調查研究 Research	66
3-6	人力資源 Human Resources	70
3-7	風險管理 Risk Management	73



為機構法人與個人投資人服務 領先

A leader in serving institutional and individual investors

開發金控旗下的凱基證券不僅是臺灣證券市場之佼佼者，更是國內同業中最早開始國際化且佈局最完整的券商。凱基證券提供的多樣化證券相關服務，成為眾多機構法人與個人投資人之最佳選擇券商！

KGI Securities, CDF's subsidiary, is a leader on Taiwan's securities market and was the first Taiwanese securities firm to internationalize and position itself globally. The diversified securities services offered by KGI Securities have made it the top choice for institutional and individual investors looking for a securities firm to serve as their investment partner.

1960's 紡織業 Textile
<p>中纖 CMFC、遠東紡織 Far Eastern Textile</p> <p>1959年，由臺灣政府與世界銀行共同創立。 1959: Establishment of China Development Corporation by Taiwan government and the World Bank</p>
1970's 基礎建設 Infrastructure
<p>中鋼公司 China Steel、中國石油化學 CPDC</p>
1980's 電子資訊 Electronics & IT
<p>宏碁 Acer、華碩電腦 ASUS、仁寶 Compal</p>
1990's 半導體 / 光電 Semiconductor / Optoelectronics
<p>友達光電 AU Optronics、同欣電子 Tong Hsing Electronic Industries、台積電 TSMC、聯華電子 UMC</p> <p>1998年，改制為中華開發工業銀行，進一步發展企業金融與投資銀行業務 1998: Restructured itself China Development Industrial Bank, expanded into corporate banking and investment banking</p>
2000's 通訊 / 節能 / 醫療 Communications / Alternative Energy / Medical
<p>中化合成 CCSB、晶元光電 Epistar、遠傳 FarEastone、美時化學製藥 LOTUS 新日光能源 NSP Corporation、智擎生技 ParmaEngine、昇陽光電 Solartech Energy 太景生技 TaiGen Biotechnology</p> <p>2001-02年，結合中華開發工業銀行與大華證券，設立中華開發金融控股公司 2001-02: Formation of CDF by combining CDIB and Grand Cathay Securities</p>
2010's 醫療 / 科技 / 文創 Medical / Technology / Culture & Creativity
<p>佳醫集團 Excelsior Healthcare Group、FACEBOOK、敦泰科技 FocalTech 鮮綠園 Grandness Industry Groups、華研國際 HIM Inc.、劍麟 IRON Inc.、喜康 JHL BIOTECH 雄獅旅遊 Lion Travel、霹靂多媒體 PILI MULTIMEDIA、盛弘醫藥 ShareHope Medicine 安成藥業 TWi Pharmaceuticals</p> <p>2011年，從投資自有資金業務轉型成為資產管理營運模式 2011: Transformed from principal investor into PE/VC asset manager</p> <p>2012年，併購凱基證券，並於大陸設立創投管理公司及租賃公司 2012: Acquired KGI Securities; established venture management and leasing companies in China</p>

3-1 直接投資事業群 · 直接投資業務

自設立之始，直接投資事業一直是中華開發工銀的核心業務，長達50餘年的發展過程中，始終秉持著「以金融事業影響力，協助新產業之建立與發展，帶動產業升級」的理念協助臺灣產業發展，從早期的紡織業、石化業、製造業，到近期的電子、生技、民生消費、能源產業，均有中華開發工銀的投資軌跡，在臺灣整體產業發展過程中，中華開發工銀不僅扮演重要的推手，亦建構一多元化且具獲利潛力的投資組合。

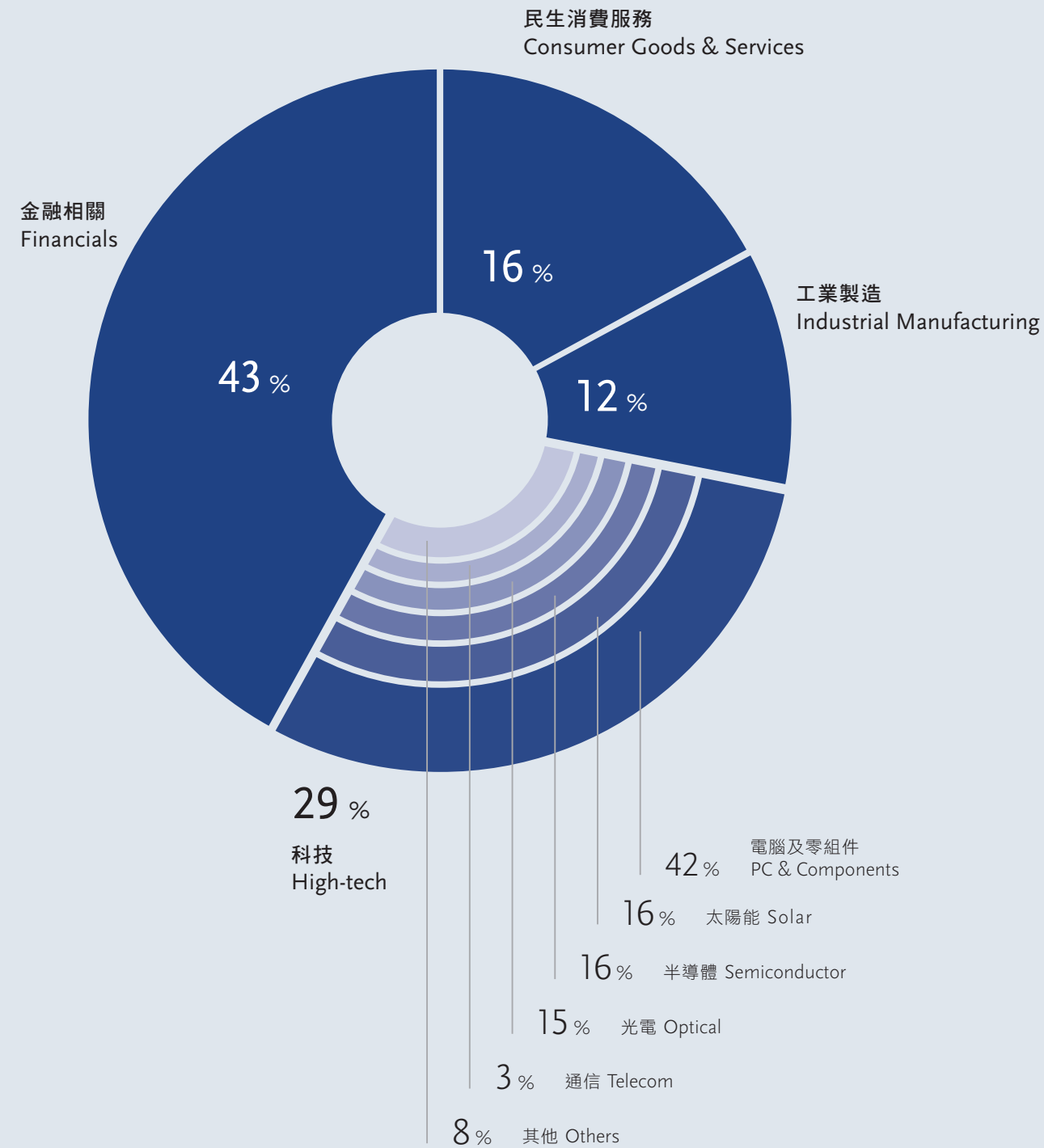
長達50餘年豐富的投資經驗，累計投資的企業已逾千家，不僅為中華開發工銀最大的資產，亦為拓展投資業務最佳的利器。中華開發工銀善用產業鏈的投資策略，進行上下游垂直產業價值鏈延伸佈局，不僅衍生無數的投資機會，亦成功建立最具規模與績效的投資組合。截至2013年底，中華開發工銀及其子公司所擁有的投資組合逾300家公司，管理資產逾新臺幣700億元。

3-1 Principle Investment Group · Direct Investment

Direct investment has been the core business of CDIB since its founding. For over 50 years, CDIB has always upheld its creed to “utilize financial influence to assist the establishment and development of new industries and to promote industrial upgrade.” CDIB’s investment footprint can be seen from the textile, petrochemical and manufacturing industries in the early days all the way to electronics, IT, biotechnology, consumer goods and alternative energy industries in recent years. It is not only an important driving force behind the overall industrial development in Taiwan, but it has also established a diversified investment portfolio with great profit potential.

During more than 50 years of operation, CDIB has accumulated abundant experience and has invested in over one thousand enterprises. Our deep investment expertise is CDIB’s most important asset and also its most powerful tool in expanding its investment business. CDIB specializes in deploying capital vertically through industrial value chains. The strategy of making good use of industry chains has not only created numerous investment opportunities, but has also enabled CDIB to establish the largest portfolio with the best performance. As of the end of 2013, CDIB, together with its subsidiaries, owned a portfolio that covered more than 300 companies, and managed over NT\$70 billion worth of assets.

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



3-1 直接投資事業群 ·
積極發展籌集與管理股權投資基金業務

為增加穩定之管理費收入及擴大投資業務之資金來源等策略需求，中華開發工銀將透過旗下各子公司與各地區經營有成的知名企業合作，籌集股權投資基金，將資金來源逐步由自有資金轉換為外籌基金型態，以擴大投資業務的經濟規模。同時，導入國際基金管理概念，積極發展基金管理業務、收取穩定之管理費收入，以擴大獲利來源之廣度、進而達到平衡收益之綜效。

為順應投資區域及產業的不同，現已規劃籌集多檔「大中華股權投資基金」、「產業股權投資基金」及「亞洲股權投資基金」。

3-1 Principal Investment Group ·
Private Equity Fundraising and Management

In response to the strategic goal of expanding of management fees and funding sources, CDIB will work through its regional subsidiaries to collaborate with successful, well-known enterprises to raise private equity funds, and to gradually replace proprietary funding with externally-raised funds, thereby expanding the economies of scale of its investment business. Such efforts would also enable CDF to balance revenue stream with the increase of management fees.

Several private equity fundraising plans are currently underway to accommodate the needs of different regions and industries. Major fund raising initiatives include: "Greater China Private Equity Fund," "Industrial Private Equity Fund," and "Asia Private Equity Fund."

3-1 直接投資事業群 · 積極發展籌集與管理股權投資基金業務

大中華股權投資基金

鑒於兩岸經貿發展趨勢，中華開發工銀已於大陸上海設立子公司「中華開發股權投資管理有限公司」作為發展基金管理業務之大陸總部，透過該子公司結合大陸地區龍頭企業及專業投資機構於大陸各大主要經濟圈籌設「人民幣股權投資基金」，鎖定臺商企業及各經濟圈具發展潛力的產業進行投資，冀以臺灣企業的研發能力，結合大陸龐大的內需市場，發揮兩岸三地之產業與市場優勢，創造最大之投資利益。目前已與大陸華南地區及華東地區之重量級企業簽訂合作備忘錄，華北地區亦積極進行籌組基金計劃。

■ 華創（福建）股權投資基金

華創（福建）基金為本行與大陸主要投資人福建省電子信息（集團）有限責任公司共同合資設立，基金規模為人民幣20億元，以大陸華南地區各省份做為主要投資區域，並配合大陸政策方向、經濟情勢、技術創新及社會發展趨勢，聚焦民生消費、生物醫療、節能環保和電子資訊等具成長潛力的產業。

■ 華創毅達（昆山）股權投資基金

為掌握大陸華東地區之投資商機，係由中華開發工銀將與江蘇高科技投資集團有限公司於江蘇省昆山市合資設立，基金規模為人民幣20億元，以大陸地區華東各省份做為主要投資區域，投資策略將涵蓋華東地區之特色產業、環保節能及新材料高端設備等產業，且以主要營運據點位於大陸之企業作為投資對象。

■ 華創華北股權投資基金（名稱暫定）

基金規模人民幣20億元，投資標的首重大陸華北地區之健康及新一代移動信息技術相關產業。

3-1 Principal Investment Group · Private Equity Fundraising and Management

The Greater China Private Equity Funds

Responding to the trend toward cross-strait trade and economic development, CDIB Private Equity (China) Corporation, a subsidiary of CDIB, was established in Shanghai to grow fund management business in China. Through the subsidiary, CDIB is collaborating with leading enterprises and professional investment institutions in China to set up Renminbi Private Equity Funds in major Chinese economic regions, to invest in Taiwanese enterprises as well as in local industries with great potential. It is expected that the combination of Taiwanese R&D strength and vast Chinese domestic market will bring out the maximum investment return. We have signed MOUs with important enterprises in South and East China regions, and the fundraising plans in North region are actively underway.

■ CPEC Huachuang Private Equity Fund (Fujian) Co. Ltd.

The CPEC Huachuang Private Equity (Fujian) Co. Ltd. is a joint venture between CDIB and major mainland Chinese investor, Fujian Electronics & Information (Group) Co., Ltd. The fund boasts assets totaling Renminbi 2 billion. It monitors trends in policy, the economy, technology, and society as it seeks to focus on fields in South China with a high growth potential such as consumer goods, biomedicine, energy-conservation and environmental protection, and information technology.

■ CPEC Huachuang Private Equity Fund (Kunshan) Co. Ltd.

To grasp vast investment opportunities in Eastern China, CDIB jointly established this fund, totaling Renminbi 2 billion, with Jiangsu Govtor Capital Group in Kunshan, Jiangsu Province. The fund will invest primarily in key industries in Eastern China such as energy conservation and environmental protection, as well as new materials and high-end equipment.

■ CPEC Huachuang Private Equity Fund (China North) (Provisional name)

The Renminbi 2 billion fund will primarily invest in healthcare and the next generation of portable information technology industries in China's Northern Provinces.

3-1 直接投資事業群 · 積極發展籌集與管理股權投資基金業務

產業股權投資基金

因應產業的發展趨勢及本身具有之產業網絡優勢，中華開發工銀規劃針對具有發展潛力之特定產業籌設產業股權投資基金，未來，中華開發工銀將一本初衷，持續關注臺灣產業發展趨勢，籌設其他具發展潛力之產業基金。

■ 開發文創價值基金

為扶植臺灣文創產業軟實力，已於2013年1月30日完成籌設「開發文創價值基金」，基金規模為新臺幣15億元，投資策略聚焦時尚品牌、數位內容、飲食文化、創意觀光及影視媒體等五大文創主題，冀以運用臺灣文創價值結合大中華龐大市場，打造文創市場的新版圖。

■ 中華開發生醫基金

基於政府政策明確支持生醫產業，積極推動「臺灣生技產業起飛行動方案」，並營造良好環境，期能達成「扶植臺灣生醫產業」並「創造基金卓越投資報酬」兩大目標，中華開發工銀擬整合中華開發金控集團資源，對外籌集「中華開發生醫創投基金」，基金規模為新臺幣15億元，投資策略聚焦醫藥、生醫器材、服務、通路與健康相關產業，鎖定創新、區域整合與中國大陸內需成長商機相關之領域，邀請產業領導廠商擔任策略股東，與產業夥伴建立長期且深度的互動關係。

亞洲股權投資基金

「中華開發資本國際股份有限公司」係中華開發100%持股子公司，成功管理海外資產多年，隨著大中華及亞洲經濟體的穩定增長，擬憑藉其國際投資網絡，結合全球潛在投資人籌設私募股權投資基金「Asia Fund」。

「Asia Fund」將遵循開發資本國際一貫的「China Plus」投資策略，聚焦於與中國相關之題材，諸如設在臺灣、韓國或美國並可受惠於中國長期增長之企業及中國內地企業。雙管齊下的「China Plus」投資策略，發掘優質投資標的，以期藉助大中華區乃至亞洲地區的經濟增長動能，降低單一投資於中國地區之投資風險。

「Asia Fund」四大核心投資產業：消費 / 零售、技術 / 媒體、高附加價值的製造及金融 / 商業服務。

3-1 Principal Investment Group · Private Equity Fundraising and Management

The Industrial Private Equity Fund

To better respond to trends in industrial development, CDIB has taken advantage of its industrial network to establish the Industrial Private Equity Fund, targeting specific industries with the greatest potential. In the future, CDIB will keep a close eye on the trends of each industry and raise other industrial funds accordingly.

■ CDIB CME Fund, Ltd.

CDIB established the CDIB Creative, Media, Entertainment Fund, Ltd. (CDIB CME Fund, Ltd.) on January 30, 2013 with a total of NT\$1.5 billion in assets to further bolster the soft power of Taiwan's creative industries. The fund's strategy is to invest in Taiwan brands, digital content, dietary culture, creative tourism, and media. By combining the value of Taiwan's cultural and creative industries with the massive greater China market, CDIB is forging new territory in this up-and-coming industry.

■ China Development Healthcare Private Equity Fund

CDIB also supports Taiwan government's backing of the biomedicine and biotech sectors. In building a favorable environment for the sector, CDIB aims both to support local biomedical businesses and to create good returns on investments. Meanwhile, CDIB integrates CDF's group resources to establish a China Development Healthcare Private Equity Fund totaling NT\$1.5 billion. The investment strategy is primarily in pharmaceuticals, biomedical device, services, sales channels and healthcare-related industries. The fund will focus on taking advantage of innovation, regional integration, and growth in demand for related products and services in mainland China. CDIB has invited industry leaders to become strategic shareholders and will establish long-term cooperative relationships with industry partners.

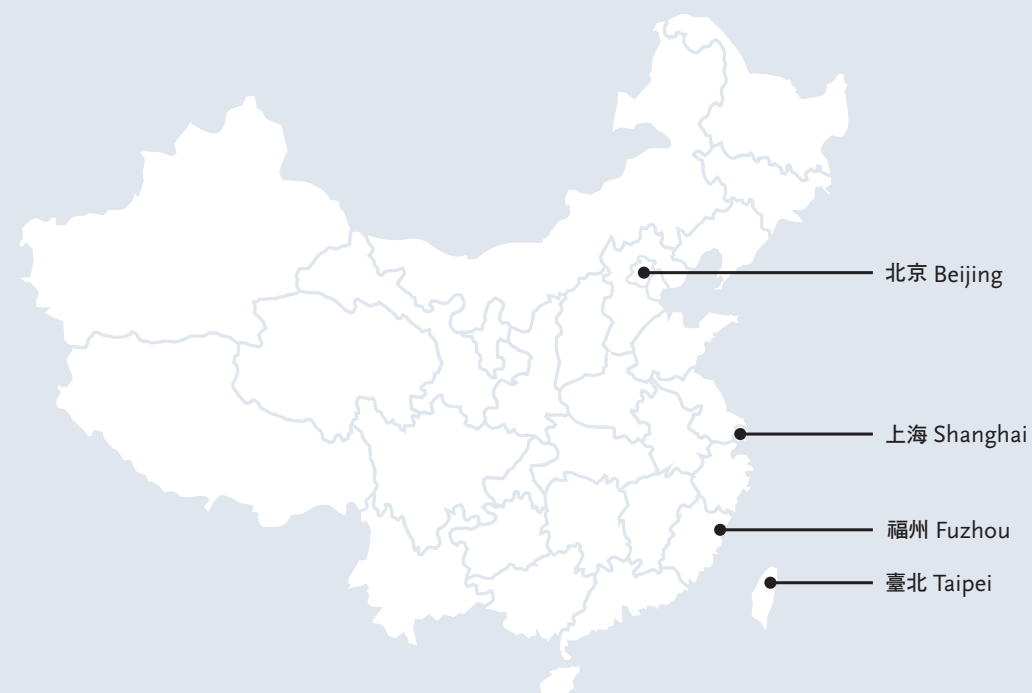
Asia Fund

Building on its success of managing a pool of proprietary capital for CDIB, CDIB Capital International Corp. (CCIC), a subsidiary of CDIB, is establishing Asia Fund, a USD denominated third party fund.

The Fund will continue to employ CCIC's proven "China-Plus" investment strategy in order to capitalize on both the economic growth momentum in greater China as well as in Asia region while mitigating risks associated with investing solely in mainland China. The two pronged "China-Plus" strategy focused on investing in domestic companies based in China as well as companies with linkages to China in markets such as Korea, Taiwan, and the US.

The Fund will focus on four core sectors: consumer / retail, technology / media, value-added manufacturing, and financial / business services.

中華開發工銀 · 直接投資事業群 · 大中華區基金投資佈局
CDIB Principal Investment Group's Private Equity Funds in Greater China



北京 Beijing

華創華北股權投資基金 (名稱暫定)

CPEC Huachuang Private Equity Fund (China North) (Provisional Name)

計畫與一北京市國營企業合作成立一檔人民幣私募股權投資基金。

2012年5月與國開金融簽署戰略合作意向書，落實直接投資業務發展策略。

Planning to jointly establish a Renminbi private equity fund with a Chinese state-owned enterprises in Beijing.

In May 2012, CDIB signed an MOU with CDB Capital to implement the development strategy for our principal investment business.

上海 Shanghai

華創毅達 (昆山) 股權投資基金

CPEC Huachuang Private Equity (Kunshan) Co. Ltd.

2012年5月與昆山市創業控股有限公司簽署合作備忘錄，合作建構產業金融服務平臺，第一步計畫成立人民幣20億元股權投資基金。

2012年11月與江蘇高科技投資集團有限公司簽署合作備忘錄，計畫共同發起設立股權投資基金，規劃該股權投資基金之總規模為人民幣20億元。

In May 2012, CDIB signed an MOU with Kunshan Chuangye Holding Company for jointly establishing an industry financial services platform. The first step will be to create a Renminbi 2 billion private equity fund.

In November 2012, CDIB signed an MOU with Jiangsu Govtor Capital Group for jointly launching a Renminbi 2 billion private equity fund.

福州 Fuzhou

華創 (福建) 股權投資基金

CPEC Huachuang Private Equity (Fujian) Co. Ltd.

2011年9月與福建省電子信息集團簽署合作備忘錄，合作成立華創 (福建) 股權投資基金，基金規模人民幣20億元。該基金將於2014年第一季完成首輪關帳，資金人民幣10億元全數到位。

In September 2011, CDIB signed an MOU with Fujian Electronics & Information (Group) Co., Ltd. to jointly establish the Huachuang Private Equity Fund (Fujian) with a total of Renminbi 2 billion. The Fund completed the first close of Renminbi 1 billion in the first quarter of 2014.

臺北 Taipei

臺灣最大的專業投資機構，產業網路綿密，截至2013年12月31日投資組合家數逾300家。

持續發揮領頭羊之競爭優勢，深耕佈局行動通訊、綠能經濟、精密零組件、民生消費等高成長市場，建立臺灣最具規模與績效的投資組合。

As Taiwan's largest professional investment institution, CDIB boasts an extensive portfolio that as of December 31, 2013 totaled over 300 firms.

CDIB continues to leverage competitive advantages as a leader and creates Taiwan's largest, best-performing investment portfolio, by deepening investments in growth industries such as mobile communications, green energy, precision components, and consumer goods.

開發文創價值基金

CDIB CME Fund, Ltd.

因看好臺灣多元的文化軟實力在大中華市場已具競爭優勢，中華開發金控已完成對外籌集新臺幣15億元之「開發文創價值基金」聚焦時尚品牌、數位內容、飲食文化、創意觀光及影視媒體等五大文創主題進行投資。

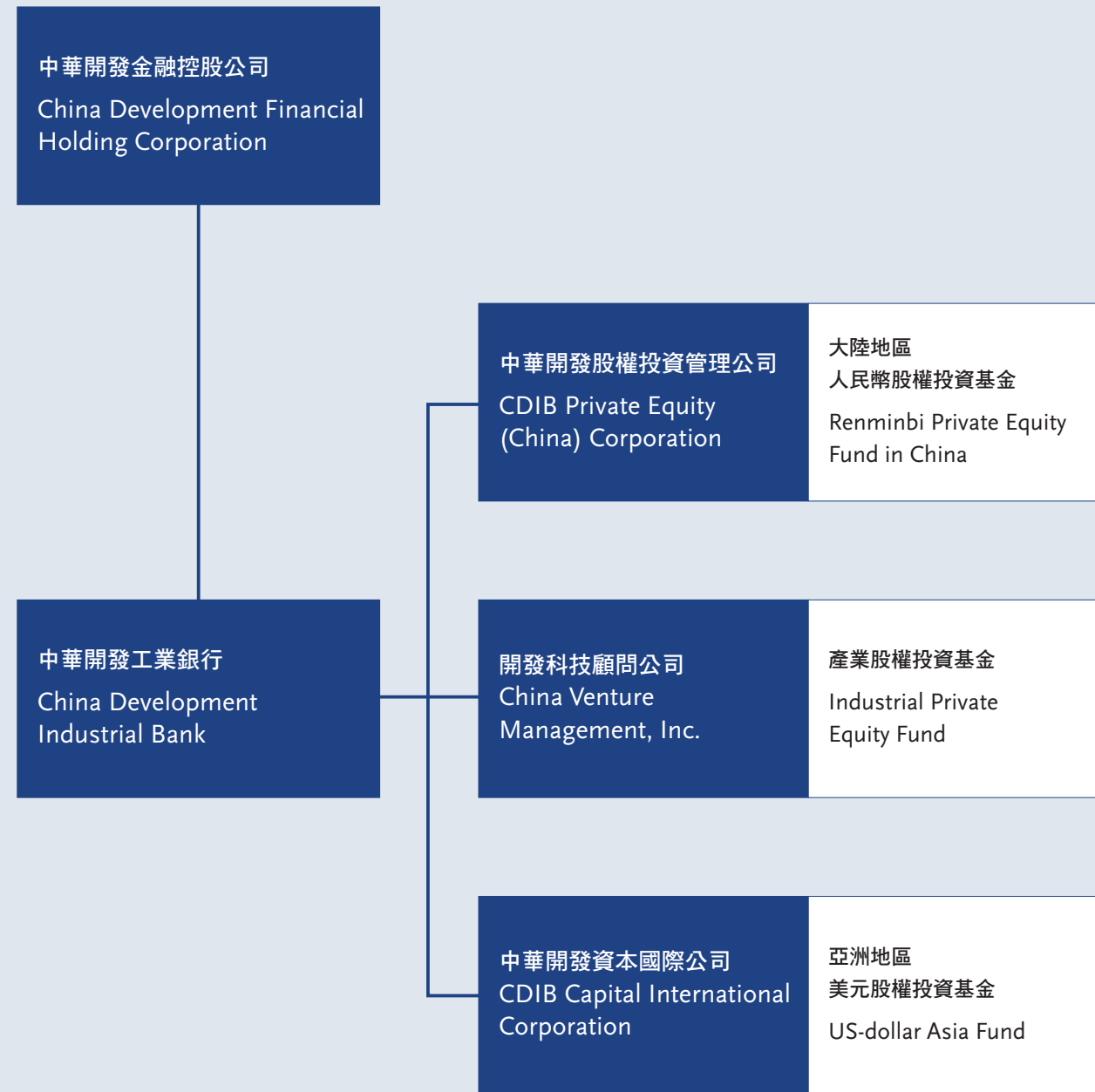
There is great potential for Taiwan's cultural and creative industries in the greater Chinese market. CDF has therefore established the CDIB CME Fund, Ltd. with a total of NT\$1.5 billion to invest in Taiwan brands, digital content, dietary culture, creative tourism, and media.

中華開發生醫基金

China Development Healthcare Private Equity

鑑於臺灣生醫產業在人才、技術、生產管理與資本市場優勢下，中華開發工銀擬整合產業資源，在關鍵領域培養扶植旗艦型生醫企業，對外籌集新臺幣15億元之「中華開發生醫創投基金」，鎖定創新、區域整合與大陸內需成長商機之醫藥、生醫器材、服務、通路與健康相關產業。

CDIB plans to integrate local resources by taking advantage of Taiwan's prowess in skilled workers, technology, production management, and capital markets. To back biomedical companies that can benefit from those advantages, CDIB is pooling capital to form the NT\$1.5 billion China Development Healthcare Private Equity Fund. Investments will target pharmaceuticals, biomedical equipment, services, sales channels, and healthcare-related industries.



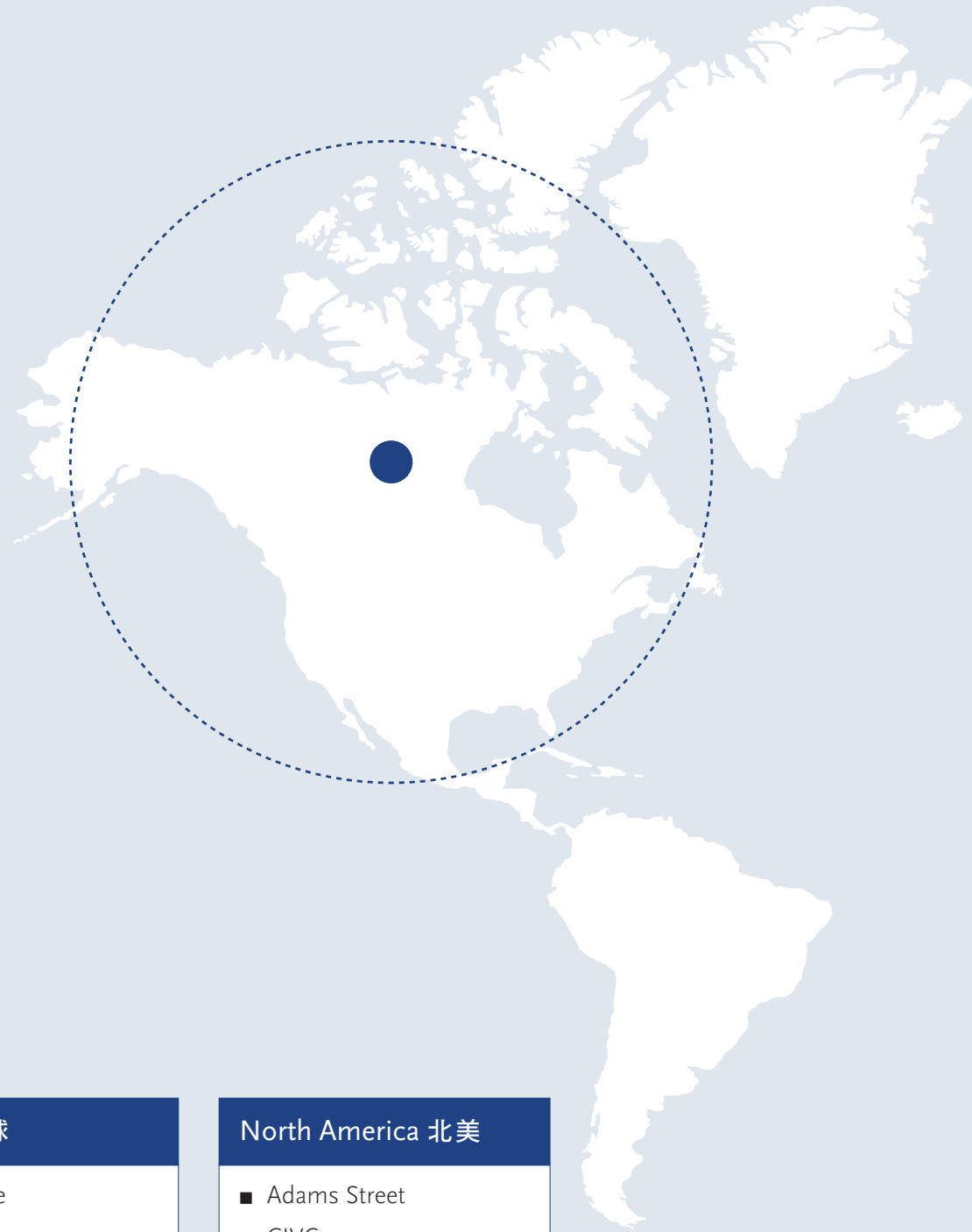
3-1 基金投資業務

中華開發長久以來積極拓展外籌基金 (Third Party Funds) 投資業務，以擴大其投資地區及資產類型。中華開發嚴選全球領先的私募股權基金作為其合作夥伴，除考量基金管理團隊優異的投資績效外，亦須能為投資戶營運帶來高附加價值。中華開發憑藉其在亞洲地區豐沛的投資經驗及人脈網絡，被業界視為亞洲首選的投資合作夥伴。

3-1 Fund Investment

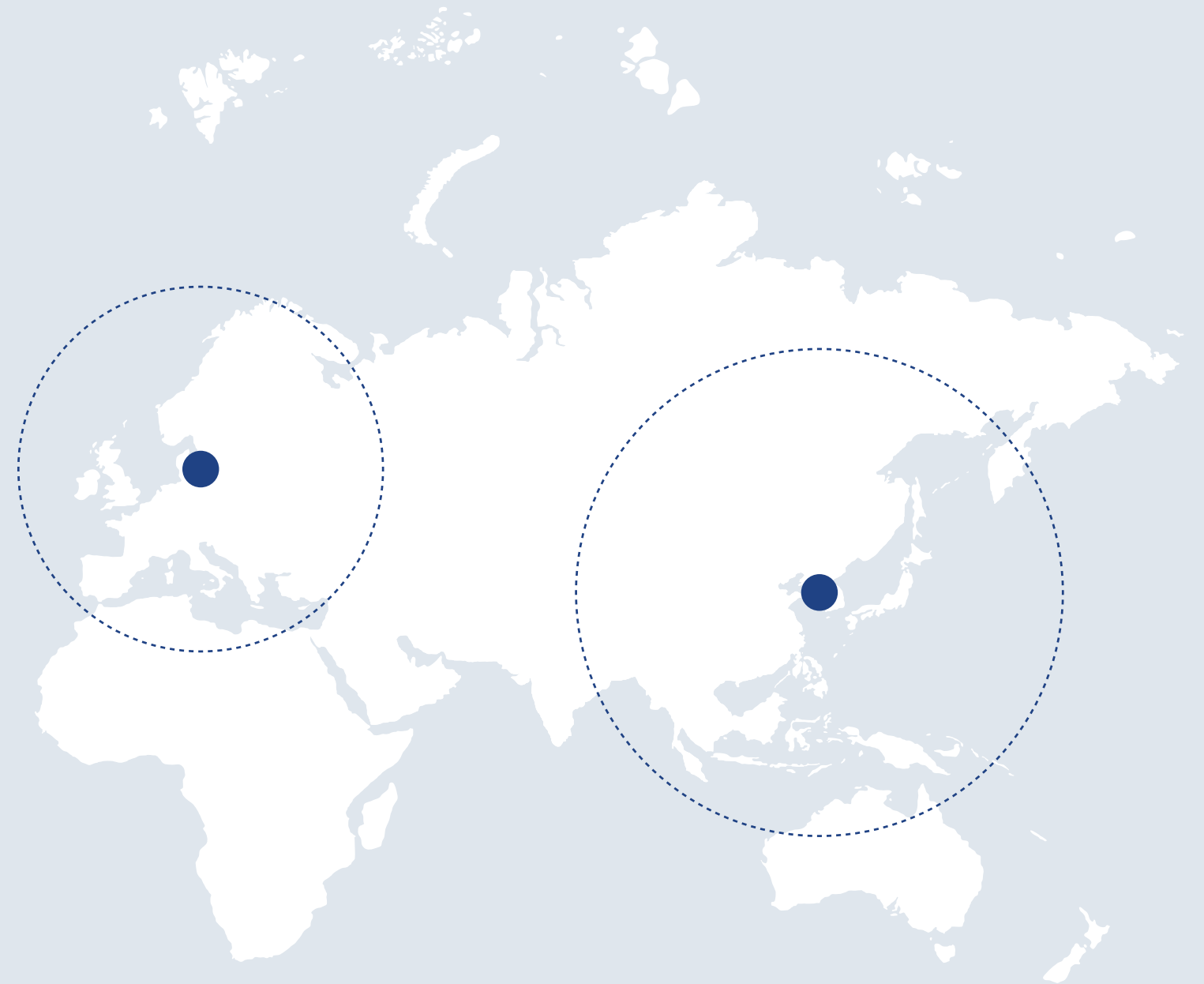
CDIB has historically made selective commitments to best-in-class third party funds to broaden its exposure to strategic geographies and asset classes. When considering third-party fund commitments, CDIB partners with established, operationally-oriented investment teams with top-tier track records. CDIB prefers situations where CDIB's unique positioning in Asia offers the potential to add value to the funds' investment activities and favors General Partners who view CDIB as their Asian partner when making investments in the region.

合作夥伴遍佈全球
Global Partners



- Global 全球**
- Blackstone
 - First Reserve
 - Goldman Sachs
 - KKR
 - Riverwood
 - Silver Lake

- North America 北美**
- Adams Street
 - CIVC
 - Clayton, Dubilier & Rice
 - Industry Venture
 - New Mountain Capital
 - Oak Hill
 - Platinum Equity
 - Sun Capital
 - Tenaya
 - THL Partners



- Europe 歐洲**
- Apax Partners
 - Doughty Hanson
 - Oaktree
 - PAI Partners
 - Terra Firma

- Asia Pacific 亞太區**
- AIF Capital
 - Carlyle
 - CX Partners
 - Everstone
 - Pacific Equity Partners
 - Samara Capital



3-2 企業金融事業群 · 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，加深金融機構往來平臺，服務之觸角伸展至公營事業。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臺，不但已延伸服務至企業收購融資、企業債務重組融資等業務，更進一步協助客戶財務規劃，提供客戶兩岸租賃融資平臺，延伸客戶的融資產品至大中華區域，以擴大服務的涵蓋面。

3-2 Corporate and Investment Banking Group · Product and Services

The Corporate & Investment Banking Group at CDIB provides a full spectrum of products to an established customer base. We offer commercial lending, cash management, trust, and financial advisory services for capital raising activities. Our deep relationship network and wide services scope paves the success of a multi-product platform with a growing customer base and international reach. Today, our services extend to Pan-Asian M&A finance, corporate restructuring practice, and leasing solutions in Greater China.



3-2 企業金融事業群 · 客戶型導向組織

中華開發金控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，配合客戶單位開發業務之機會，適時提供客戶所需之金融產品。中華開發金控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，搭配提供多元產品協銷之服務，從授信、外匯、避險、現金管理及貿易融資等業務，更進一步走向資本市場相關之投資、收購融資、財顧、信託、可轉換公司債或普通公司債承銷、聯貸、租賃與證券化業務。中華開發金控將透過產品經理與客戶經理的通力合作及兩岸三地融資平臺，提供客戶全方位解決方案 (Total Solution) 的服務。

3-2 Corporate and Investment Banking Group · A Customer-Oriented Organization

Always putting customers first, our Relationship Managers and Product Managers focus on enhancing integrated services and operating excellence. Our RMs develop and cultivate customer relationships on marketing financial products and services across industries and geographies. Our PMs design timely product solutions tailored to unique customer situations, including lending, cash management, currency hedging, trade finance, trust services, financial advisory, underwriting, leveraged finance, leasing and asset securitization. Working as a coherent team, our RMs and PMs offer comprehensive total solutions to Greater China customers.

3-2 企業金融事業群 · 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臺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、廠房及機器設備擴建、併購等資本重組，再配合投資、租賃、信託、聯貸等業務，都具長期且深入之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。

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。

企業金融目前擁有超過700家以上的大型及集團客戶，未來仍將持續針對市場的變化以及客戶需求，就亞太區客戶在跨國併購、槓桿收購、成長資本等特殊狀況下的融資需求，提供量身訂做的專業諮詢與解決方案；以客戶完整 (Total Solution) 之財務解決方案為目標，提供客戶最佳的全方位金融產品與服務，扮演企業交易諮詢顧問，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，除企業資本資出及一般大額之營運週轉金所需之聯合貸款外，為臺灣地區專案融資業務提供財務資源與服務，對專案融資具有長期且深入的專業經驗及資源優勢，與商業銀行進行差異化競爭，積極跨入國際市場領域。

3-2 Corporate and Investment Banking Group · Project Finance

Since 1992, CDIB has consistently ranked in the top of Taiwan's project finance league tables. Through numerous deal experiences in financing power plants, developing industrial parks, enhancing high-tech manufacturing capacity, and corporate restructuring, CDIB has developed insight, expertise and unique advantages, including:

1. Project finance liquidity risk management;
2. Bespoke monetization solution;
3. Superior credit rating and strong capital support.

Serving more than 700 corporates and conglomerates, CDIB continues to innovate in an ever-changing market in Asia-Pacific region. Our Leveraged Finance team offers customized financing solutions for cross-border M&A, leveraged buyout, mezzanine growth capital and various special situations. Our Syndication team has strong structuring and distribution capability for arranging complex transactions in Taiwan. Our Financial Advisory team provides unique insight for M&A strategy and recapitalization. Together, these three teams form our integrated Merchant Banking Platform that brings about cross-selling synergies and further differentiates CDIB from regional competitors.

3-2 企業金融事業群 · 發展大中華臺商網絡

在大中華前百大臺商企業中，超過七成是中華開發工銀有股權投資關係之客戶，這些公司多屬績效卓越的電子、工業、醫療、民生及傳統製造產業之領導企業，其母公司在臺灣，也都是中華開發長期提供投資或銀行融資服務的企業夥伴。隨著合作夥伴國際化及西進的腳步，中華開發將加速佈建大中華區的服務網絡，為企業提供資金解決方案。

除既有投資及銀行融資平臺外，建立兩岸融資租賃新領域，在大陸地區租賃平臺，提供全國性供應商融資與合格資產融資，精挑具有穩定现金流之設備供應商及中小企業為融資對象，同時在銷售據點配置臺商服務之客戶經理，深耕臺商客戶融資需求，以綜合授信、兩岸控管、增強服務並減少風險。

3-2 Corporate and Investment Banking Group · Develop Taiwanese Entrepreneurs Network in Greater China

CDIB counts over 70 percent of the Top 100 Taiwanese enterprises as long-term customers in Principal Investment and Corporate & Investment Banking. Rooted in Taiwan, our customers are global leaders in electronics, industrials, healthcare and consumer goods and manufacturing in Greater China. We strive to grow with our customers and help them thrive on Mainland China and beyond for many years to come.

CDIB has been a reliable partner for Taiwanese entrepreneurs in global expansion for decades. With our service network covering Greater China, the CDIB International Leasing platform is our latest initiative in furthering our commitment to helping our customers grow. We provide national vendor program and asset-backed financing solutions for multinational equipment suppliers as well as SME customers in niche local markets. Our Taiwan Desk leverages the OBU platform and designs flexible leasing and risk management solutions dedicated to our Taiwanese customers.



3-3 金融市場事業群 · 固定收益業務

完整便利的全球交易服務

金融市場的固定收益業務，掌理固定收益證券及利率、外匯、信用、商品等金融市場相關衍生性產品之交易與業務行銷。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。

中華開發固定收益交易團隊提供之交易服務涵括亞洲、歐洲以及美洲等三個時區之交易。

同時，為能增進客戶交易服務之效率及價格競爭力，中華開發工業銀行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臺，包括「外匯交易平臺」、「利率 / 債券交易平臺」以及「衍生性產品交易平臺」，使客戶每筆交易都能享有最好的價格服務。中華開發亦採用最先進之風控系統，並自律控管，以在新巴塞爾規範下，為股東創造優質之收益。

3-3 Global Financial Markets Group · Fixed-income, Currency and Commodities (FICC)

Comprehensive and convenient services worldwide

CDF's FICC business comprises trading and marketing of fixed-income securities, currencies and derivatives. The scope of business covers Asia region, 11 leading industrialized nations and emerging economies.

The FICC team provides services to cover three different trading hours across Asia, Europe, and the Americas.

In addition, CDF has established a number of electronic trading platforms where clients can trade directly with key players across global markets. These platforms, including the forex trading platform, the interest rate/bond trading platform and the derivatives trading platform, allow our clients to benefit from competitive pricing and superior services in each and every transaction. To ensure business integrity and compliance with the New Basel framework, CDF not only operates with high degree of self-discipline, but also adopts a state-of-the-art risk management system to achieve quality return for our shareholders.

3-3 金融市場事業群 · 權益證券業務

多元化投資標的與交易策略

目前權益證券業務之主要項目包括國內上市櫃公司股票、可轉債 / 海外可轉債交易及其選擇權操作、指數期貨 / 選擇權及股票期貨、國外公開上市及上櫃公司發行之權益證券等金融商品之交易業務。

不僅從事上市櫃股票短期投資，亦著重於穩定績效，增加股票及可轉債多空交易策略，並靈活運用股價指數期貨、股票期貨、債券等避險工具以分散風險。

此外，為進一步強化獲利基礎，同步擴展高現金股息收益性股票之投資業務，以拓展權益證券相關業務之獲利來源。

3-3 Global Financial Markets Group · Equity

A broad spectrum of investment targets and trading strategies

CDF's equity business includes the trading of TAIEX and OTC stocks, CB/ECB and options, index futures/options and stock futures, and overseas stocks.

While conducting short-term investment in TAIEX and OTC listed stocks, CDF also strives for steady profits. It adopts stocks/CB long-short strategy, uses hedging vehicles of index futures and stock futures, and stock lending to diversify risks.

Meanwhile, CDF is increasing its investment in equity with high cash dividend yield to expand the source of the income for its equity business.

3-3 金融市場事業群 · 國際知名交易商網絡

透過一直以來的密切合作，中華開發工業銀行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、J.P. Morgan、Deutsche Bank、BNP、Bank of America 及 Credit Agricole SA 等。藉由與國際銀行之交易，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，將絕對報酬作為金融市場業務績效之評估標準，並追求穩健操作之最終原則。

3-3 Global Financial Markets Group · Trading with Prestigious International Banks

As a major trader of products issued by Taiwanese banks, CDF has become a close trading partner of leading international banks, such as Barclays, J.P. Morgan, Deutsche Bank, BNP, Bank of America and Credit Agricole SA. These partnerships enable CDF to become familiar with the latest financial instruments and develop products to be more competitively priced for domestic corporations and other financial institutions.

Looking forward, CDF is working to forge strategic alliances with other top-tier financial institutions worldwide in an effort to expand its product portfolio and earnings sources. It will continue to implement stringent risk management practices, setting up investment strategies overall to seek absolute returns in order to achieve the ultimate goal of sustainable profitability.

3-4 證券事業群・投資銀行業務

2013年初臺灣雖受證所稅因素干擾及新興市場成長趨緩，股市較為低迷且成交量下滑，惟下半年因歐美成熟市場經濟緩步復甦帶動股市上揚，整體市場狀況較2012年為佳，2013全年市場總案件數共231件，其中IPO上市（櫃）58件、CB 95件、現增78件，總承銷金額新臺幣1,111億元，相較2012年的184件與總金額新臺幣863億元，2013年市場整體案件數增加47件，承銷總金額則較2012年增加新臺幣248億元。

投資銀行業務為凱基證券核心競爭優勢之一，擁有臺灣最富經驗的優質團隊，自成立以來至2013年底，凱基證券（及其於2013年合併之大華證券）輔導超過三百家公司在集中市場或店頭市場順利完成IPO掛牌交易（含上櫃轉上市及海外企業回臺上市 / 櫃掛牌），居承銷同業之冠。

2013年凱基證券完成IPO、CB與現增案共36件主辦案件，案件數市場第一，而主辦案件承銷金額高達新臺幣388億元，市佔率達34.93%，業界排名第一，且為市場第二名之2.87倍，優異的表現成了年度最受市場矚目的亮點。其中，在SPO業務方面，2013年凱基證券主辦了30個CB及現增案件、承銷金額新臺幣318億元，不論主辦案件數及承銷金額皆為市場第一名；在IPO業務方面，2013年凱基證券主辦國內初次上市櫃指標性案件包括兩岸物流業宅配通、全球學名藥知名公司安成藥業、旅遊網站易飛網等3個國內案件順利上市櫃掛牌；另配合主管機關推動海外企業回臺上市 / 櫃掛牌業務，2013年亦成功主辦F-鎧勝（行動裝置金屬機殼大廠）、F-立凱（環保節能電池材料及電動巴士）、F-東明（不鏽鋼緊固件）等海外企業回臺上市櫃掛牌。

2013年凱基證券在臺灣內外經濟景氣皆不振之影響及證所稅之紛擾下，無論是主辦案件量或主辦承銷總金額皆位居市場領先地位，承銷總金額更是大幅領先其他同業，順利協助多家企業於國內上市櫃或於資本市場募得資金，已居承銷市場龍頭之地位。

此外，凱基證券在財務顧問業務方面也表現優異，積極協助兩岸企業戰略合作，如2013年完成備受兩岸科技界矚目的三安光電與璨圓光電之策略投資案件，並協助中國大陸七彩虹集團入股臺灣上市公司承啟科技，取得其控股權，成為陸資企業取得臺灣上市公司控股權的指標性案件。此外也承作了十餘件企業併購及策略聯盟案件，例如：新日光公開合併旺能光電、光寶公開收購建興電案、天悅公開收購佳營案、華映公開收購凌巨案、仁寶公開收購華寶案、金仁寶出售威寶案、碩邦與欣寶股份轉換案、上奇收購宏矜案、中國電器收購啟耀光電案等。依Bloomberg統計資料顯示，凱基證券之顧問業務承作案件數位居臺灣市場第一名，遠超過摩根士丹利及高盛證券等華爾街投資銀行，且2013年臺灣前十大併購案件，凱基證券就擔任其中3件併購案的財務顧問，確立臺灣財務顧問之領導品牌地位。

展望未來，隨著美國等已開發市場經濟持續復甦，歐洲也可望加速成長，臺灣以出口為導向，將受惠於歐美市場成長趨勢，並帶動國內企業之業績及獲利成長。此外，隨著臺灣證券交易所與櫃買中心相繼在海外招商，提高臺灣能見度以爭取海外公司來臺上市上櫃，必將更有助於提升全球企業來臺上市櫃與籌資的吸引力。另為擴大我國資本市場規模，提升

證券商國際競爭力，「國際金融業務條例」修正草案已於2013年6月19日公佈實施，開放符合一定規模、財務健全之綜合證券商得申請設立國際證券業務分公司(OSU)，經營證券商離境業務，將有助於吸引海外資金與人才回流，皆將有利於國內資本市場的進一步蓬勃發展，凱基證券承銷及財務顧問業務，掌握市場發展趨勢，亦將持續擴大各項資本市場業務之市場佔有率，並透過中華開發金控的平臺，借力其在企業融資、租賃、直接投資的優勢，深入兩岸企業佈局，為全球華人與臺商客戶提供更多更好的優質投行服務。

臺灣併購市場財務顧問案件數統計資料

2013年排名	財務顧問	件數
1	凱基證券	10
2	元大證券	7
3	普華國際財務顧問(股)公司	6
4	安侯國際財務顧問(股)公司	5
5	高盛	4
5	摩根士丹利	4
7	德意志銀行	2
7	富邦證券	2
7	日本三井住友金融集團	2
10	RBC資本	1

資料來源：Bloomberg (01. 01. 2013 ~ 12. 31. 2013)

3-4 Securities Group • Investment Banking

Impacted by the continued embroilment of the capital gains taxation issue and the aftermath of slowing growth in emerging economies, Taiwan stock market was caught in a sluggish situation in early 2013. While, with the gradual recovery of Europe and the US economy, the TAIEX index rose slowly, though inevitably bumped, in the latter half of the year, and the performance of Taiwan market as a whole in 2013 ended up with more prospering compared with the year before. Over the year, there were a total of 231 underwriting deals completed in Taiwan capital markets, including 58 IPOs, 95 CB issuances and 78 rights offerings with a total underwriting amount of NT\$111.1 billion. Compared to the 184 deals totaling NT\$86.3 billion in 2012, these figures represented year-on-year increases of 47 deals and NT\$24.8 billion in underwriting value.

Investment banking business has long been one of KGI Securities' core competitive advantages and KGI boasted of an extremely experienced team of professionals with expertise. From its founding through the end of 2013, KGI, together with GCSC which KGI merged in 2013, has sponsored more than 300 companies for IPO listing either on the TWSE or on the GreTai Securities Market and remains top of the pile with the runner-up kept in the far behind.

In 2013, KGI executed a total of 36 IPOs, CBs, and rights offering deals as lead manager, and ranked #1 in the market both by underwriting amount and by deal counts. The totaled NT\$38.8 billion amount KGI underwrote as lead manager represented 34.93% market share and was equivalent to 2.87 times as large as the amount underwritten by its nearest competitor. The excellent achievement made KGI the most attention-getting bright spot of the year in Taiwan capital market. Deep down, KGI executed 30 CB/ rights offering deals in 2013 with an underwriting value of NT\$31.8 billion, and, both by number of deals and by underwriting value, dominated over the seasoned public offering, or SPO in acronym, underwriting market and was way ahead of the pack. Moreover, in 2013, KGI successfully assisted several leading SMEs in Taiwan to go public, and the three landmark IPO deals completed in the primary domestic listing market included IPOs for TWi Pharmaceuticals, a company in development and commercialization of "High Barrier Generics" drugs, Taiwan Pelican Express, a company specialized in shipping and logistics, and Ezfly International, an internet travel agent and tour operator. Furthermore, since the Taiwanese government actively encourages expat firms operating off-shored years ago and foreign companies to repatriate or come to Taiwan and seek listing on the domestic markets as "F-shares", KGI successfully assisted Casetek Holding, which manufactures consumer electronic parts and specialize in metal products, Advanced Lithium Electrochemistry, a company focused its effort on green energy service system from battery material production and electric bus assembly, Tong Ming Enterprise, a fastener screw bolts and nuts manufacture, to go public as F-shares in Taiwan 2013.

In 2013, with weak economic sentiment both at home and abroad and the impact of swinging capital gains tax policy, KGI was still able to retain its leading market position and successfully assisted many enterprises to list publically in Taiwan or raise capital on the market.

Together, KGI also led the industry in cross-border financial advisory services. In 2013, the landmark deals KGI completed included San'an Optoelectronics' strategic investment in Formosa Epitaxy, Colorful Group's, a Mainland Chinese firm, successful acquisition of Taiwanese company ChainTech. Besides, KGI also assisted with strategic cooperation between enterprises located across the Taiwan Strait, including more than 10 other mergers or strategic alliances between Chinese and Taiwanese firms. According to Bloomberg statistics, the number of advisory deals

handled by KGI in 2013 was significantly higher than global investment banking stars Morgan Stanley and Goldman Sachs, making KGI number one in the Taiwan market. Also, in the big ten M&A cases in Taiwan 2013, KGI handled three deals as financial advisor.

Going forward, with the developed markets continued to recover, Taiwanese Companies benefiting from the growth of development markets which expected drive the growth of Taiwanese Companies' profit. As the number of overseas firms that list on the TWSE and GreTai Securities Market increase, Taiwan will become a more visible IPO and financing destination. Furthermore, to expand the size of capital market, and to enhance the competitiveness of Taiwan securities companies, KGI lobbied and pushed through legislation to add provisions in the "Offshore Banking Act" to include offshore securities unit (OSU) and successfully had it modified on June 2013, allowing the qualified securities companies to apply and operate offshore businesses. OSU policy will assist the flow of international capital and drive the IPO market in Taiwan. In the future, KGI investment banking business will continue to expand its market share and make the most of CDF's advantages in corporate finance and principal investment, by means of KGI's venture capital arm KGIVC, to make inroads into the cross-strait market and to become a distinctive, comprehensive regional investment bank in Greater China.

Taiwan's M&A Market Consulting Statistics

2013 Ranking	Consulting Firm	Number of Deals
1	KGI	10
2	Yuanta	7
3	PWC	6
4	KPMG	5
5	Goldman Sachs	4
5	Morgan Stanley	4
7	Deutsche Bank AG2	2
7	Fubon	2
7	Sumitomo Mitsui Financial Group I	2
10	RBC Capital Markets	1

Source: Bloomberg (01. 01. 2013 ~ 12. 31. 2013)

3-4 證券事業群 · 股務代理業務

凱基證券秉持專業、客製化服務之精神，提供廣大的股票發行公司與股東最優質與全方位的股務代理服務。

凱基證券股務代理部人員經營團隊平均服務年資長，人員穩定且流動性低，員工經常參加內外部之教育訓練課程，內部亦重視實務作業經驗傳承，以提升人員專業素質。此外，股務代理部亦經常配合法令修改及股務作業，提供客戶最正確與最及時的法令諮詢，並至代理公司辦理說明講座。

在軟硬體設備方面，有寬敞舒適之營業場所及大型密閉式防火金庫，完善的資訊設備及專屬資訊人員配合，以提供股票發行公司客製化之股務服務。

凱基證券股務代理部更重視協助客戶鞏固經營權，嚴密維護股東資料，與客戶保持良好的互動關係，維持顧客的信賴度及認同度，以良好口碑建立市場知名度。

截至2013年12月底，凱基證券股務代理家數合計共298家，包含82家上市公司、51家上櫃公司、20家興櫃公司及145家未掛牌公司；代理股東人數419.7萬人，為臺灣證券業代理股東人數最多之證券商。多年累積的豐富經驗，凱基證券一向為各大企業股務代理業務之最佳選擇。

3-4 Securities Group · Brokerage Registry and Transfer Services

KGI stands by its principles of professionalism and customized services as it provides a large number of stock issuing companies and investors a wide range of top quality brokerage registry and transfer services.

Members of KGI's brokerage registry and transfer services team boast an average high number of years of experience, are of high caliber, and tend to stay with us for many years. They take many courses and receive a great deal of training offered both by our firm and elsewhere. We place a great deal of emphasis on the passing on of practical operational knowledge to hone their skills. The brokerage registry and transfer services department keeps clients updated on the latest changes to regulations and securities services operations, often holding seminars to that end.

KGI boasts a spacious and comfortable office, a large fireproof vault, and top-of-the-line information equipment manned by proficient IT personnel to provide stock issuing companies customized securities services.

KGI's brokerage registry and transfer services department places a great deal of importance on helping clients manage the ownership of their companies, keeps investor information strictly confidential, and works closely with customers, thereby maintaining their trust, while building up its own reputation by word of mouth.

KGI Securities is one of Taiwan's market leaders in registry and transfer agent services. By the end of 2013, KGI Securities had acted as proxy for a total of 298 companies, including 82 listed companies, 51 over-the-counter traded companies, 20 emerging stock market companies, and 145 non-listed companies. This represents a total of 4.197 million shareholders, the most shareholders of securities firm, and the most professional experience makes KGI the first choice for companies requiring registry and transfer services.

3-4 證券事業群 · 債券業務

2013年凱基證券債券部在競爭激烈的環境中，秉持穩健的經營理念，致力推動各項業務的均衡發展。除持續維持各項業務之領先地位，並藉由與大華證券的合併廣納人才，擴大業務領域及市佔率。有鑑於主管機關業務開放的腳步及兩岸金融發展進程，債券部積極籌備OSU（國際證券業務分公司）及人民幣寶島債業務，以期能率先成為同業中的領航者。

2013年世界經濟呈現緩慢復甦態勢，美國景氣則在就業市場逐步好轉、舉債上限與預算案不確定性消除，內需與企業投資帶動經濟加速復甦，歐洲經濟亦持續的緩慢復甦，而國內經濟則在出口不佳影響下僅能維持低度成長，整體利率走勢隨著美國QE縮減之議題而大幅反彈，大環境並不利於固定收益商品之操作。即使如此，凱基證券在各項業務仍交出亮麗的成績，包括獲得財資雜誌(The Asset)評選為「2013年臺灣最佳債券商」；連續三年榮獲中央銀行國庫局評選為「中央公債交易商業績效冠軍」；同時亦獲得臺灣證券櫃檯買賣中心評選為「102年度下半年中央公債優良造市商」。此外，在整體亞太區的經營管理上，凱基證券(泰國)債券部以及凱基香港債券部更提高了對大中華地區及亞洲債券市場的參與程度以及擴大業務面與產品端的涵蓋範圍。

在業務拓展方面，2013年100%保本型結構型商品發行量，凱基證券以45.77%之市佔率，連續七年位居同業第一；公司債/金融債/Supra承銷業務(輔導銷售)以21.90%之市佔率，位居同業第一；資產交換交易業務固定收益端，則以33.86%之市佔率，位居同業第二。

在客戶服務方面將持續強化服務品質，提升客戶涵蓋度，透過客製化的產品設計，滿足客戶多元的需求，並將持續培養全方位的債券人才、積極深耕金融市場各項商品之研發與創新，更與國內大型企業保持良好的合作關係，每日提供整合性之香港、泰國及臺灣三地英文債券市場日評，及每週提供各類商品之市場週報，且不定期舉辦投資講座及教育訓練，讓客戶在第一時間取得詳實且完整的金融市場資訊。相信卓越的承銷經驗，以及在中華開發金控豐沛的資源協助下，更具利基輔助兩岸三地的企業於債券市場籌資，提供客戶全方位之金融服務。

展望未來，凱基證券債券部仍將秉持穩健的經營理念，並在結合大華證券債券部的優秀人才及客戶資源後，期許成為在各業務層面皆有高品質的領先者，提供客戶最佳之投資建議與多樣化的產品選擇，並秉持「誠信」、「專業」、「創新」之精神，創造客戶與股東最大的價值。

3-4 Securities Group · Fixed Income Business

Despite being in an extremely competitive environment in 2013, KGI Securities' fixed income department strives on the balanced development with its principle of moderation. In addition to maintaining the leadership position, the fixed income department also increased talents by merging with Grand Cathay Security to increase market share and client base. In view of the liberalization policies of the authorities and cross-strait financial industry developments, the fixed income department prepared businesses, such as offshore securities units (OSU) and Renminbi Formosa Bond, to play as the role of bellwether amid the peers.

World economy gradually recovered in 2013. US economy restored with the improving labor market, the cleared uncertainty of debt ceiling and budget issue, and the well-developing domestic demand and enterprise investment. Europe economy also went on a good path with US. Domestic economy was unfavorable for operating fixed income products because of the lackluster export and the QE tapering that pushed yield curve to climb dramatically. Nonetheless, KGI Securities performed the excellent performance in the bond and derivatives business. In 2013, KGI was awarded the "Best Bond House in Taiwan" by The Asset. Meanwhile, KGI was granted with the "Best Government Bond Dealer" by Taiwan's Central Bank for three years and GreTai Securities also ranked KGI as third place in its Central Government Bond Market Maker Review during the second half of 2013. Besides, KGI Securities (Thailand) and KGI Hong Kong newly-established fixed income division has also elevated the participation for KGI in the Greater China and Asian bond markets and also broadens the extent of our service and product coverage.

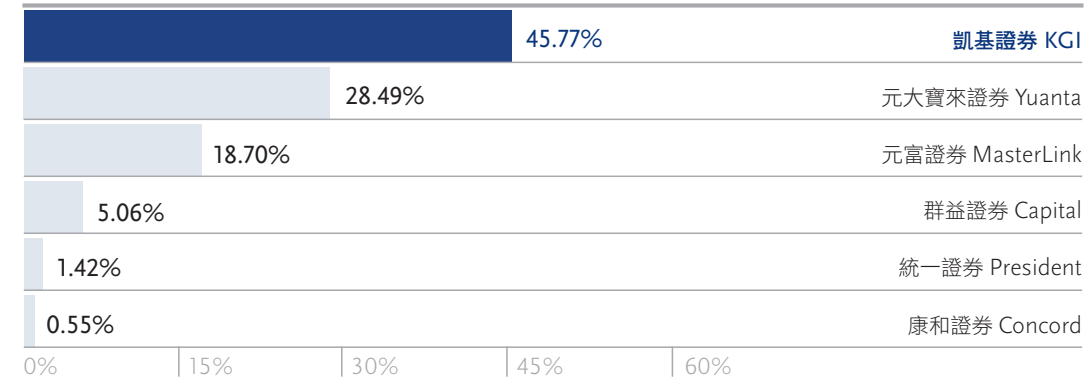
In 2013, KGI has a leadership position in the local principle guaranteed structured product market for the seventh consecutive year, with a 45.77% market share. Also, in the corporate bonds, bank debenture, and Supras underwriting business, with a 21.90% market share, KGI was ranked first amid the peers and CBAS credit business was ranked second place, with a 33.86% market share.

KGI persistently improves its customer service and expands its client base. Aside from providing customized products to satisfy the varied needs of our clients, KGI Securities also remains committed to its stringent training program for bond traders. It also closely cooperates with local financial institutions and enterprises and provides clients with daily updates on the regional bond market and weekly latest market information on government bond, corporate bond, US Treasury bond, convertible bond, and money market and holds seminars and training courses frequently to serve investors with the complete. Through the updates, KGI bond trading clients are able to make the first time and informed trading decisions. Furthermore, we believe KGI is capable of providing comprehensive financial services with the extensive underwriting experience and CDF's abundant resources in the Greater China region.

Going forward, KGI securities will continue to adhere to its moderate management principle. In the wake of the integration of the GCSC Fixed Income Department's elites and client resources, we expect to maintain the leadership by providing the best investment advice and products to customers and to focus on maintaining a steady operational pace, guided by its core principle of integrity professionalism and innovation to create the greatest value for its clients and shareholders.

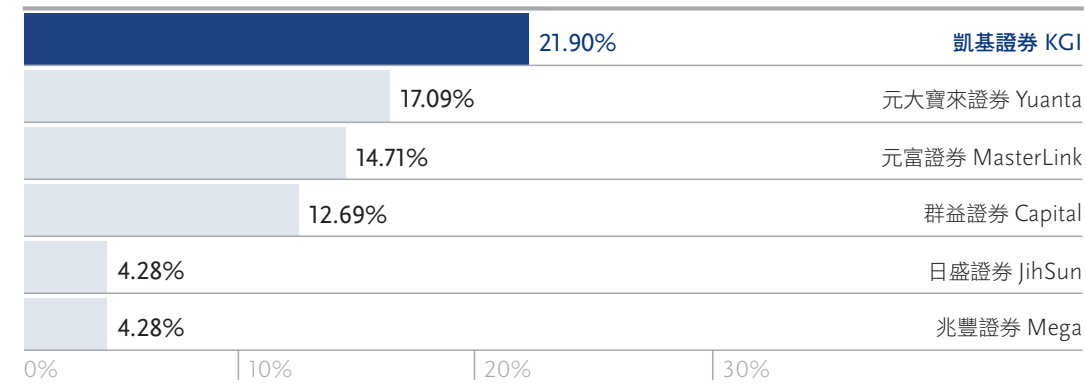
2013 100% 保本型結構型商品發行量市佔率 (%)
100% Principle Guarantee Notes Market Share in 2013 (%)

資料來源：中華民國櫃檯買賣中心
Source: Taiwan OTC



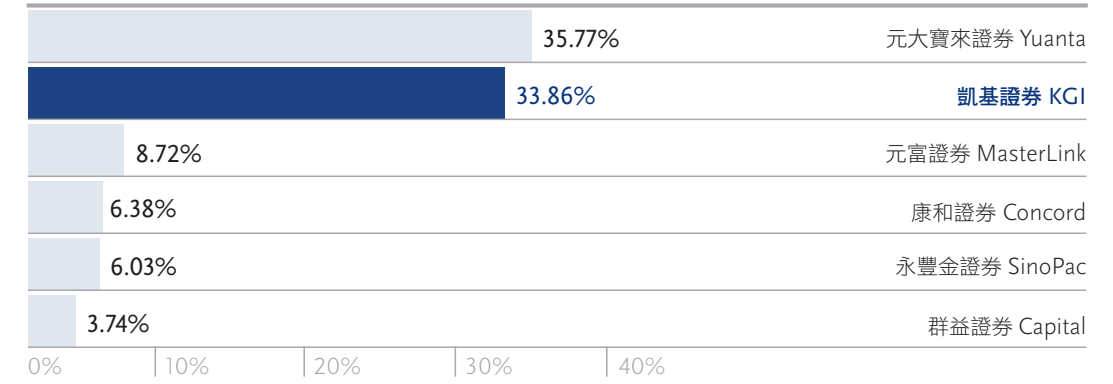
2013 年公司債 / 金融債 / Supra 承銷業務市佔率 (%)
Corporate Bond / Bank Debenture / Supra Underwriting Market Share in 2013 (%)

資料來源：中華民國櫃檯買賣中心
Source: Taiwan OTC



2013 年資產交換固定收益端流通在外餘額市佔率 (%)
Asset Swap (credit side) Outstanding Share in 2013 (%)

資料來源：中華民國櫃檯買賣中心
Source: Taiwan OTC



3-4 證券事業群 · 自營業務

凱基證券自營業務主要是於集中市場和店頭市場自行買賣有價證券以獲取資本利得，範圍則跨足電子、金融、傳產各個領域。凱基證券自營業務操盤人均累積多年產業研究以及股票交易的經驗，無論是基本面、籌碼動向、技術分析各方面都具有高度專業素養，並持續追蹤產業動態，輔以研究團隊支援，秉持專業分工及團隊合作精神，共同為達成獲利目標而努力。

2013年國內股價指數由1月份最低點7,603點至12月份最高點8,647點，當年度收在8,612點，整體而言是逐步緩漲的，但因證券交易所所得稅的課徵爭議，集中市場日成交量仍維持相對低檔約500-800億元，股市動能不足，證券自營商操作難度大增，然凱基證券及其合併之大華證券自營部在股市劇烈震盪中仍能以卓越的績效領先同業。

■ 證券與期貨平臺的整合

隨著國內證券及期貨市場的國際化與多元化以及相關交易限制陸續放寬，產生有利於自營業務之環境。但是否能在此一有利環境上獲利，就在於是否有一跨國際及跨市場的交易平臺。2013年凱基證券與大華證券合併後，在證券與期貨部門進行交易人才及系統及整合，重建一有效、安全的交易平臺，以提升股票及期貨自營業務整體之競爭力。

■ 國內外市場的平衡

過去自營部的交易集中在臺灣市場，有區域風險過高的現象。2012年起主管機關對自行買賣外國有價證券法令的大幅開放後，自營部同步的擴大海外交易分散風險。2013年起對海外投資比率再進一步提高，以平衡國內外市場的部位比例，讓區域風險的分散效果更明顯。

■ 報酬穩定性的目標

傳統的自營部門以方向性的交易為主，部門獲利全憑交易員的判斷，不易維持獲利的穩定。2013年凱基證券自營部建立新平臺後，交易員可依不同的策略、跨不同的國家，在期貨或現貨市場建立各種可獲利的組合，再經由多空市場的互抵及投資地區的分散降低風險，達成穩定獲利的目標。

展望未來，凱基證券自營團隊將整合現貨及期貨的資源，建置新的交易平臺，使交易策略得以跨不同國家、期貨及現貨市場，組成多種的投資組合。交易人員則可依市場變動狀況，評估優劣，選擇最有利的投資方案，讓整體投資部位在適當的風險下，追求最大獲利。

3-4 Securities Group · Proprietary Trading

The proprietary trading business at KGI Securities consists of transactions involving marketable securities on the stock market and OTC for capital gains. Securities traded include those in high-tech, finance, and traditional manufacturing. KGI's proprietary trading team has accumulated a wealth of experience in industry research and equity trading. With a solid knowledge base of market fundamentals and technical analysis, our traders stay on top of industry trends. With the support of our research team, the division utilizes division of labor and collaboration to achieve profit targets.

Last year, the benchmark stock index in Taiwan moved from a low of 7,603 points in January to a high of 8,647 in December before ending the year at 8,612 points. The overall growth was nonetheless offset by lower-than-anticipated turnover of between NT\$50 billion and NT\$80 billion on concerns over a stock gains tax. The low activity translated to a lack of momentum in the market and put up obstacles for proprietary securities operations. Under these difficult circumstances, however, KGI's and GCSC's proprietary trading division was still able to outpace other competitors.

■ Integration of the Securities and Futures Platforms

Following the internationalization and diversification of Taiwan's securities and futures markets, restrictions have also been relaxed, resulting in an environment favorable to the proprietary trading business. Whether or not a firm can profit from this environment depends on whether it has a cross-border, cross-market trading platform. In 2013, following the merger between KGI and GCSC, the firms have integrated their securities and futures divisions' trading staff and systems to build a more efficient and more secure trading platform, much improving competitiveness.

■ Balancing Overseas and Domestic Investment

In the past, the transactions of the proprietary trading division were centered in Taiwan, which made for excessively high single-market concentration risk. After the competent authorities liberalized regulations governing trading in foreign securities in 2012, our proprietary trading division increased overseas trading to better spread out risk. In 2013, our overseas investments have become an even larger proportion of operations, making for a better balance between overseas and domestic positions. This will further improve risk management.

■ Achieving Stable Returns

Traditionally, proprietary traders focus primarily on directional trading strategies. Maintaining stable profits is difficult under such a strategy, as earnings are solely based on the judgments of individuals. Since KGI's proprietary trading division established a new platform in 2013, traders can follow a variety of strategies and invest in different countries on the futures or spot markets to create profitable portfolios. By diversifying risk, we can achieve our goal of profit stability.

Looking to the future, KGI's proprietary trading team will integrate spot and futures resources to establish a new cross-national trading platform, which can be used to create more varied investment portfolios. As a result, traders can follow changes in the market, assess the pros and cons, and select the most promising investments. At the same time, KGI can continue to seek maximum profits from overall investments, all the while keeping risk at acceptable levels.

3-4 證券事業群 · 衍生性商品業務

凱基證券秉持專業、創新之精神，積極拓展各項衍生性金融商品業務，無論是在權證、結構型商品、資產交換或是股權選擇權等方面，均位居市場領先地位。且衍生性商品業務人員具備各式新金融商品評價、交易模組及避險策略研發能力，在認購（售）權證及結構型商品等商品設計與發行上均有顯著成果，卓越的表現深獲客戶肯定。

2013年國內權證總發行檔數及發行金額均創下權證市場歷史新高紀錄，在各家證券商努力推廣及提升權證造市品質下，國內權證市場日益蓬勃。2013年凱基證券及其合併之大華證券權證發行金額位居同業券商第二名，提供投資人多樣化之選擇。此外，全面升級權證造市系統，採取積極之權證造市策略，充份提高系統效能、增加穩定性，營造更透明、更靈敏以及更實惠的造市風格，並獲頒臺灣證券交易所2013年「權證發行檔數」第2名、「權證受託買賣金額」第2名及「權證最佳造市券商」的殊榮，努力成果受到肯定。

在結構型商品方面也成功建立金融創新領域之競爭優勢，並躋身結構型商品業務的領先集團，2013年凱基證券及其合併之大華證券承作結構型商品之金額位居同業券商第一名，完整而多樣的產品贏得客戶高度青睞。在資產交換方面，2013年凱基證券及其合併之大華證券所承作資產交換交易之名目本金流通餘額在同業中排名第二；在股權選擇權方面亦以接近7成的市佔率位居同業第一名。凱基證券在各項業務均交出亮麗的成績單，贏得客戶的讚賞。

展望未來，2014年主管機關研議將券商權證避險證交稅自0.3%降至0.1%，可望降低券商避險的交易成本，進一步提升權證的造市品質。此外，隨著臺股現貨部分標的開放先買後賣的當沖交易，主管機關亦研議放寬權證投資人當日沖銷的限制，將激勵投資人買賣權證的意願，以上兩項政策均有助於提升權證的成交量。凱基證券也將持續提升權證造市系統及網站，並舉辦各項權證推廣活動，持續投入資源於權證業務，權證的投資人數及交易量可望持續增加，凱基證券也將持續以專業熱誠的態度服務投資人，同時積極建立亞太區衍生性金融商品業務平臺，期許能為客戶提供更全方位的商品，並為公司創造穩定之獲利。

3-4 Securities Group · Derivatives Business

KGI Securities' spirit of professionalism and innovation spurs us to continually develop new derivatives products for our clients. KGI is a market leader in warrants, structured products, convertible bond asset swaps (CBAS), and equity options. Derivatives personnel, equipped with the ability to determine product valuation, work with trading modules, and research hedging strategies, have demonstrated significant achievements in the design and issuance of warrants and structured notes, which have received acclaim from customers.

In 2013, both the number and value of warrants issued in Taiwan reached record highs. Through the promotional and market making efforts of players in the warrant business, the domestic market is booming. In 2013, the value of warrants issued by KGI and GCSC was second highest in Taiwan. In addition, we have strengthened our warrant market making system and utilized an active market making strategy to improve the system's effectiveness and stability, thereby making operations more transparent, sensitive, and economical. In recognition of this success, TWSE ranked KGI second in the number of warrants issued, second in the total value of warrant transactions and the best warrant market maker in Taiwan.

Capitalizing on our competitive advantage in financial innovation, our structured product business is also one of the best leaders in the market. For example, after merging GCSC, KGI ranked top place in total equity-linked note (ELN) transaction and equity option, ranked second place in the total notional amount of convertible bond asset swaps (CBAS) in 2013. With a market share close to 70 percent in equity options, KGI is the clear market leader. KGI has achieved outstanding results in derivatives business and gained the appreciation from our customers.

In 2014, competent authorities may reduce the transaction tax on warrants when traded for hedging purposes from 0.3% to 0.1%, thereby reducing hedging costs and driving warrant trading. In addition, competent authorities are also considering the relaxation of daily warrant write-off limits, further increasing investor interest. Together, these policies will result in increased warrant transaction volume. At the same time, KGI will continue to upgrade its warrant market making system and website, while also conducting promotion campaigns for warrants. With more resources focused on this aspect of our business, we expect increased interest in warrants and higher trading volume. As with all operations, KGI will provide professional services to investors and continue to project a positive, proactive attitude while actively developing a regional derivatives service platform in the Asia-Pacific in an effort to build up a comprehensive product offering and to generate stable profits.

2013 年權證發行統計概況 Warrant Issuance Statistics in 2013

發行券商	元大證券 Yuanta	凱基證券 KGI	永豐金證券 SinoPac	富邦證券 Fubon	日盛證券 Jih-Sun	群益證券 Capital
檔數 (# of issuance)	2,683	2,237 *	1,988	1,809	1,397	1,341
發行金額 (新台幣百萬元) (Premium : NT\$ mn)	51,978	24,913 *	21,951	22,562	20,898	15,815

資料來源：臺灣證券交易所及中華民國櫃檯買賣中心
註：凱基證券檔數及金額含凱基證券及其合併之大華證券

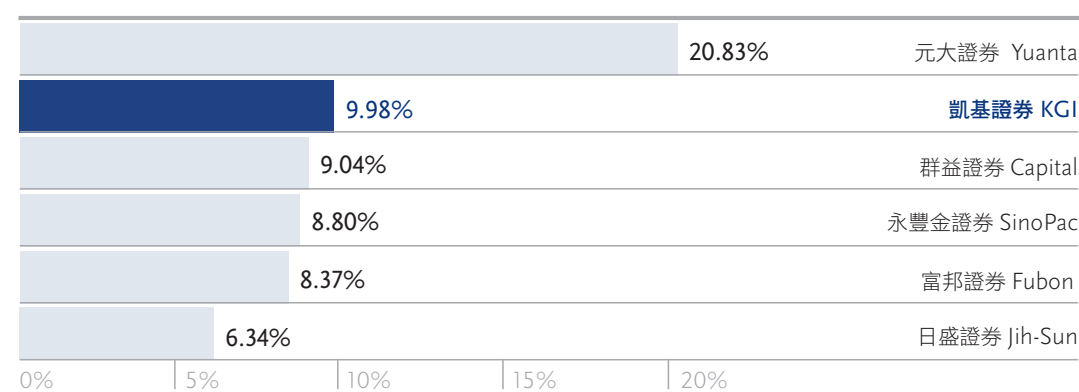
Source: TSE & Taiwan OTC

Note: * Includes numbers from KGI and merger partner GCSC

2013 權證發行金額市佔率

資料來源：臺灣證券交易所及中華民國櫃檯買賣中心
Source: TSE & Taiwan OTC

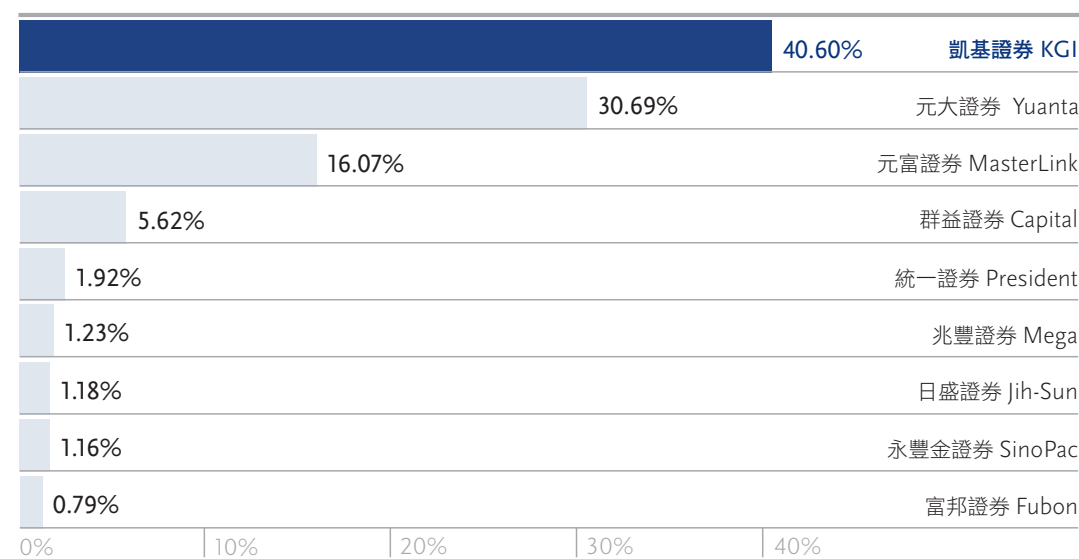
Warrant Market Share of Issue Amount in 2013



2013 年結構型商品交易量市佔率

資料來源：中華民國櫃檯買賣中心
Source: Taiwan OTC

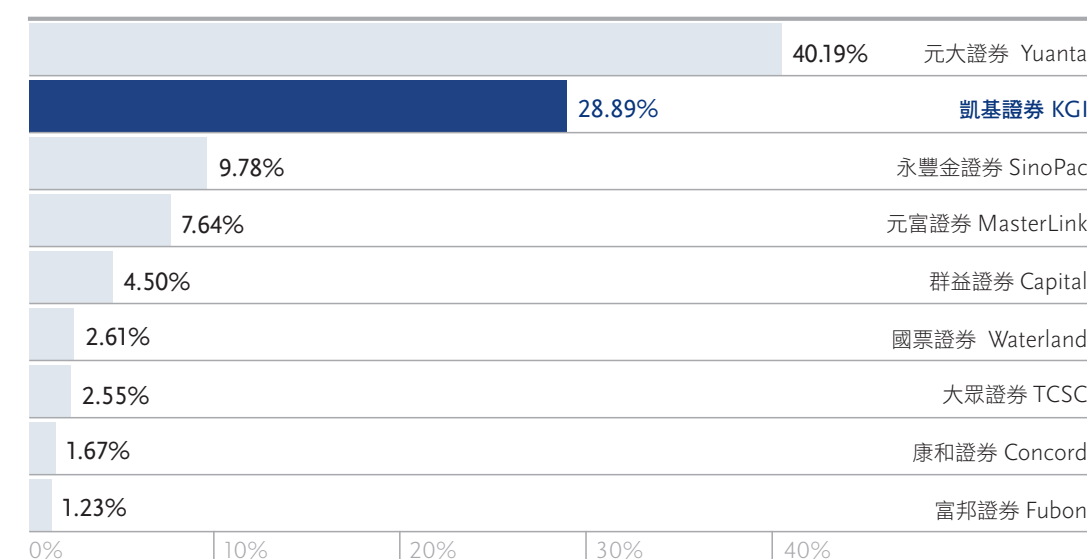
2013 Structured Products Market Share



2013 年資產交換選擇權市佔率

資料來源：中華民國櫃檯買賣中心
Source: Taiwan OTC

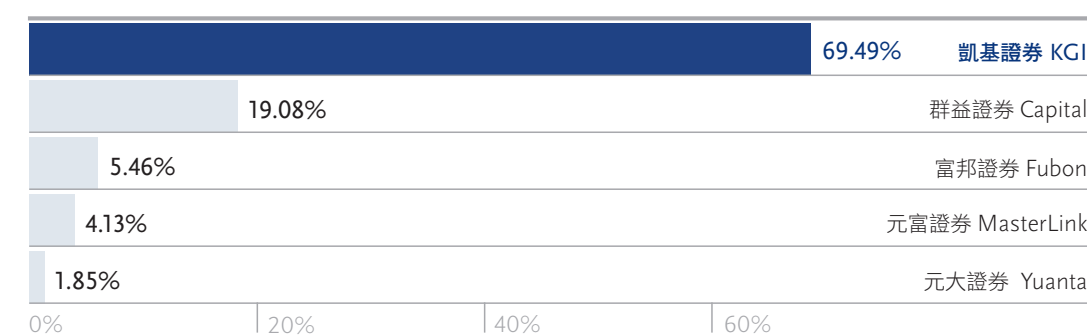
2013 CBAS Market Share



2013 年股權選擇權交易量市佔率

資料來源：臺灣證券交易所及中華民國櫃檯買賣中心
Source: TSE & Taiwan OTC

2013 Equity Option Market Share



3-4 證券事業群 · 財富管理業務

凱基證券在2011年領先同業開辦財富管理金錢信託與借券信託業務，透過財富管理信託架構，提供客戶一站購足之投資理財服務，另於2013年取得主管機關核准，將遍及全省的經紀據點轉型為財富管理分公司，提供客戶更為即時及便利的理財服務。客戶只要在凱基證券開立財富管理信託帳戶，即可投資國內外各項金融商品，包括境內外基金、海外債券、結構型商品……等，且不論以臺幣或外幣皆可進行下單。此外，客戶享有專屬的理財顧問提供市場趨勢分析與資產配置建議，讓客戶享受更優質且完善的財富管理服務。另外，客戶亦可透過凱基證券之借券信託業務，將股票出借以賺取穩健的出借收益，可彌補不論股市漲或跌時帶來的遺憾，而股利所得也可照樣領取，股東權益亦不受影響，是一項兼顧收益、安全及簡單的信託規劃。凱基證券財富管理借券信託業務2013年平均出借率為同業第一。

另外客戶在進行海外市場投資時，則可透過複委託業務交易平臺，直接從臺灣下單至香港、美國、日本、新加坡、泰國及盧森堡等全球16個重要金融市場，透過網路下單功能讓客戶可以不受時間與空間的限制，隨時進行海外股票投資，2013年起並配合法規開放，針對專業投資人新增大陸B股交易市場，另新增以人民幣投資香港掛牌人民幣計價股票。凱基證券複委託業務為市場領導券商。

相較於傳統的財富管理著重於銷售基金與保險的服務，凱基證券最大的特色，在於整合香港、泰國、新加坡等國際化投資經驗及中華開發金控具有優勢的投資強項，包含：投資銀行、股權、債券、新金融商品及海內外投資等領域專業，透過服務創新、多元化管理及高度投資專業，致力於提供與眾不同的財富管理服務。凱基證券在經紀、債券、新金融商品、承銷等業務，已累積龐大客戶數並深獲客戶信賴，可作為發展財富管理業務之基礎客群，在MGM (Member Get Member) 效果的擴散下，客戶數將加速擴大，未來將針對不同客群進行分群經營與行銷，以提高客戶之滿意度、忠誠度與貢獻度。

展望未來，凱基證券財富管理之客戶除可得到凱基證券及中華開發金控現有完整商品線服務外，亦可透過凱基證券國際化的佈局，獲得國際化的投資機會。在法令開放營業員可兼任財富管理專的規範下，本公司營業員將提升理財規劃的專業能力，轉型為全方位理財服務專員，結合專業的投資團隊與領先同業的優勢，凱基證券將提供予客戶煥然一新的財富管理服務。在財富管理的領域，凱基證券將透過系統優化、客群經營與服務提昇，持續穩居同業領先地位，並成為客戶財富管理往來之最佳選擇。

3-4 Securities Group · Wealth Management Services

KGI became a pioneer in the wealth management and securities lending business in the local market in 2011 by using the trust account of wealth management to provide a one-stop investment and financial management service. In 2013, the firm received approval to transform all of its numerous service locations across Taiwan into wealth management centers to make services more accessible. As soon as a wealth management trust account is opened, customers can begin investing in domestic and offshore financial products from funds and overseas bonds to structural products denominated either in NT dollars or foreign currencies. They also have access to personal financial consultants for market trend analysis and asset allocation suggestions. Securities lending services are meanwhile a means for customers to safely make up for losses from unforeseen rises and falls in the market, extending to them the same dividends and stockholder's equity they would otherwise enjoy. The services won KGI the top spot in the industry in terms of securities lent over 2013.

For investors aiming for overseas targets, KGI's industry-leading sub-brokerage trading platform allows for purchases in 16 global markets directly over the Internet without the limitations of time and space, chief among them being Hong Kong, the United States, Japan, Singapore, Thailand, and Luxembourg markets. The system was expanded under new laws in 2013 to open up investments in mainland China's B-shares and in Chinese Renminbi-denominated stocks listed in Hong Kong.

Compared to the emphasis on funds and insurance in traditional wealth management, KGI's unique offering is its combination of international experience in Hong Kong, Thailand, Singapore, and other markets with CDF's strengths in investment. These include investment banking, equity, bonds, new financial products, and domestic and international investment projects, all driven by innovative service, a breadth of financial practices, and professionalism. KGI services have already amassed a large customer following that could become the foundation for rapidly expanding financial management services on a member-get-member basis. The company expects to diversify its management and marketing strategies to meet the needs of different groups of customers and boost their individual levels of satisfaction, loyalty, and contribution.

KGI's wealth management clients can not only take advantage of CDF and KGI's outstanding product lines, but also enjoy international investment opportunities via KGI's international locations. The allowance of salespeople to undertake wealth management has inspired KGI to improve its professionalism in this area even further as it seeks to turn each frontline employee into a comprehensive financial management specialist. With a unique edge over competitors, the company looks forward to offering a new type of wealth management service through system optimization, client management, and continued betterment in service.

3-4 證券事業群 · 經紀業務

凱基證券經紀業務在2013年展現了合併綜效後業務成長的動能，創造了市佔率及單點市佔率大幅提升，2013年經紀業務營業據點為91家，整體經紀業務市佔率8.93%，於市場上排名第二；2013年平均每一經紀據點單點市佔率成長第一名。另外本著專業創新和風險控管下，力求業務持續成長及服務品質的同步提昇。

在電子交易部分，為滿足不同使用者的需求，打造迅速無礙的交易環境，以不斷提升與優化交易平臺的服務與品質為目標。多樣性的電子平臺介面，提供客戶全方位的電子下單服務，除了提供功能強大的AP、簡單便利的Web下單、方便迅速的行動交易與貴賓室等級的電視看盤下單。此外可連結國外交易市場，實現多時區、多資產交易的便利性，將客戶多元資產配置最具效益化。在2013年率先規劃建構「多螢一雲」的交易環境，未來客戶將更能悠遊於不同螢幕裝置的便利性與舒適性。而關於交易所新制逐筆撮合機制，現股當沖等新規範下，客戶對於下單速度要求將更加提高。凱基證券多樣且穩定的電子平臺交易與全系列的商品服務，並運用活躍的行銷活動，更進一步推升了電子交易業務成長，以作為臺灣證券電子交易的指標性券商為使命。未來更將結合開發金控充沛資源，朝向建構橫跨大中華經濟圈與美、日、英等國之多元化商品平臺，為投資人提供多元化之利基型產品、縱橫四海之贏家策略、個人化量身訂製之理財服務及更快速更穩定之科技環境，提供客戶一次購足完整的理財選擇與保障。

展望未來，配合政府法令的開放，營業員可兼任財富管理專及現股可當沖等新措施下，凱基證券的營業員由於在財富管理、複委託及保險業務上深耕已久，營業員在財富管理銷售服務已有優異的表現，業績在市場上也都是名列前茅，因此未來將加強營業員理財規劃的專業能力，進一步轉型為全方位理財服務專員，加上凱基證券專業的投資團隊與領先同業的產品創新優勢，凱基證券將提供予客戶煥然一新的服務內涵。

3-4 Securities Group · Brokerage

KGI's brokerage business enjoyed robust performance driven by the synergy realized following the merger with GCSC in 2013, with record increases in both overall market share and per-branch market share. 2013 saw KGI in second place on the market with 91 locations and a total market share of 8.93% and in first place in terms of growth rate of per-branch market share. It continued to increase sales growth and improve service quality, while stressing professional innovation and risk management.

In the area of online trading, KGI set up an enhanced trading environment and continued to upgrade and optimize the service and quality of trading platforms to meet the needs of different user types. Its diversified online trading interface provided comprehensive placement services, offering customers powerful applications, easy-to-use online placement services, convenient and simple mobile trading, as well as smart TV. It also enables customers to connect with overseas markets, allowing them to trade a multiple assets in multiple time zones, thereby maximizing asset allocation efficiency. In 2013, KGI led the market in setting up a multi-screen trading environment, so that in the future, customers will be able to enjoy the convenience of trading from different kinds of devices. Due to new rules, such as the stock market's continues trading and day trade of securities, customers will demand even faster high speed placement. KGI's diverse and stable electronic trading platform and full range of products and services as well as its dynamic marketing served to further boost the growth of its electronic trading, making it the standard for electronic securities trading in Taiwan. In the future, KGI will integrate CDF's abundant resources as it strives to establish a diversified product platform that encompasses Greater China, the US, Japan, and the UK to provide investors a variety of niche products, offer a global winning strategy, individually tailored wealth management services, and a faster, more stable technological environment that offers customers a complete one-stop shopping service.

Looking to the future, the government has established new liberalization policies, establishing regulations, for example, that allow securities staff to work as wealth management financial consultant simultaneously and allowing day trade. In light of the fact that KGI salespeople have long been trained in wealth management, sub-brokerage, and insurance, they are already highly competent wealth management specialists, giving KGI one of the sales performance records on the market. KGI will continue to hone their wealth management skills which will help them in their transformation to full-fledged wealth management specialists. These wealth management specialists coupled with KGI's professional investment team and industry-leading product innovation will equip KGI to offer its customers new and better services.

3-4 證券事業群 · 外資機構法人業務

凱基證券國際業務部擁有經驗豐富的業務與交易團隊，致力於提供外資機構法人的專業服務，卓越的執行和銷售交易能力，提供外資客戶專業的交易建議和交易策略，服務客群廣泛，遍及亞洲及歐美地區服務的客戶群。

目前在凱基證券開立之外資帳戶已達約4,650戶，顯示凱基證券目前已為外國專業投資機構投資臺灣證券市場之主要窗口及臺灣地區最佳券商之代表。凱基證券交易執行能力是外資圈的首選，提供精準的交易績效以及擁有廣泛的資訊，配對與巨額交易能力更勝其他券商並受外資投資機構之青睞，更連續多年獲「亞元雜誌 (Asiamoney)」最佳交易執行獎前三名肯定。另外，凱基證券提供借券及一籃子交易服務亦居市場領先地位，擁有市佔第二大的券源，借券市占率達27%。

凱基證券國際業務部亦提供優質的 Corporate Access 法人服務，從公司拜訪、電話會議、海外路演……等各項服務，結合企業的管理階層以及凱基研究團隊，提供深入的分析和投資見解，藉由一站式的服務，為企業和投資者創造雙贏未來，並於2012年拿下「亞元雜誌 (Asiamoney)」評選最佳法人服務獎第二名。由於提供卓越的借券交易、完善的法人服務以及高品質的研究報告，2012年凱基證券再度蟬連外資市佔排名第一的本土券商。

展望未來，凱基證券外資機構法人業務將持續提供專業的研究與服務品質，並同時積極拓展借券以及國外法人業務，持續擴大各項業務之市場佔有率，並充分發揮區域性券商優勢及專業服務團隊，成為客戶最佳的理財夥伴。

3-4 Securities Group · FINI Equity & Sales

KGI Securities' FINI Equity & Sales Department comprises a team of experienced traders and market specialists that provide foreign institutional investors (FINI) with the highest quality investment advice and trading strategies designed to maximize profitable trades. The top choice for foreign capital seeking access to Taiwan's nearly US\$1.0tn securities market, KGI Securities now manages 4,650 trading accounts for investors in Asia, Europe, and North America.

In successfully managing many such accounts over many years, KGI Securities has a proven track record in executing large trades. In fact, for several years running, the Company has been ranked among the top three brokerages in Taiwan for Best Execution by Asiamoney. Our stock borrowing and basket trading services have also won many accolades and have been ranked as among the best available on the island. Through KGI Securities, our investor clients have access to the second largest number of securities sources in Taiwan, while our stock borrowing operations have garnered a significant 27% market share.

The FINI Equity and Sales Department is more than just a trading desk, however. Our expert staff are also dedicated to providing high-quality research to investors and to giving them unique access to the highest levels of corporate management of some of the most prominent companies in the country. The very latest in market trends comes to our clients in the form of in-depth, concise reports that summarize key information gleaned from company visits, teleconferences, analyst marketing trips and non deal roadshows. These means of gaining access to the higher echelons of the corporate world have become increasingly important in Taiwan's competitive brokerage market, and KGI Securities has again succeeded in getting ahead of the pack. In 2012, the Company was awarded second place by Asiamoney under the Best Roadshow and Company Visit category.

The combination of KGI Securities' solid execution ability, outstanding stock borrowing operations, award-winning corporate access services and high-quality research reports represents a formidable skill set. The high level of professionalism that the Company has attained in so many fields was again recognized last year as it topped the list of local brokerages in terms of share of FINI business. Going forward, the FINI Equity and Sales Department will continue, first and foremost, to deliver insightful and innovative investment ideas to clients and the most secure trading services available. In other areas, expansion of the stock borrowing business will continue apace, while efforts to increase our market share in various fields of operation and to better utilize our regional advantages will serve to keep us abreast of market developments and ahead of the competition.

3-5 調查研究

開發工銀嚴謹縝密的研究取向

直接投資、企業授信、金融市場交易是工業銀行的業務主體，要做好關鍵性的決策，必須有紮實的調查研究以及堅強的研究團隊作為後盾。調查研究處即掌理徵信、經濟與產業調查等相關事宜，在開發工銀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。開發工銀與超過 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，提升產業研究的綜效。除此之外，研究員亦透過產業所屬同業、上游供應商及下游客戶等各種管道，多方了解企業營運模式、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、企業授信、專業財務規劃、有價證券交易等業務的決策依據。

帶動投資趨勢指引經營方針

開發工銀調查研究部門累積 50 餘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，涵蓋國內外利匯率及股市走勢分析、主要國家央行政策動向、國內外金融市場概況與展望。而產業研究部分，曾經準確地預測臺灣晶圓代工、網通、IC 設計、光電、寬頻、不動產及能源等產業的發展趨勢。近年更隨金控業務的拓展，將研究觸角逐漸延伸至中國大陸、亞太、北美等市場，以及生醫、文創等產業。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。

3-5 Research

CDIB's solid and thorough research

As industrial banks are mainly engaged in direct investment, corporate banking, and fixed-income and equity trading, there must be a strong research team that conducts careful and thorough research and investigations to support key corporate decisions. The Research Department at CDIB is in charge of credit, economic and industry analysis; it acts as a think tank and gatekeeper of risk management. With the long-term partnership CDIB has forged with over 800 corporate clients, the Research Department is able to conduct comprehensive industry research augmented by credit and financial statement analysis. In addition, our researchers also collect data from the suppliers, customers and counterparts of the investigated target to understand its business models and operational risks, as well as the prospects of both the company and the entire industry. The research results serve as the backbone for decision-making with regards to direct investment, lending, financial planning and securities trading.

Investment pioneer

CDIB has five decades of research experience in industrial and financial markets. Its Research Department conducts thorough research on the economic environment and industry trends every year. The research team also carries out field research by conducting company on-site visits and management interviews to build a solid understanding of domestic and international enterprises of interest. CDIB's research reports on financial markets cover topics such as interest rates, foreign exchange rates, stock markets, monetary policies of major countries and publishes periodic outlook of global financial market. Its industry research reports have accurately forecasted the trend of Taiwanese foundry industry, networking, IC design, optoelectronics, broadband, real estate and energy sectors. Following CDF's growth initiatives, the research team has extended its scopes to cover Mainland China, Asia Pacific, and North America markets as well as the biomedical as well as cultural and creative industries. These reports often reveal trends in the investment market and therefore have been used by many companies as an important reference in determining future development.

3-5 調查研究

凱基證券高素質的研究團隊

凱基證券多年來致力於研究人才的培育及資源的投入，堅信唯有維持高素質之研究團隊，才能做為公司各項業務推展的堅實後盾。凱基專業研究團隊分別駐點於國內外各子公司，提供客戶最即時且精確之研究報告，以協助其做出最佳的投資組合與全球資產配置。

目前凱基亞太研究團隊研究人員約50人，密集追蹤超過300家上市公司，除了希望提供國內、外客戶最迅速、詳實而又具備高度品質的投資諮詢服務外，將進一步擴展與優化大中華區銷售與研究團隊陣容，大幅增加追蹤上市公司家數，期能更加強化對亞太區域機構法人之服務，並經由不斷自我成長，成為頂尖區域型投資銀行及投資人在亞洲及大中華區各主要市場的專業夥伴。

身為區域型券商，凱基研究團隊的研究報告除在內容與品質上力求與國際接軌外，更充分利用對當地市場之了解，以及兩岸三地完整的佈局，提供客戶更廣泛及靈活的個股及題材追蹤，定期發表的每日、每週、每月、每季及年度的報告詳盡分析產業前景、總體經濟概況、投資策略及個股基本面分析。凱基研究報告一直被視為臺灣本地發表的最佳研究報告之一，亞元雜誌 (Asiamoney) 多年來持續評選凱基證券為臺灣本地最佳券商前2名，凱基更在亞元雜誌2013年臺灣整體研究排名名列全體內外資券商第三名，為本地券商第一名，屢獲殊榮充分展現凱基力求產品差異化及區域研究整合的成果。

近年來凱基研究團隊充分掌握公司區域化的利基，除深耕多年的臺股研究，透過在亞洲多處據點之佈局，進一步將研究市場拓展至中國大陸、香港與泰國等國家，並整合當地的研究資源與人力，建立一堅實的亞洲區域型研究團隊，擴大兩岸三地金融服務版圖，以配合凱基證券國際化的腳步，經由優質之研究團隊、完整之區域資源整合與差異化之研究系統，已成功在客戶心目中建立起特定產業研究的優勢地位；此外，透過積極舉辦國內外各項路演及各式中大型投資說明會，也為凱基證券客戶帶來更為迅速且確實的投資訊息。

3-5 Research

Outstanding equity research team of KGI Securities

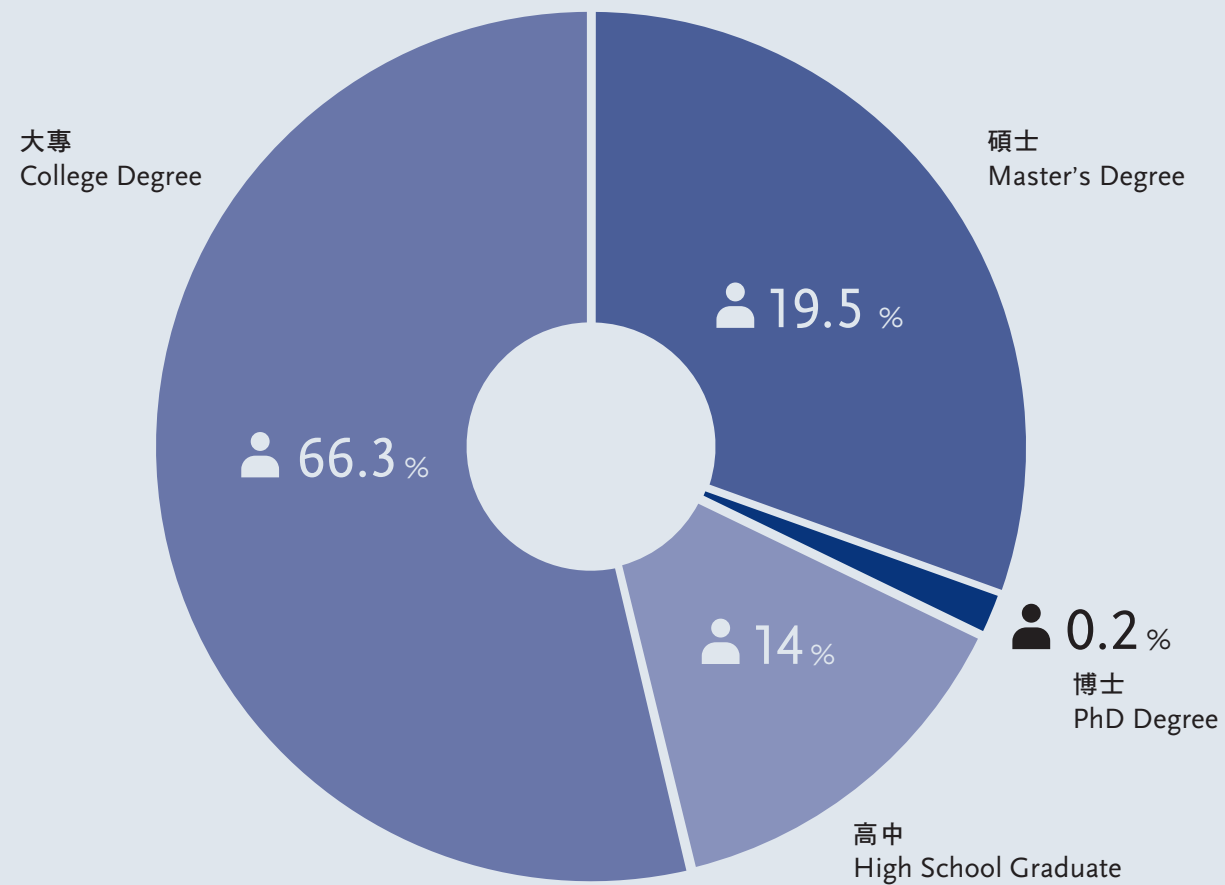
For many years, KGI Securities has been committed to nurturing the talents of its analysts and providing them with the resources they need to perform outstanding research. We firmly believe that only a highly-qualified research team can bolster the company's various operations. Our expert analysts located both in Taiwan and at our overseas subsidiaries issue accurate research reports in real time to guide our clients to the ideal investment portfolios and global asset allocations.

At present, KGI, after the integration with GCSC, has an Asia-Pacific research team of 50 analysts that intensively monitors over 300 publicly-traded companies. In addition to providing domestic and overseas clients with timely, detailed, and insightful investment ideas, the team is working to further strengthen its sales and research workforce and significantly increase the number of listed companies covered. By continuing to raise the bar, we can become a leading regional investment bank and a key partner to investors in the Asia and Greater China markets.

As a regional securities firm, KGI Securities issues world-class research reports by utilizing its special knowledge of local markets and its footprint in Greater China to provide customers with broad-based, insightful analysis of individual securities and the markets overall. Reports, which are published on a daily, weekly, monthly, and yearly basis, comprise analysis of industries, economies, investment strategies, and public companies. Our reports have been consistently recognized as among the best produced by local securities firms in Taiwan. Asiamoney has long ranked KGI Securities among the top two local brokerages in its annual poll. In 2013, KGI Securities ranked third in Taiwan research among all local and foreign brokerages and first among all local brokerages. Such consistent award-winning performance shows that our commitment to differentiation and regional research integration is bearing fruit.

Capitalizing on our niche position in Asia, the our research team has in recent years expanded its coverage beyond Taiwan to mainland China, Hong Kong, and Thailand. Integrating our local research resources and talent, we have established a solid Asian region research network. Expanding our financial services throughout Greater China, our regionally-integrated, differentiated research network has given us a reputation for specialized research of specific industries. KGI Securities is also proactive in bringing its latest investment analysis to clients through the many roadshows and investor conferences held in Taiwan and overseas.

中華開發金控同仁學歷分佈 CDF's Employees by Education



3-6 人力資源

服務團隊

優秀的人才，是中華開發金控最重要的資產；持續吸引及培育優秀的人才，更是中華開發金控追求卓越及永續經營的關鍵。

中華開發金控優秀的專業金融服務團隊，成員來自國內外的菁英，不僅擁有專業的知識與能力，更累積了豐富的產業及金融相關經驗。為了面對瞬息萬變、充滿挑戰的金融市場，也為了迎向高速成長、商機無限的新興亞洲地區，中華開發金控除了厚植銀行業務必備的專業人才，壯大證券業務之專業團隊，並將持續網羅優秀的金融菁英加入中華開發金控。

除了不斷延攬國內外的優秀專業人才，中華開發金控更以「臺灣最佳投資銀行」的優良商譽，吸引國內外優秀青年人才加入菁英發展計畫 (Management Associate Program)。在整合旗下證券業務之後，未來中華開發金控的菁英發展計畫，將為銀行業務與證券業務引進菁英新血。在紮實的專業課程、親身實習各項核心業務及海外業務歷練等的充實的培育下，中華開發金控的 MA Program 成為公司未來人才的搖籃，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以面對國際金融市場的挑戰，為我們的客戶提供國際級的金融服務，為客戶及股東創造更大價值。這一切的努力，將使中華開發金控成為全球華人最具特色及領導性的金融集團！

3-6 Human Resources

Our People

People are CDF's most valuable asset. Continuously attracting good candidates and developing people talent are also the keys in CDF's pursuit of excellence and business sustainability.

CDF's workforce comprises an elite group of highly-trained professionals from Taiwan and abroad who possess extensive knowledge, specialized skills and hard-won experience in the fields of industry and finance. In order to better face the challenging, rapidly-changing financial environment, and also capitalize on the opportunities available in the booming Asian region, CDF is not only ensuring we have staff with the talent necessary in the banking sector, we are also growing our securities team and continuing to recruit outstanding finance talent to join CDF.

CDF also draws on its prestige as the "Best Investment Bank in Taiwan" to attract talent from home and abroad under its Management Associate (MA) Program. Following the integration of our securities business, CDF's MA Program will bring in fresh elite faces into its banking and securities divisions. Through comprehensive specialized courses, internship opportunities and exposure to CDF's overseas operations, the program acts as CDF's cradle of leadership which continually nurtures young talent, laying the foundations for solid long-term business development.

To further develop the professional competence of our employees, CDF constantly introduces high-quality training courses that covers Taiwanese and international financial regulations as well as the latest developments in the global investment and financial markets. Employees are thereby equipped with the knowledge needed to meet the challenges of the global financial markets, provide world-class financial services, and create ever more value for our clients and shareholders. These efforts will ensure that CDF continues to provide exceptional financial services to ethnic-Chinese consumers around the world!

3-7 風險管理

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。中華開發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、風險管理平臺與技術等重要措施，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。

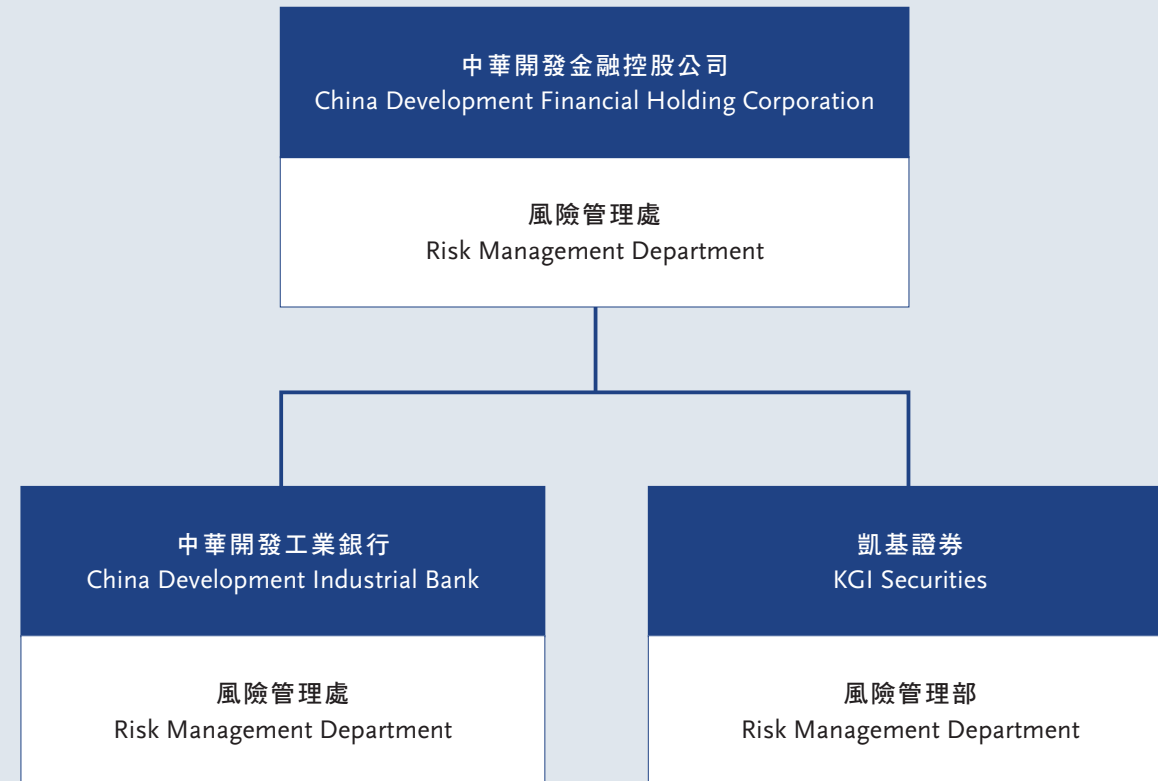
重視風控的企業文化

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。遵循國際標準與公司的風險管理政策，針對上述範圍制定相關之風險管理相關準則，作為中華開發金控及各子公司據以管理各項風險之依據。

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
Risk Management Organizational Structure



3-7 Risk Management

Proactive risk management

CDF understands that risk management is not only about predicting, avoiding and containing risks. It is also about how risks that can be effectively managed and turned into opportunities through a comprehensive system. It is the key to enhancing overall competitiveness. While attaching great importance to the advanced measures proposed by domestic and international financial regulators to beef up the risk-management capabilities and capital adequacy of financial institutions, CDF also makes significant efforts to build a multi-faceted risk management framework that contains an independent risk monitoring department, reporting systems as well as risk management platforms and technologies to provide the most trustworthy financial products.

A risk-conscious corporate culture

CDF's risk management covers market risk, credit risk, operational risk and liquidity risk. Based on the scope of risk management, we have established international guidelines according to international standards and our own corporate risk management policies. The guidelines serve as the standard for CDF and all of its subsidiaries in their day-to-day risk managing efforts.

CDF has combined business management and risk management to form a corporate culture and business strategies that place a fundamental importance on risk management. The results of quantified and qualified risk management measures serve as a reference for formulating business strategies. Meanwhile, risk management policies are made in accordance with the New Basel Accord, local regulations and our own business development strategies.

CDF will continue to improve its ability in identifying and measuring risks in order to achieve better efficiency in risk control and management. While complying with capital adequacy requirements and other criteria set for financial holding companies and in different industrial segments. CDF will strengthen its early warning mechanism, and calculate its risk capital with better precision. These measures are taken to ensure the sustainable operation of CDF, and to provide a trustworthy financial product portfolio for our clients.

不斷地轉型與突破 領先

A leader in continual transformation and breakthroughs

開發金控奠基於直接投資業務，但多年來陸續跨足企業金融與證券業務領域，且皆成為業界的翹楚。但是，開發金控仍亟思轉型、不斷地創新、不斷地突破，將以更多樣化的金融業務，成為華人金融的領航首選！

CDF started off in principal investment, but over the years, it has been expanding into other areas of operations, including corporate and investment banking and securities, becoming an industry leader in each area in the process.

CDF is striving to transform itself as it continues to innovate and make breakthroughs, so it can offer more diversified financial services and become the top choice in banking for the Chinese community.



經營績效

Our Performance

4-1	風雲榜 Accolades	78
4-2	成功案例 Successful Track Record	82
4-3	財務資料 Financial Summary	92

4-1 風雲榜 Accolades

2002	<p>亞元雜誌評選為臺灣最佳債券商</p> <p>亞元雜誌評選為本國最佳經紀商票選第二名</p> <p>亞洲財務雜誌評選為最佳本國投資銀行</p> <p>財資雜誌評選為臺灣最佳投資銀行</p>	<p>Asiamoney, Best Bond House in Taiwan</p> <p>Asiamoney, Best Local Brokerage Rank #2</p> <p>FinanceAsia, Best Local Investment Bank</p> <p>The Asset, Best Investment Bank in Taiwan</p>
2003	<p>亞元雜誌評選為臺灣最佳債券商</p> <p>亞元雜誌評選為臺灣本地最佳業務交易團隊及最佳研究報告</p> <p>亞洲財務雜誌評選為最佳本國投資銀行</p> <p>財資雜誌評選為臺灣最佳投資銀行</p>	<p>Asiamoney, Best Bond House in Taiwan</p> <p>Asiamoney, Best Local Research and Sales & Trading Team</p> <p>FinanceAsia, Best Local Investment Bank</p> <p>The Asset, Best Investment Bank in Taiwan</p>
2004	<p>亞元雜誌評選為臺灣最佳債券商</p> <p>亞元雜誌評選為本國最佳經紀商</p> <p>全球金融月刊評選為臺灣最佳投資銀行</p>	<p>Asiamoney, Best Bond House in Taiwan</p> <p>Asiamoney, Best Local Brokerage</p> <p>Global Finance Magazine, Best Investment Bank in Taiwan</p>
2005	<p>亞元雜誌評選為本國最佳經紀商</p> <p>全球金融月刊評選為臺灣最佳投資銀行</p>	<p>Asiamoney, Best Local Brokerage</p> <p>Global Finance Magazine, Best Investment Bank in Taiwan</p>
2006	<p>亞元雜誌評選為臺灣最佳債券商</p> <p>亞元雜誌評選為本國最佳經紀商票選第一名、最佳銷售服務票選第一名、最佳營業交易票選第一名、最佳交易票選第一名</p> <p>亞洲財務雜誌評選為臺灣最佳債券商</p> <p>財資雜誌評選為臺灣最佳債券商</p> <p>財資雜誌評選為年度最佳交易獎</p> <p>財資雜誌亞洲貨幣債券指標調查評選為最佳臺幣公債交易商評比第一名</p>	<p>Asiamoney, Best Bond House in Taiwan</p> <p>Asiamoney, Best Local Brokerage Rank #1, Best Overall Sales Rank #1, Best Sales Trading Rank #1, Best Execution Rank #1</p> <p>FinanceAsia, Best Bond House in Taiwan</p> <p>The Asset, Best Bond House in Taiwan</p> <p>The Asset, Deals of the Year</p> <p>The Asset Magazine Asian Currency Bond Benchmark Survey, Leading Bank in Taiwan Dollar Government Bonds Rank #1</p>
2007	<p>亞元雜誌評選為臺灣最佳債券商</p> <p>亞洲財務雜誌評選為臺灣最佳債券商</p> <p>財資雜誌評選為臺灣最佳債券商</p> <p>財資雜誌亞洲貨幣債券指標調查評選為最佳臺幣公債交易商評比第二名</p>	<p>Asiamoney, Best Bond House in Taiwan</p> <p>FinanceAsia, Best Bond House in Taiwan</p> <p>The Asset, Best Bond House in Taiwan</p> <p>The Asset Magazine Asian Currency Bond Benchmark Survey, Leading Bank in Taiwan Dollar Government Bonds Rank #2</p>
2008	<p>亞元雜誌評選為臺灣最佳債券商</p> <p>財資雜誌亞洲貨幣債券指標調查評選為最佳臺幣公債暨公司債交易商評比第一名及最佳臺幣公債交易商評比第二名</p>	<p>Asiamoney, Best Bond House in Taiwan</p> <p>The Asset Magazine Asian Currency Bond Benchmark Survey, Leading Bank in Taiwan Dollar Government Bonds & Corporate Bonds Rank #1, and Leading Bank in Taiwan Dollar Government Bonds Rank #2</p>
2009	<p>亞元雜誌評選為臺灣最佳債券商</p> <p>亞元雜誌評選為臺灣最佳公司管理（中型資本額）及臺灣最佳債券商</p> <p>亞洲財務雜誌評選為臺灣最佳債券商</p> <p>金管會核定「證券商風險管理評鑑最高等級—第1級」</p> <p>財資雜誌亞洲貨幣債券指標調查評選為最佳臺幣公債交易商評比第二名及最佳臺幣公司債交易商評比第二名</p>	<p>Asiamoney, Best Bond House in Taiwan</p> <p>Asiamoney, Best Managed Company (Medium Cap) for Taiwan, and Best Debt House - Taiwan</p> <p>FinanceAsia, Best Bond House - Taiwan</p> <p>Financial Supervisory Commission, First class award in risk management assessment</p> <p>The Asset Magazine Asian Currency Bond Benchmark Survey, Leading Bank in Taiwan Dollar Government Bonds Rank #2, and Leading Bank in Taiwan Dollar Corporate Bonds Rank #2</p>
2010	<p>亞元雜誌評選為本國最佳經紀商票選第二名</p> <p>財資雜誌亞洲貨幣債券指標調查評選為臺灣區最佳債券商、臺灣區公司債第一名及公債第二名</p>	<p>Asiamoney, Best Local Brokerage Rank #2</p> <p>The Asset Magazine Asian Currency Bond Benchmark Survey, Best Domestic Bond House, Corporate Bonds Market Share 1st Bank, and Government Bonds Market Share 2nd Bank</p>

2011

亞元雜誌評選為最佳國內債券商、最佳固定收益商品銷售第二名及臺灣最佳交易券商第二名

中央銀行國庫局評選為中央公債交易商公債業務績效冠軍

亞洲財務雜誌評選為臺灣區最佳股票暨轉換債承銷商及臺灣區最佳債券交易商

金管會核定「證券商風險管理評鑑最高等級—第1級」

證券櫃檯買賣中心頒發「卓越新金融商品發行」證券商金桂獎

證券櫃檯買賣中心頒發「卓越推薦上(興)櫃申請」證券商金桂獎

證券櫃檯買賣中心頒發「卓越股債市籌資承銷」證券商金桂獎

中華民國對外貿易發展協會評選為臺灣20大國際品牌

證券暨期貨/金犛獎評選為傑出證券人才獎及傑出金融創新獎

財資雜誌亞洲貨幣債券指標調查評選為臺灣最佳債券交易商、最佳公債次級市場交易商及最佳公債初級市場交易商

世界金融雜誌評選為臺灣區最佳投資銀行

Asiamoney, Best Domestic Bond House, Best Fixed Income Local Provider for Interest Rates Products Rank #2, and Best Local Brokerage Rank #2

Department of Treasury of Central Bank, Best Government Bond Dealer Rank #1

FinanceAsia, Best Equity House and Best Bond House

Financial Supervisory Commission, First class award in risk management assessment

GreTai Securities Market, Excellent Issue of New Financial Products, Golden Laureate Award

GreTai Securities Market, Excellent Listing Recommended of GTSM Market (Emerging Stock Board), Golden Laureate Award

GreTai Securities Market, Excellent Stock/Bond Underwriter, Golden Laureate Award

Taiwan External Trade Development Council (TAITRA), Top 20 Taiwan Global Brands

The 11th Golden Goblet Award, Outstanding Securities Expertise, and Outstanding Financial Innovation

The Asset Magazine Asian Currency Bond Benchmark Survey, Best Domestic Bond House, Top Bank in the Secondary Market for Government Bonds, Taiwan, and Top Bank Arranger - Quality and Number of Primary Government Bond Deals, Taiwan

World Finance, Best Investment Bank 2011 – Taiwan

2012

亞元雜誌評選為最佳台股研究報告全體內外資券商票選第三名、最佳交易執行獎前三名及最佳法人服務獎第二名

櫃買中心評選為101上半年度中央公債優良造市商第三名

證交所頒發市場創新獎

財資雜誌亞洲貨幣債券指標調查評選為最佳次級市場公債交易商

Asiamoney, Best Foreign and Local Brokerages in Taiwan Research Rank #3, Best Execution Award Rank #3, Best Roadshow and Company Visit Award Rank #2

GreTai Securities Market, Best Market Making for Government Bonds Rank #3, 1st half of 2012

Taiwan Stock Exchange, Outstanding Innovation Award

The Asset Magazine Asian Currency Bond Benchmark Survey, Top Bank in the Secondary Market for Government Bonds

2013

亞元雜誌評選為最佳台股研究報告全體內外資券商票選第三名

臺灣證券櫃檯買賣中心評選為「2013年推薦申請上櫃及登錄興櫃家數第一名」

臺灣證券櫃檯買賣中心評選為「102年度下半年中央公債優良造市商」

中央銀行國庫局評選為「中央公債交易商業務績效冠軍」

財資雜誌評選為「2013年臺灣最佳債券商」

臺灣證券交易所2013年「IPO籌資金額獎」第1名、「SPO籌資金額獎」第1名、及「IPO市值獎」第2名

臺灣證券交易所2013年「權證發行檔數」第2名、「權證受託買賣金額」第2名及「權證最佳造市券商」

Asiamoney, Best Foreign and Local Brokerages in Taiwan Research Rank #3

GreTai Securities, #3 in Central Government Bond Market Maker Review during the second half of 2013

GreTai Securities, Most IPO Cases in the GreTai Securities Market (GTSM) and Registrations in the Emerging Stock Market in 2013

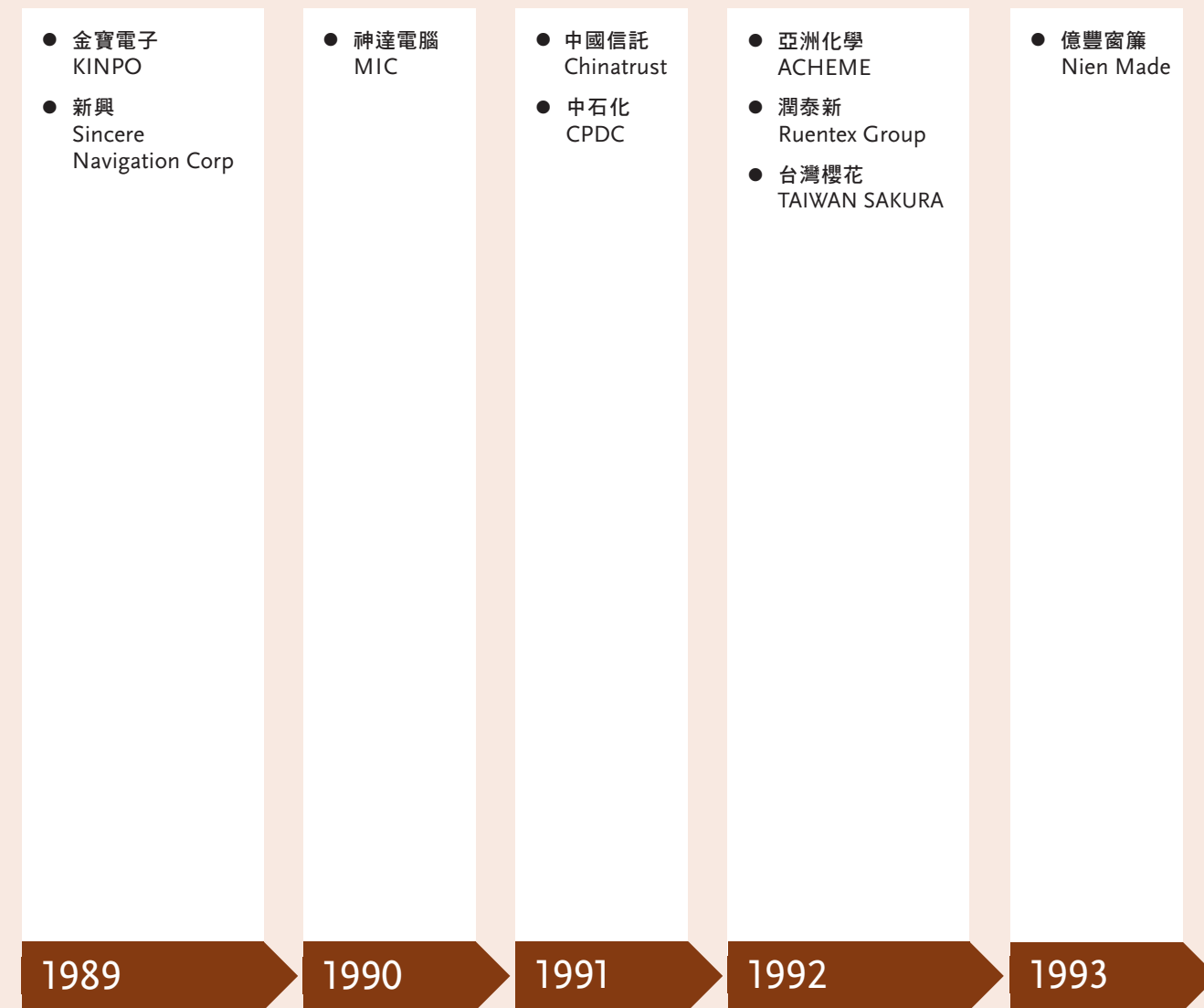
Taiwan Central Bank, Best Government Bond Dealer

The Asset Magazine, Best Bond House in Taiwan

TWSE, #1 in IPO Fund-raising, #1 in SPO (Secondary Public Offering) Fund-raising, and #2 in Market Value in IPO

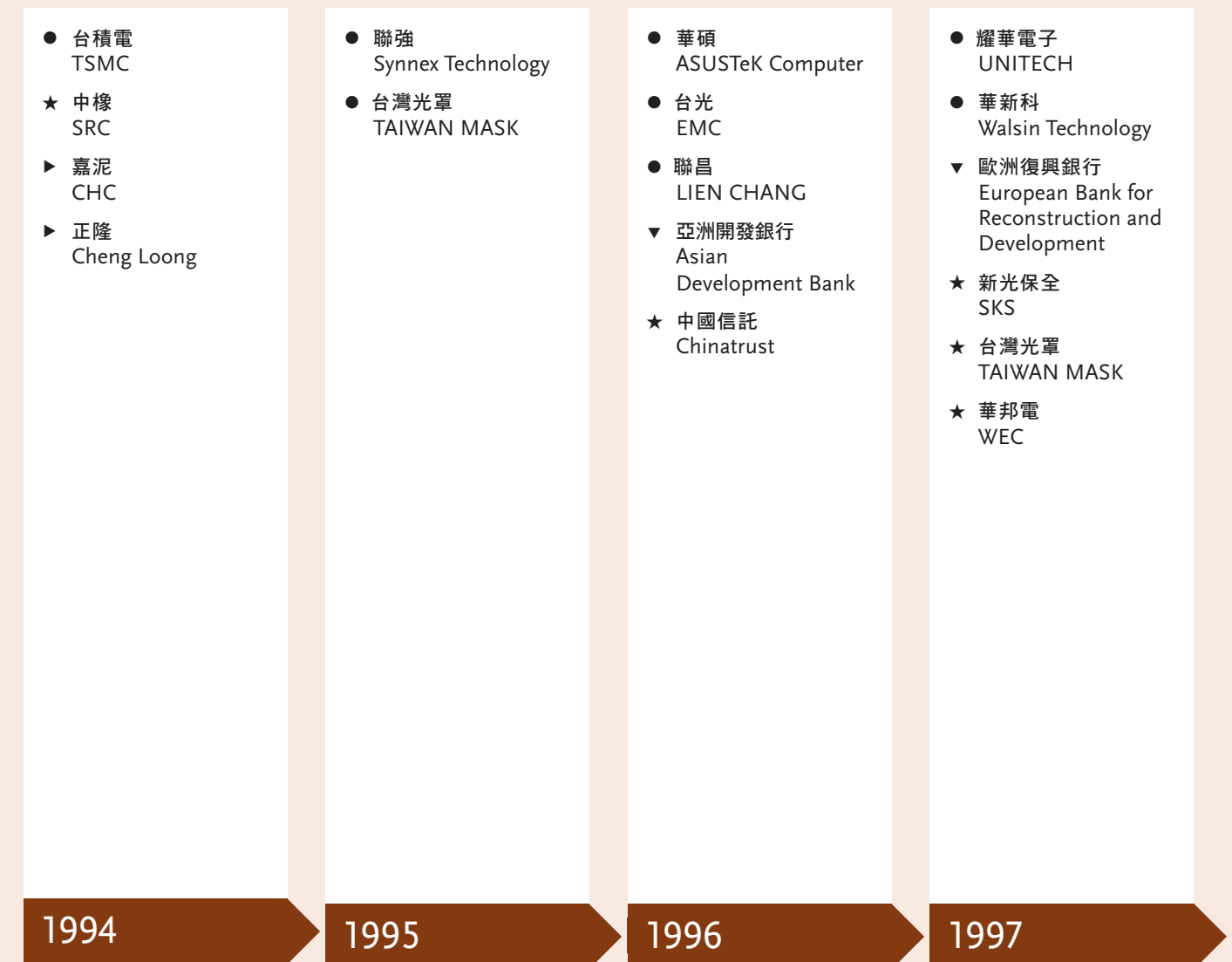
TWSE, #2 in the number of warrants issued, #2 in the total value of warrant transactions, and the best warrant market maker in Taiwan

4-2 成功案例 Successful Track Record



- ▲ 國內公司債承銷 Domestic bond underwriting
- 財務顧問 Financial advisory services
- * Global Depository Receipts (GDR)
- Initial Public Offering (IPO)
- ▼ 國際債券承銷 International bond underwriting

- ★ Secondary Public Offering (SPO)
(現金增資或可轉換公司 Share issuance or convertible bonds)
- ◆ Taiwan Depository Receipts (TDR)
- ▶ Euro Convertible Bond (ECB)



- ▲ 中租迪和 Chailease Finance
- ▲ 中鋼 China Steel
- ▲ 大華建設 Delpha Construction Co.
- ▲ 長榮航空 EVA Airways
- ▲ 遠東百貨 Far Eastern Department Stores
- ▲ 遠東紡織 FENC
- ▲ 台塑集團 Formosa Plastics Group
- ▲ 潤泰紡織 Ruentex Industries Ltd.
- ▲ 和喬科技 SDHT
- ▲ 台電 Taiwan Power Company
- ▲ 信昌化工 TPCC
- ▲ 台積電 TSMC
- 中碳 China Steel Chemical
- 盟立 Mirle
- 統懋 MOSPEC
- 世界先進 Vanguard International Semiconductor
- ▼ 美洲開發銀行 Inter-American Development Bank
- ★ 台新銀行 Taishin Bank
- ★ 華邦電 WEC

1998

- ▲ 長榮航空 EVA Airways
- ▲ 台塑集團 Formosa Plastics Group
- ▲ 怡華實業 I-HWA
- ▲ 大亞電線電纜 TA YA
- ▲ 統一實業 Ton Yi Industrial
- ▲ 裕民航運 U-MING
- 信立 HSINLI
- 光群雷射 K LASER
- 廣達 Quanta
- 中磊 SERCOMM
- 威盛 VIA Technology
- ★ 台光 EMC
- ★ 大眾銀 TC Bank

1999

- ▲ 亞洲水泥 Asia Cement
- ▲ 遠東航空 FAT
- ▲ 匯豐汽車 FMC
- ▲ 厚生 FRG
- ▲ 榮成紙業 LCP
- ▲ 麗嬰房 Les enphants
- ▲ 龍邦國際 Long Bon
- ▲ 台電 Taiwan Power Company
- 矽品 SPIL
- 華映 Chunghwa Picture Tubes
- 南亞科技 Nanya Technology
- 華祺 RODEX
- 東友 TIS
- ★ 統懋 MOSPEC
- ★ 微星 MSI

2000

- ▲ 華夏海灣 CGPC
- ▲ 中華航空 China Airlines
- ▲ 大眾電腦 FIC
- ▲ 國喬石化 Grand Pacific Petrochemical Corporation
- ▲ 瀚宇博德 HannStar Board
- ▲ 鴻海 Hon Hai Precision Industry
- ▲ 南亞塑膠 Nanya Plastics
- ▲ 台電 Taiwan Power Company
- ▲ 欣興電子 Unimicron Technology Corp.
- ▲ 華邦電子 WEC
- ▲ 世平興業 World Peace Industrial Group
- 愛地雅 IDEAL
- 科風 PCM
- 信義房屋 Sinyi
- 宏全國際 Taiwan Hon Chuan Enterprise
- ▼ 歐洲投資銀行 European Investment Bank
- ★ 漢磊 EPISIL
- ★ 統懋 MOSPEC

2001

- ▲ 卜蜂企業 Charoen Pokphand Enterprise (Taiwan)
- ▲ 大陸工程 Continental Engineering Corporation
- ▲ 中油 CPC Corporation
- ▲ 中鼎工程 CTCI Corporation
- ▲ 歐洲復興銀行 European Bank for Reconstruction and Development
- ▲ 遠傳 Far Eastone
- ▲ 遠東紡織 FENC
- ▲ 匯豐汽車 FMC
- ▲ 超豐電子 Gretek Electronics
- ▲ 聯發紡織 Lan Fa Textile
- ▲ 富驊 Loyalty Founder Enterprise
- ▲ 神腦國際 Senao International
- ▲ 矽品 Siliconware Precision Industries
- ▲ 生達化學 Standard Chemical & Pharmaceutical
- ▲ 台哥大 Taiwan Mobile
- ▲ 台電 Taiwan Power Company
- ▲ 特力 Test Rite International
- ▲ 燦坤 Tsann Kuen Enterprise
- ▲ 台橡 TSRC Corporation
- ▲ 華新麗華 Walsin Lihwa Corporation
- ▲ 集盛實業 Zig Sheng Industries
- 神基 Getac
- 元富證 ML
- 亞弘 YAHORNG
- ★ 長榮航 EVA Airways
- ★ 旺宏 Macronix
- ▶ 中環 CMC
- ▶ 矽品 SPIL

2002

- ▲ 中租迪和 Chailease
- ▲ 中橡 China Synthetic Rubber Corporation
- ▲ 中強光電 Coretronic Corporation
- ▲ 歐洲復興銀行 European Bank for Reconstruction and Development
- ▲ 遠傳 Far Eastone
- ▲ 台塑集團 Formosa Plastics Group
- ▲ 台電 Taiwan Power Company
- ▲ 統一企業 Uni-President
- ▲ 華新麗華 Walsin Lihwa
- 第一金 FFHC
- * 奇美電 CMO
- * 中鋼 CSC
- 宏正 ATEN
- 建緯 CWPT
- 聚陽實業 Makalot
- 翔準光罩 PSMC
- 緯創 Wistron
- ★ 長榮航 EVA Airways
- ★ 大眾銀 TC Bank
- ★ 陽明 Yang Ming
- ▶ 遠銀 EFIB
- ▶ 旺宏 Macronix
- ▶ 力晶 Powerchip

2003

- ▲ 國內公司債承銷 Domestic bond underwriting
- 財務顧問 Financial advisory services
- * Global Depository Receipts (GDR)
- Initial Public Offering (IPO)
- ▼ 國際債券承銷 International bond underwriting

- ★ Secondary Public Offering (SPO)
(現金增資或可轉換公司 Share issuance or convertible bonds)
- ◆ Taiwan Depository Receipts (TDR)
- ▶ Euro Convertible Bond (ECB)

- ▲ 日月光
Advanced Semiconductor Engineering
- ▲ 友達 AU Optronics
- ▲ 台達化工
TAITA Chemical
- ▲ 威盛 VIA Technologies
- ▲ 萬海 Wan Hai
- ▲ 陽明 Yang Ming
- 帆宣 MIC
- 元太 Prime View
- 台蠟 TWC
- 聯合骨科 UOC
- ★ 中華汽車 CMC
- ★ 瀚荃 CvilLux
- ★ 廣輝 Quanta Display
- ★ 聯邦銀行 UBOT
- ▶ 光寶 LTC
- ▶ 廣輝 Quanta Display
- ▶ 矽品 SPIL

2004

- ▲ 友達 AU Optronics
- ▲ 奇美 Chi Mei Optoelectronics
- ▲ 遠東百貨
Far Eastern Department Stores
- ▲ 富邦金控
Fubon Financial Holding
- ▲ 和平電力
Ho-Ping Power Company
- ▲ 台新金控 Taishih Financial
- 艾訊 AXIOMTEK
- * 友達 AUO
- * 台積電 TSMC
- 艾訊 AXIOMTEK
- 遠傳電信 Far Eastone
- 川湖 King Slide
- 光洋科 Solar
- ★ 力晶 Powerchip
- ★ 廣輝 Quanta Display
- ★ 大眾銀行 TC bank
- ★ 聯邦銀行 UBOT
- ▶ 正峰 JF
- ▶ 廣達 QCI

2005

- ▲ 中油 CPC Corporation
- ▲ 長榮航空 EVA Airways
- ▲ 台塑集團
Formosa Plastics Group
- ▲ 安信信用卡 Prime Credit
- ▲ 台電 Taiwan Power Company
- 友達 AUO
- 廣達 QCI
- * 力晶 Powerchip
- 斐成 FCE
- 富喬 FFG
- 華亞科技 Inotera Memories
- ★ 晶元電 EPISTAR
- ★ 一詮精密 I-CHIUN
- ★ 台灣光罩 TAIWAN MASK
- ▶ 力晶 Powerchip

2006

- ▲ 富邦金控
Fubon Financial Holding
- 明基 BMC
- 遠傳 Far EasTone
- 台航 TAIWANLINE
- * 茂迪 MOTECH
- * 台積電 TSMC
- 達方 Darfon
- 福懋科
Formosa Advanced Technologies
- 誠研 Hit
- 旭耀 Orisetech
- 同欣 Tong Hsing
- ★ 佰鴻 BRIGHT
- ★ 輔祥 FORHOUSE
- ★ 大成長城 GREATWALL
- ★ 菱生 LPI
- ★ 台半 TSC
- ▶ 永豐餘 YFY

2007

- ▲ 亞泥
Asia Cement Corporation
- ▲ 開發金控 CDF
- ▲ 中鋼 China Steel
- ▲ 遠東紡織 FENC Corporation
- ▲ 台塑集團
Formosa Plastics Group
- ▲ 新光金控
Shin Kong Financial Holding
- ▲ 台灣高鐵
Taiwan High Speed Rail Corporation
- ▲ 台哥大 Taiwan Mobile
- ▲ 台電 Taiwan Power Company
- 義隆 ELAN
- 華邦 WEC
- 陽明 YMTC
- 全科 ALLTEK
- 嘉聯益 Career Tech.
- 川湖 King Slide
- 鼎翰 TSC Auto ID Technology
- 力積 Zentel Electronics
- ★ 國賓飯店 Ambassador Hotel
- ★ 新漢 Nexcom
- ★ 炎洲 YEMCHIO

2008

- ▲ 中油 CPC Corporation
- ▲ 台電
Taiwan Power Company
- 明安 ADVANCED GROUP
- 日月光 ASE
- 中壽 CHINA LIFE
- 元太 EIH
- * 元太 EIH
- 亞諾法 Abnova
- 志超 tpt
- ★ 可成 CATCHER
- ★ 元太 EIH
- ★ 一詮 I-CHIUN
- ◆ 聖馬丁 SMT
- ◆ 中國旺旺 Want Want
- ◆ 精熙 Yorkey

2009

- ▲ 國內公司債承銷 Domestic bond underwriting
- 財務顧問 Financial advisory services
- * Global Depository Receipts (GDR)
- Initial Public Offering (IPO)
- ▼ 國際債券承銷 International bond underwriting

- ★ Secondary Public Offering (SPO)
(現金增資或可轉換公司 Share issuance or convertible bonds)
- ◆ Taiwan Depository Receipts (TDR)
- ▶ Euro Convertible Bond (ECB)

- ▲ 正新
Cheng Shin Rubber Industries
- ▲ 中油 CPC Corporation
- ▲ 台塑集團
Formosa Plastics Group
- ▲ 光洋科
Solar Applied Materials
Technology
- ▲ 台新金控
Taishin Financial Holding
- ▲ 台電 Taiwan Power Company
- ▲ 永豐餘集團 YFY Inc
- 京東方 BOE
- 晶元光電 Epistar
- 廣錄 HUGA
- 大聯大 WPG
- 友尚 Yosun
- * 和碩 Pegatron
- 聖暉 Acter
- 聚紡 G-Fun Industrial
- 碩禾 GIGASOLAR
- 崑鼎 KD Holding
- 新唐 NTC
- 泰博 TaiDoc
- ★ 飛捷 FLYTECH
- ★ 宏齊 Harvetek
- ★ 華亞科技 Inotera Memories
- ★ 南亞科技 Nanya Technology
- ★ 中磊 SERCOMM
- ★ 矽格 Sigurd
- ★ 志超 tpt
- ◆ 神州數碼 Digital China
- ▶ 友達 AUO

2010

- ▲ 日月光集團 ASE
- ▲ 中鋼 China Steel
- ▲ 中油 CPC Corporation
- ▲ 長榮航空 EVA Airways
- ▲ 台塑集團
Formosa Plastic Group
- ▲ 鴻海 Hon Hai Precision
- ▲ 台新金控
Taishin Financial Holding
- ▲ 台電 Taiwan Power Company
- ▲ 台積電 TSMC
- ▲ 統一企業 Uni-President
- ▲ 萬海 Wan Hai
- ▲ 遠鼎投資
Yuan Ding Investment
- 宏碁 Acer
- 英業達 INVENTEC
- 力成 Powertech
- 中美晶 SAS
- 合庫金控 Taiwan
Cooperative Holdings
- 大聯大 WPG
- * 可成 CATCHER
- * 中國鋼鐵 China Steel
- 開曼東凌 Cayman Tung Ling
- F- 康聯 Coland
- F- 茂林 GLT
- 奕力 ILITEK
- 捷必勝 JP Nelson Holdings
- 隆達 Lextar
- 紅木 Redwood Group
- 森田 Sen Tien
- 耀億工業 Yao I Fabric
- ★ 研華 ACL
- ★ 可成 CATCHER
- ★ 中國人壽 China Life
- ★ 遠東百貨 Far Eastern
Department Stores
- ★ 奕力 ILITEK
- ★ 兆豐金控 MEGA FHC
- ★ 聯強國際
Synnex Technology
- ★ 台中商銀 T.C.C.B.
- ★ 同欣電子
Tong Hsing Electronic
Industries
- ★ 炎洲 YEMCHIO
- ◆ 爾必達 Elpida

2011

- ▲ 中租迪和 Chailease Finance
- ▲ 華航 China Airlines
- ▲ 中鋼 China Steel
- ▲ 中油 CPC
- ▲ 長榮航 EVA Airways
- ▲ 台塑集團
Formosa Plastic Group
- ▲ 鴻海 Hon Hai Precision
- ▲ 台新金控
Taishin Financial Holding
- ▲ 台哥大 Taiwan Mobile
- ▲ 台電 Taiwan Power Company
- ▲ 台積電 TSMC
- ▲ 統一 Uni-President
- ▲ 聯電
United Microelectronics Corp.
- 中華紙漿 CHP
- 璨圓 FOREPI
- 金士頓
Kingston Technology Corporation
- 台揚 MTI
- 新日光
Neo Solar Power Corporation
- 台驊 T.H.I. Group
- * 中租 Chailease Finance
- 達興材料
Daxin Materials Corp.
- 旺能 DelSolar
- ★ 名軒 Advantec Enterprise
- ★ 奇美電 Chimei Innolux
- ★ 華航 China Airlines
- ★ 台耀 Formosa Laboratories
- ★ 國碩 GSC
- ★ 李長榮化學工業
LCY Chemical Corp.
- ★ 日勝生 RADIUM
- ★ 中磊 SERCOMM
- ★ 合庫金控
Taiwan Cooperative Holdings
- ★ 志超 tpt
- ★ 耀億工業 Yao I Fabric Co.

2012

- ▲ 國內公司債承銷 Domestic bond underwriting
- 財務顧問 Financial advisory services
- * Global Depository Receipts (GDR)
- Initial Public Offering (IPO)
- ▼ 國際債券承銷 International bond underwriting

- ★ Secondary Public Offering (SPO)
(現金增資或可轉換公司 Share issuance or convertible bonds)
- ◆ Taiwan Depository Receipts (TDR)
- ▶ Euro Convertible Bond (ECB)

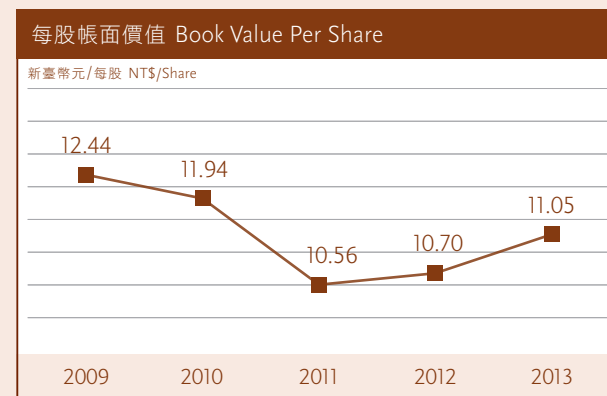
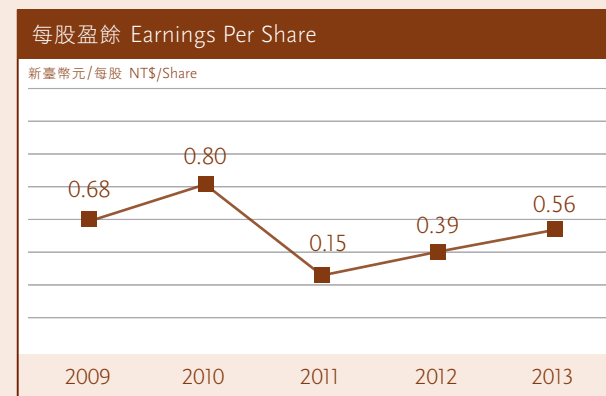
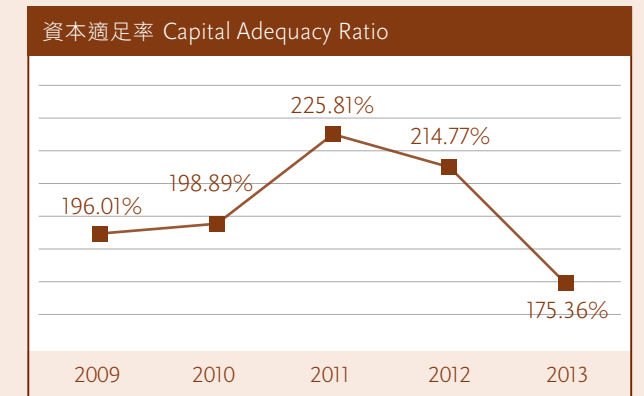
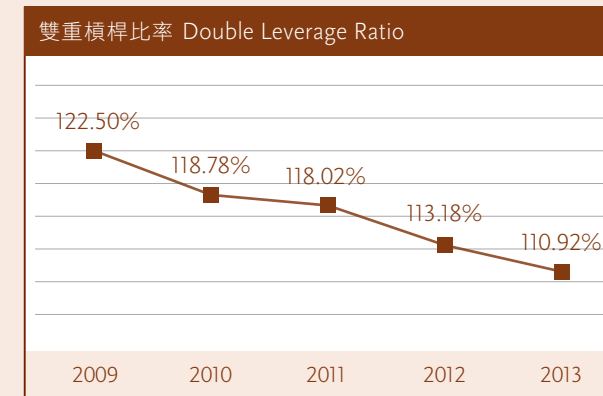
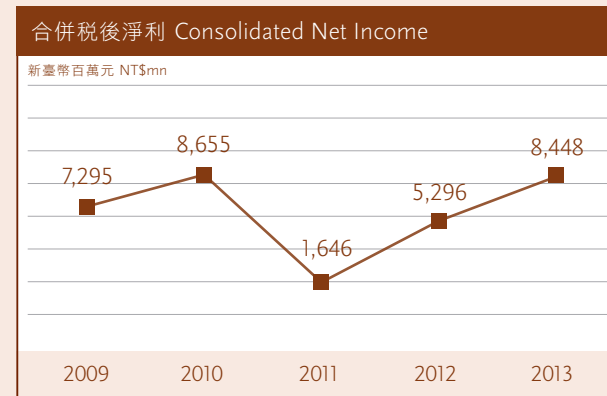
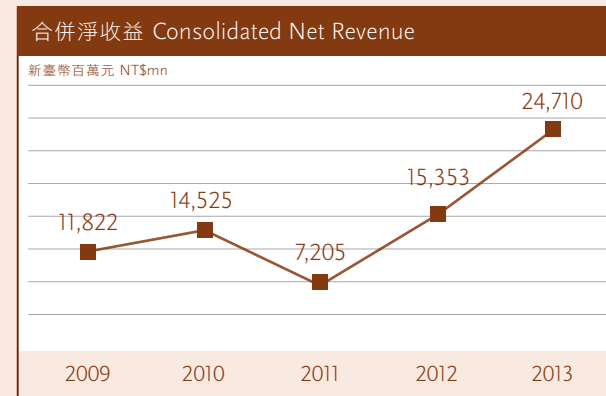
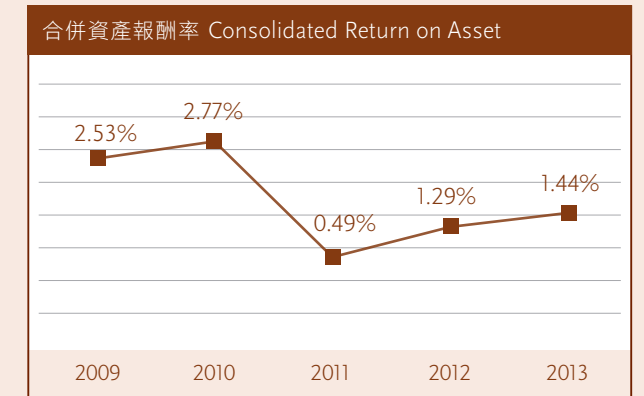
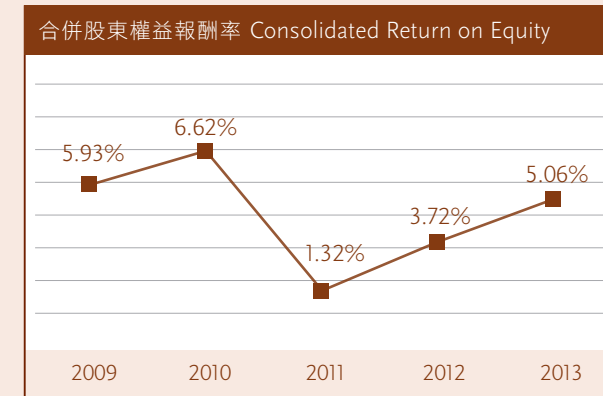
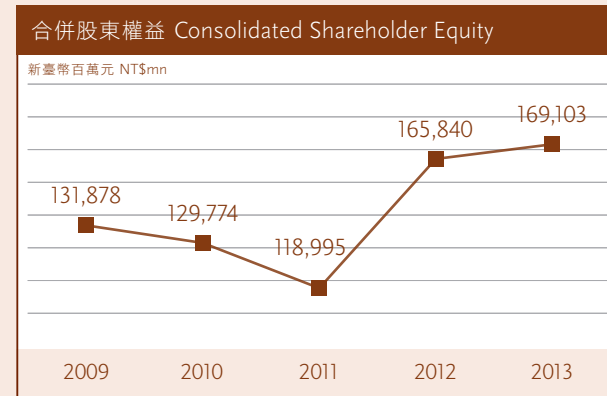
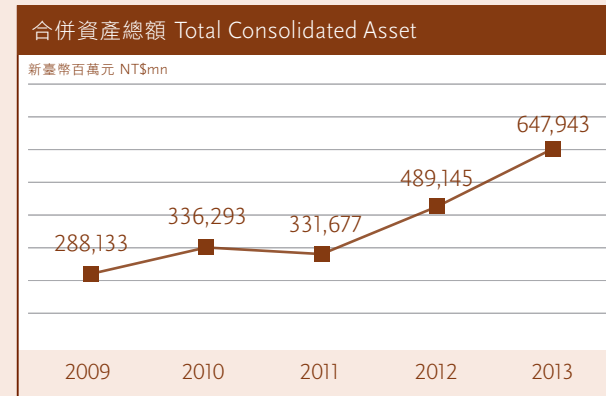
- ▲ 開發金控 CDF
- ▲ 中租迪和 Chailease Finance
- ▲ 正新
Cheng Shin Rubber Industries
- ▲ 中鋼 China Steel
- ▲ 中油 CPC Corporation
- ▲ 遠東新世紀 Far Eastern New Century Corporation
- ▲ 遠傳電信
Far Eastone
- ▲ 台塑集團
Formosa Plastic Group
- ▲ 富邦金控
Fubon Financial Holding
- ▲ 鴻海 Hon Hai Precision Industry
- ▲ 太平洋崇光百貨 Pacific SOGO
- ▲ 台電 Taiwan Power Company
- ▲ 台積電 TSMC
- ▲ 聯電 UMC
- ▲ 陽明 Yang Ming
- ▲ 遠鼎投資 Yuan Ding
- 中國銀行 Bank of China
- 中國電器 CHINA ELECTRIC MFG
- 仁寶 Compal Electronics
- 璨圓 FORMOSA EPITAXY
- 光寶 Liteon
- 神達 MiTAC HoldingsEPI
- 新日光 Neo Solar Power
- F- 立凱電 Advanced Lithium Electrochemistry
- F- 鎧勝 Casetek Holding
- 易飛網 Ezfly International
- 宅配通 Taiwan Pelican Express
- F- 東明
TONG MING ENTERPRISE
- 安成藥 TWi Pharmaceuticals
- ★ 宏碁 Acer
- ★ 連展 Advanced Connectek
- ★ 日月光 Advanced Semiconductor Engineering
- ★ 智易 Arcadyan
- ★ 應華 AVY Precision Technology
- ★ 波若威 Browave
- ★ 長華 Chang Wah lectromaterials
- ★ 華航 China Airlines
- ★ 益通 E-Ton Solar
- ★ 台耀 Formosa Laboratories
- ★ 玉晶光
Genius Electronic Optical
- ★ 昱晶 GINTECH ENERGY
- ★ 上奇 GrandTech
- ★ F- 福貞 KINGCAN HOLDINGS
- ★ 雷迪克 LedLink
- ★ 麗嬰房 Les enphants
- ★ 兆豐金 Mega Financial Holding
- ★ 佰研 Natural BioKey
- ★ 新日光 Neo Solar
- ★ 潤隆 Run Long Construction
- ★ 泰博 TaiDoc
- ★ 永彰 Taiwan Calsonic
- ★ 友輝 UBright Optronics
- ★ 陽明 Yang Ming
- ★ 岳豐 YFC-BonEagle Electric

2013

- ▲ 國內公司債承銷 Domestic bond underwriting
- 財務顧問 Financial advisory services
- * Global Depository Receipts (GDR)
- Initial Public Offering (IPO)
- ▼ 國際債券承銷 International bond underwriting

- ★ Secondary Public Offering (SPO)
(現金增資或可轉換公司 Share issuance or convertible bonds)
- ◆ Taiwan Depository Receipts (TDR)
- Euro Convertible Bond (ECB)

4-3 財務資料 Financial Summary



註：2013年起採 IFRS 會計原則，2012年以前採 ROC GAAP。
Note: Financial statements in 2013 were IFRS compliant.

社會責任 Social Responsibility

- 5-1 中華開發工業銀行文教基金會 96
CDIB Education and Cultural Affairs Foundation
凱基社會福利慈善基金會
KGI Charity Foundation
- 5-2 關心兒童的公益主軸 98
Care for Children a Central Theme in
Community Welfare
- 5-3 節能環保的企業理念 102
Green Data Center
- 5-4 服務據點 104
Service Outlets



5-1 中華開發工業銀行文教基金會 · 凱基社會福利慈善基金會

■ 中華開發工業銀行文教基金會

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，由中華開發工業銀行捐贈成立財團法人中華開發工業銀行文教基金會，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。

■ 凱基社會福利慈善基金會

為了積極回饋社會並貫徹「取之於社會、用之於社會」的理念，凱基證券於2012年捐贈設立「財團法人凱基社會福利慈善基金會」，以長期持續推動各項公益活動。凱基慈善基金會以關懷協助貧困學童及青少年為主軸，藉由長期性慈善捐贈及募款活動，提醒社會大眾對貧病學童的關懷，給予其就學生存的機會與希望，免除其經濟障礙，打造沒有傷悲淚水的童年，期能使其身心健全地成長並成為未來社會國家之棟樑。凱基慈善基金會對於其他社會弱勢族群以及因天災人禍等也進行即時性急難救助，透過雪中送炭式的慈善救助，給予最立即的幫助，希望能傳遞愛與關懷到社會的每個陰暗角落。



5-1 CDIB Education and Cultural Affairs Foundation · KGI Charity Foundation

■ CDIB Education and Cultural Affairs Foundation

CDIF is a model of responsible corporate citizenship, and 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, CDF 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 with a focus 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.

■ KGI Charity Foundation

KGI Securities' philosophy of giving back to society inspired us to establish the KGI Charity Foundation in 2012 to engage in various kinds of charity work over the long-term, focusing mainly on assisting disadvantaged children and young people. This is achieved by canvassing donations and organizing fundraising events to raise public awareness of the plight of underprivileged youngsters. In doing so, we hope to give them the opportunity to stay in school and have a shot at a better life, one without tears and financial worries, so that they can grow up to become responsible and caring citizens healthy in mind, body, and spirit. In addition, the Foundation provides assistance to other disadvantaged groups and prompt emergency relief in times of disaster to bring light and love to the darkest corners of society.

5-2 關心兒童的公益主軸

■ 中華開發工業銀行文教基金會

我們班的小飛象

2009年，中華開發工業銀行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』。本計畫為打破智育至上迷思，提供才藝獎助金鼓勵課業低成就的孩子發展智育以外之優勢能力，特別是經濟弱勢為優先資助對象。至今受益於此計畫的個人與團體達200人以上。這些孩子在師長充滿愛的陪伴及鼓勵下，在能力與自信十足提升，獲得了學習成就感。本計畫將持續協助有才華的弱勢學子，找到自己發光的舞臺。



薪傳課輔

為拉近城鄉教育資源的差距，縮短弱勢學童的學習落差，基金會於2007年成立「薪傳100 × 課輔100」獎助計畫。每年以新臺幣五百萬元獎學金，獎助100位國內公私立大專院校在學優秀清寒學生，除協助他們向學，減輕經濟負擔，更鼓勵接受獎助大學生貢獻100小時的義工服務，投入弱勢學童的課後輔導工作，將中華開發工業銀行的公益關懷擴大至高等教育及扶助弱勢的領域。本計畫至今共計超過七萬小時及七百位志工的優質陪伴，深入全臺國中國小，獲得學校及社福團體的高度肯定。

5-2 Care for Children a Central Theme in Community Welfare

■ CDIB Education and Cultural Affairs Foundation

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

CDF started its child development program with support and a subsidy from the Ministry of Education in 2009. The program, “Our Class Has Got Talent: Help Children Follow Their Dreams,” aims to dispel the view that academic achievement should be the only pursuit for children. It does so by providing scholarships to develop the potential of children outside of the conventional curriculum, especially those who are economically-disadvantaged. There have been over 200 individuals or groups that have benefited from this program, and the children who have received the support from this program have not only demonstrated a clear improvement in their performance and levels of confidence, but also have gained a sense of achievement through the experience of learning. CDF will continue its support and care for these disadvantaged young children and nurture their talent.

Scholarship and grant scheme – “Heritage & Tutelage”

To help bridge the education gap between cities and rural areas, the Foundation established the “Heritage 100 & Tutelage 100” scholarship and grant scheme in 2007. The program utilizes an annual budget of NT\$5 million to provide 100 scholarships to economically-disadvantaged students at local colleges. In addition to providing economic assistance, we also encourage recipients to give 100 hours to tutor underprivileged children. This program has resulted in over 70,000 hours of tutoring for children by 700 caring volunteers, receiving universal praise from participating schools and social welfare organizations.



5-2 關心兒童的公益主軸

營養100分

基金會自2006年至2013年，補助偏鄉資源弱勢學校營養加菜金，協助補充學童成長所需的鈣質與其他營養，為學校午餐加菜，甚或提供早餐及下午點心。方案執行以來，普獲地方政府及校方好評，累計捐贈營養加菜金高達新臺幣四仟五百萬元。

從2012年起更擴大「營養100分」的公益精神，舉辦十數場「午餐的約會」活動，邀請金控家族員工組隊到偏鄉學校下廚，為學童「加菜」，分享私房料理。這群不擅廚藝的上班族以認真態度，端出咖哩牛腩、蕃茄肉醬義大利麵、藍帶豬排、糖醋排骨、鮭魚奶油焗烤飯等道道佳餚，成為偏鄉學校師生的美味記憶。

中華開發工銀文教基金會網站 <http://www.cdibf.org/>

■ 凱基社會福利慈善基金會

「愛·從小學起」學童助學計畫

凱基慈善基金會設立當即發起「愛·從小學起」之學童助學金活動，主要係藉由資助貧困的小學學童，讓學童能有安心學習的機會，故與教育主管機關合作，透過小學老師推薦校內需要幫助且缺乏資源之學童個案，給予其教育生活費等助學金資助。另外，對於因家庭遭急難變故，導致生活困難之學童家庭，凱基慈善基金會也另外提供急難救助金，協助其度過經濟困境。兩年來已捐助129名學童助學金，並提供逾20個突遭急難變故之家庭獲得急難救助補助。凱基慈善基金會仍將持續幫助更多的清寒學生順利完成學業，共同守護這群家境清寒或遭逢重大變故的孩子們，陪伴他們無憂的長大。

凱基社會福利慈善基金會網站 <http://www.kgi.com/kgichhtml/content/373>



5-2 Care for Children a Central Theme in Community Welfare

School lunch subsidization program – “Perfect Nutrition”

From 2006 through 2013, the CDIB Education and Cultural Affairs Foundation provided subsidies to disadvantaged schools in remote areas to augment their school lunch programs. The program works to ensure that children receive proper nutrition from school lunches and enables some schools to also provide breakfast or afternoon snacks. Since its launch, the program has been lauded by local governments and schools and has donated a total of NT\$45 million.

Starting from 2012, we expanded upon our “Perfect Nutrition” program by holding more than ten “lunch dates” during which CDF volunteers travelled to rural schools to share a meal they prepared themselves. While most of these busy professionals are far from whizzes in the kitchen, equipped with a can-do attitude, they prepared platter upon platter of delicious dishes including Chicken Cordon Bleu, Spaghetti Bolognese, and a variety of Chinese favorites, making it a lunch to remember for school staff and students alike.

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

■ KGI Charity Foundation

Elementary school student assistance program – “Love, starting from Elementary School”

In its very first year, the Foundation worked with educational authorities to launch the “Learning to Love” elementary school student assistance program with the primary purpose of helping children from low-income households continue their education. Elementary school teachers identify students in need and refer them to the Foundation to be considered for help with tuition fees, living stipends, and even emergency allowances. Over the past two years, aid has been provided to 129 students and emergency allowances issued to 20 families stricken by unforeseeable circumstances. The KGI Charity Foundation will continue to assist underprivileged students and to stay by their side to ensure that financial problems or unforeseen events will keep them from completing their schooling, because we believe every child deserves a life free of worry and stress.

Visit KGI Charity Foundation at <http://www.kgi.com/kgichhtml/content/373>



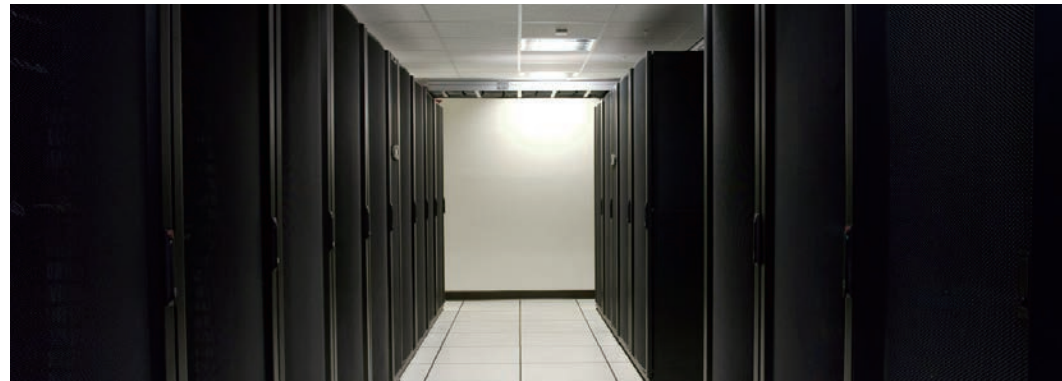
5-3 節能環保的企業理念

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50餘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，節能環保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，為徹底落實對珍愛地球與在地環境所應盡之責任與承諾，在2008年初即打造國內金控業首座綠色機房，採用全新的機房空調設計有效解決機器設備散熱問題，使機房空調的平均耗電量較傳統機房省40%–50%。2013年機房擴建持續使用節能空調設計，並提高伺服器虛擬化運用，以減緩機器設備成長對空調電力耗用的需求。依每節省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。此外，中華開發除推動集團內部作業流程自動化，並於2014年開始規劃導入無紙化會議的運用以節約紙張用量，同時亦已制訂符合環保節能的資訊設備採購標準，以使用對環境無害並具節能效果的個人電腦，協助減少資源浪費與能源成本。

中華開發深信，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。未來中華開發仍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，深耕臺灣！



5-3 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, CDF is also a committed proponent of such issues as environmental protection, energy conservation, professional education, minority welfare and cultural development. CDF 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 CDF's internal communications as well as operational practices.

As concerns about global warming grow, and to fulfill its responsibilities to help protect the environment, CDF resolved in 2008 to become the first financial holding company in Taiwan to build a Green Data Center. The center utilizes innovative air conditioning system that effectively prevents equipment from overheating, while using 40%–50% less energy than traditional methods. In 2013, as part of our data center expansion, we will continue to use energy-saving air conditioning design and server virtualization to reduce the impact of this growth on our energy usage. 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. CDF 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, CDF 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. CDF 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.

5-4 服務據點 Service Outlets

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

www.cdibh.com

總公司
Head Office 10504 臺北市松山區南京東路五段125號
125, Sec. 5, Nanjing East Rd., Sungshan Dist., Taipei City, 10504, Taiwan (R.O.C.)
Tel: +886-2-2753-2201 Fax: +886-2-2753-220

中華開發工業銀行 China Development Industrial Bank

www.cdibank.com

總行
Head Office 10504 臺北市松山區南京東路五段125號
125, Sec. 5, Nanjing East Rd., Sungshan Dist., Taipei City, 10504, Taiwan (R.O.C.)
Tel: +886-2-2763-8800 Fax: +886-2-2766-0047

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: +886-3-317-5868 Fax: +886-3-317-5556

臺中分行
Taichung Branch 40758 臺中市西屯區府會園道169號7樓
7F, 169, Fuhuiyuandao, Xitun District, Taichung City, 40758, Taiwan (R.O.C.)
Tel: +886-4-2250-3888 Fax: +886-4-2250-3777

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 District, Kaohsiung City, 80661, Taiwan (R.O.C.)
Tel: +886-7-331-9900 Fax: +886-7-332-1205

中華開發工銀轉投資事業 Subsidiaries of China Development Industrial Bank

www.cdibh.com

開發科技顧問公司
China Venture Management, Inc. 10504 臺北市松山區南京東路五段125號12樓
12F, 125, Sec. 5, Nanjing East Rd., Sungshan Dist., Taipei City, 10504, Taiwan (R.O.C.)
Tel: +886-2-2767-3668 Fax: +886-2-2767-7008

中華開發工銀科技顧問公司
CDIB Private Equity Corporation 10504 臺北市松山區南京東路五段125號11樓
11F, 125, Sec. 5, Nanjing East Rd., Sungshan Dist., Taipei City, 10504, Taiwan (R.O.C.)
Tel: +886-2-2763-8800 Fax: +886-2-2746-7612

中華開發創業投資公司
CDIB Venture Capital Corporation

中華開發資產管理公司
China Development Asset Management Corporation 10504 臺北市松山區南京東路五段125號7樓
7F, 125, Sec. 5, Nanjing East Rd., Sungshan Dist., Taipei City, 10504, Taiwan (R.O.C.)
Tel: +886-2-2756-8968 Fax: +886-2-2756-8977

華開租賃公司
CDC Finance & Leasing Corporation 10504 臺北市松山區南京東路五段125號3樓
3F, 125, Sec. 5, Nanjing East Rd., Sungshan Dist., Taipei City, 10504, Taiwan (R.O.C.)
Tel: +886-2-2761-1758 Fax: +886-2-2760-6031

中華開發股權投資管理有限公司
CDIB Private Equity (China) Corporation 中國上海市靜安區南京西路1601號越洋國際廣場1507室
Room 1507, Park Place Office Tower, No. 1601, Nanjing West Rd., Jingan District, Shanghai, PRC200040
Tel: +86-21-6289-5708 Fax: +86-21-6289-5709

中華開發國際租賃有限公司
CDIB International Leasing Corporation 中國江蘇省蘇州市昆山市前進東路1228號12樓
12F, No. 1228, Qianjin E. Rd., Kunshan, 21350, China
Tel: +86-512-3661-5800 Fax: +86-512-5795-5858

華開(福建)股權投資管理有限公司
CPEC Huakai Private Equity (Fujian) Co. Ltd. 中國福建省福州市鼓樓區五四路128-1號恆力城辦公樓35樓02, 03單元
Room 3502-3 Hengli City, 128-1 Wusi Road, Fuzhou, Fujian Province, China
Tel: +86-591-3811-8000 Fax: +86-591-3811-6000

海外創投子公司聯合辦事處

Joint office of overseas venture capital subsidiaries

美國加州
California, USA Spear Tower, 1Market Plaza, Suite 1720, San Francisco, CA 94105, USA
Tel: +1-415-715-1500 Fax: +1-415-625-5589

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3號中國工商銀行大廈7樓
ICBC Tower, 7F, 3 Garden Rd., Central, Hong Kong
Tel: +852-2231-8600 Fax: +852-2231-8601

5-4 服務據點 Service Outlets

凱基證券股份有限公司

公司網站 www.KGI.com
交易網站 www.KGIWorld.com.tw

總公司 Headquarters	10462 臺北市中山區明水路700號 No.700, Mingshui Rd., Zhongshan Dist., Taipei City 10462, Taiwan (R.O.C.) Tel: +886-2-2181-8888 Fax: +886-2-8501-2944
城中分公司 Chengzhong Branch	10044 臺北市中正區博愛路35號2樓 2F., No.35, Bo-ai Rd., Zhongzheng Dist., Taipei City 10044, Taiwan (R.O.C.) Tel: +886-2-2361-6789 Fax: +886-2-2388-5253
站前分公司 Chengzhong Branch	10047 臺北市中正區許昌街17號3樓 2F., No.35, Bo-ai Rd., Zhongzheng Dist., Taipei City 10044, Taiwan (R.O.C.) Tel: +886-2-2383-1111 Fax: +886-2-2311-6096
和平分公司 Heping Branch	10084 臺北市中正區羅斯福路二段102號3樓 3F., No.102, Sec. 2, Roosevelt Rd., Zhongzheng Dist., Taipei City 10084, Taiwan (R.O.C.) Tel: +886-2-2369-7707 Fax: +886-2-2369-7572
延平分公司 Yanping Branch	10344 臺北市大同區延平北路二段96號5樓 5F., No.96, Sec. 2, Yanping N. Rd., Datong Dist., Taipei City 10344, Taiwan (R.O.C.) Tel: +886-2-2555-8877 Fax: +886-2-2558-2799
建成分公司 Jiancheng Branch	10444 臺北市中山區南京東路一段52號3樓 3F., No.52, Sec. 1, Nanjing E. Rd., Zhongshan Dist., Taipei City 10444, Taiwan (R.O.C.) Tel: +886-2-2521-7000 Fax: +886-5-2563-6181
中山分公司 Zhongshan Branch	10448 臺北市中山區中山北路二段68號7樓 7F., No.68, Sec. 2, Zhongshan N. Rd., Zhongshan Dist., Taipei City 10448, Taiwan (R.O.C.) Tel: +886-2-2521-5001 Fax: +886-2-2531-3804
大直分公司 Dazhi Branch	10466 臺北市中山區明水路591號1樓 1F., No.591, Mingshui Rd., Zhongshan Dist., Taipei City 10466, Taiwan (R.O.C.) Tel: +886-2-8509-8288 Fax: +886-2-8509-5750
民權分公司 Mingchuan Branch	10476 臺北市中山區復興北路420號4樓 4F., No.420, Fuxing N. Rd., Zhongshan Dist., Taipei City 10476, Taiwan (R.O.C.) Tel: +886-2-2504-3388 Fax: +886-2-2509-8040
臺北分公司 Taipei Branch	10485 臺北市中山區南京東路二段137號4樓 4F., No.137, Sec. 2, Nanjing E. Rd., Zhongshan Dist., Taipei City 10485, Taiwan (R.O.C.) Tel: +886-2-2516-6789 Fax: +886-2-2504-7974

南京分公司 Nanjing Branch	10487 臺北市中山區南京東路三段101號3樓 3F., No.101, Sec. 3, Nanjing E. Rd., Zhongshan Dist., Taipei City 10487, Taiwan (R.O.C.) Tel: +886-2-2512-2288 Fax: +886-2-2504-5566
信義分公司 Xinyi Branch	10547 臺北市松山區復興北路167號14樓之一 14F.-1, No.167, Fuxing N. Rd., Songshan Dist., Taipei City 10547, Taiwan (R.O.C.) Tel: +886-2-2719-5528 Fax: +886-2-8712-0498
復興分公司 Fuxing Branch	10547 臺北市松山區復興北路167號4樓 4F., No.167, Fuxing N. Rd., Songshan Dist., Taipei City 10547, Taiwan (R.O.C.) Tel: +886-2-2718-0718 Fax: +886-2-2718-6797
敦北分公司 Dunbei Branch	10551 臺北市松山區敦化北路88號8樓之2 8F.-2, No.88, Dunhua N. Rd., Songshan Dist., Taipei City 10551, Taiwan (R.O.C.) Tel: +886-2-2740-1166 Fax: +886-2-2741-7947
松山分公司 Songshan Branch	10566 臺北市松山區八德路四段678號3樓 3F., No.678, Sec. 4, Bade Rd., Songshan Dist., Taipei City 10566, Taiwan (R.O.C.) Tel: +886-2-2753-4567 Fax: +886-2-2753-5708
大安分公司 Daan Branch	10680 臺北市大安區安和路二段82號2樓 2F., No.82, Sec. 2, Anhe Rd., Da-an Dist., Taipei City 10680, Taiwan (R.O.C.) Tel: +886-2-2708-0606 Fax: +886-2-2755-5119
市府分公司 Shifu Branch	11072 臺北市信義區忠孝東路四段563號7樓 7F., No.563, Sec. 4, Zhongxiao E. Rd., Xinyi Dist., Taipei City 11072, Taiwan (R.O.C.) Tel: +886-2-2745-6888 Fax: +886-2-2745-6949
永春分公司 Yongchun Branch	11081 臺北市信義區忠孝東路五段550號地下2樓 B2F., No.550, Sec. 5, Zhongxiao E. Rd., Xinyi Dist., Taipei City 11081, Taiwan (R.O.C.) Tel: +886-2-2727-8800 Fax: +886-2-2759-1960
天母分公司 Tianmu Branch	11152 臺北市士林區中山北路七段18號4樓之3 4F.-3, No.18, Sec. 7, Zhongshan N. Rd., Shilin Dist., Taipei City 11152, Taiwan (R.O.C.) Tel: +886-2-2872-8787 Fax: +886-2-2872-0790
士林分公司 Shilin Branch	11163 臺北市士林區文林路342號5樓 5F., No.342, Wenlin Rd., Shilin Dist., Taipei City 11163, Taiwan (R.O.C.) Tel: +886-2-2882-3355 Fax: +886-2-2880-2255
內湖分公司 Neihu Branch	11458 臺北市內湖區成功路四段358號地下之一 B1F.-1, No.358, Sec. 4, Chenggong Rd., Neihu Dist., Taipei City 11458, Taiwan (R.O.C.) Tel: +886-2-2793-8388 Fax: +886-2-2793-8860

5-4 服務據點 Service Outlets

凱基證券股份有限公司

公司網站 www.KGI.com
交易網站 www.KGIWorld.com.tw

興隆分公司 Xinglong Branch	11694 臺北市文山區興隆路三段71號地下1樓 B1F., No.71, Sec. 3, Xinglong Rd., Wenshan Dist., Taipei City 11694, Taiwan (R.O.C.) Tel: +886-2-2931-5000 Fax: +886-2-2935-6767
基隆分公司 Keelung Branch	20051 基隆市仁愛區仁一路259號4樓 4F., No.259, Ren 1st Rd., Ren-ai Dist., Keelung City 20051, Taiwan (R.O.C.) Tel: +886-2-2420-2111 Fax: +886-2-2420-1650
板橋分公司 Banqiao Branch	22063 新北市板橋區四川路一段107號2樓 2F., No.107, Sec. 1, Sihchuan Rd., Banqiao Dist., New Taipei City 22063, Taiwan (R.O.C.) Tel: +886-2-8951-6688 Fax: +886-2-8951-6695
埔墘分公司 Puqian Branch	22067 新北市板橋區三民路一段216號5樓 D 室 Rm. D, 5F., No.216, Sec. 1, Sanmin Rd., Banqiao Dist., New Taipei City 22067, Taiwan (R.O.C.) Tel: +886-2-8951-7777 Fax: +886-2-8952-1065
汐止分公司 Xizhi Branch	22163 新北市汐止區新興路3號7樓 7F., No.3, Xinxing Rd., Xizhi Dist., New Taipei City 22163, Taiwan (R.O.C.) Tel: +886-2-2648-5959 Fax: +886-2-2643-4515
新店分公司 Xindian Branch	23143 新北市新店區北新路三段106號1樓 1F., No.106, Sec. 3, Beixin Rd., Xindian Dist., New Taipei City 23143, Taiwan (R.O.C.) Tel: +886-2-2915-5855 Fax: +886-2-2915-5067
永和分公司 Yonghe Branch	23455 新北市永和區中正路588號5樓 5F., No.588, Zhongzheng Rd., Yonghe Dist., New Taipei City 23455, Taiwan (R.O.C.) Tel: +886-2-2232-4567 Fax: +886-2-2929-0110
雙和分公司 Shuanghe Branch	23575 新北市中和區中和路232號3樓 3F., No.232, Zhonghe Rd., Zhonghe Dist., New Taipei City 23575, Taiwan (R.O.C.) Tel: +886-2-2246-8666 Fax: +886-2-2246-8588
土城分公司 Tucheng Branch	23643 新北市土城區金城路三段182號1樓 1F., No.182, Sec. 3, Jincheng Rd., Tucheng Dist., New Taipei City 23643, Taiwan (R.O.C.) Tel: +886-2-8262-6998 Fax: +886-2-8262-7066
三峽分公司 Sanxia Branch	23741 新北市三峽區文化路59號3樓之一 3F.-1, No.59, Wunhua Rd., Sanxia Dist., New Taipei City 23741, Taiwan (R.O.C.) Tel: +886-2-2672-9988 Fax: +886-2-2672-8362

三重分公司 Sanzhong Branch	24147 新北市三重區正義北路208號3樓 3F., No.208, Zhengyi N. Rd., Sanzhong Dist., New Taipei County 24147, Taiwan (R.O.C.) Tel: +886-2-2983-8833 Fax: +886-2-2984-0610
幸福分公司 Xingfu Branch	24249 新北市新莊區中華路二段5號3樓 3F., No.5, Sec. 2, Zhonghua Rd., Xinzhuang Dist., New Taipei City 24249, Taiwan (R.O.C.) Tel: +886-2-8991-9999 Fax: +886-2-8994-2998
新莊分公司 Xinzhuang Branch	24265 新北市新莊區四維路21號5樓 5F., No.21, Siwei Rd., Xinzhuang Dist., New Taipei City 24265, Taiwan (R.O.C.) Tel: +886-2-2201-9898 Fax: +886-2-2207-0212
林口分公司 Linkou Branch	24448 新北市林口區文化二路一段569號 No.569, Sec. 1, Wenhua 2nd Rd., Linkou Dist., New Taipei City 24448, Taiwan (R.O.C.) Tel: +886-2-2602-5678 Fax: +886-2-7727-0870
五股分公司 Wugu Branch	24873 新北市五股區中興路四段40號1樓 1F., No.40, Sec. 4, Jhongsing Rd., Wugu Dist., New Taipei City 24873, Taiwan (R.O.C.) Tel: +886-2-8295-0066 Fax: +886-2-2293-0091
宜蘭分公司 Yilan Branch	26043 宜蘭縣宜蘭市光復路48號2樓 2F., No.48, Guangfu Rd., Yilan City, Yilan County 26043, Taiwan (R.O.C.) Tel: +886-3-933-4999 Fax: +886-3-933-4589
羅東分公司 Luodong Branch	26548 宜蘭縣羅東鎮中正北路48號1樓 1F., No.48, Zhongzheng N. Rd., Luodong Township, Yilan County 26548, Taiwan (R.O.C.) Tel: +886-3-953-4888 Fax: +886-3-953-4568
新竹分公司 Hsinchu Branch	30043 新竹市東區三民路9號2樓之一 1F., No.48, Zhongzheng N. Rd., Luodong Township, Yilan County 26548, Taiwan (R.O.C.) Tel: +886-3-525-5151 Fax: +886-3-528-3824
竹科分公司 Zhuke Branch	30051 新竹市北區中正路158號3樓 3F., No.158, Zhongzheng Rd., North Dist., Hsinchu City 30051, Taiwan (R.O.C.) Tel: +886-3-522-1177 Fax: +886-3-522-1314
科園分公司 Keyuan Branch	30074 新竹市東區光復路一段273號1樓 1F., No.273, Sec. 1, Guangfu Rd., East Dist., Hsinchu City 30074, Taiwan (R.O.C.) Tel: +886-3-668-6599 Fax: +886-3-526-8222
竹北分公司 Zhubei Branch	30242 新竹縣竹北市仁義路193號2樓 2F., No.193, Renyi Rd., Zhubei City, Hsinchu County 30242, Taiwan (R.O.C.) Tel: +886-3-555-2233 Fax: +886-3-555-7789

5-4 服務據點 Service Outlets

凱基證券股份有限公司

公司網站 www.KGI.com
交易網站 www.KGIWorld.com.tw

湖口分公司 Hukou Branch	30342 新竹縣湖口鄉達生路15號2樓 2F., No.15, Dasheng Rd., Hukou Township, Hsinchu County 30342, Taiwan (R.O.C.) Tel: +886-3-590-7766 Fax: +886-3-590-4330
新豐分公司 Xinfeng Branch	30442 新竹縣新豐鄉建興路一段106號 No.106, Sec.1, Jianxing Rd., Xinfeng Township, Hsinchu County 30442, Taiwan (R.O.C.) Tel: +886-3-557-5566 Fax: +886-3-557-3400
竹東分公司 Zhudong Branch	31041 新竹縣竹東鎮朝陽路9號2樓 2F., No.9, Chaoyang Rd., Zhudong Township, Hsinchu County 31041, Taiwan (R.O.C.) Tel: +886-3-595-8588 Fax: +886-3-595-8577
中壢分公司 Zhongli Branch	32070 桃園縣中壢市環北路421號1樓 1F., No.421, Huanbei Rd., Zhongli City, Taoyuan County 32070, Taiwan (R.O.C.) Tel: +886-3-433-6989 Fax: +886-3-433-6824
平鎮分公司 Pingzhen Branch	32443 桃園縣平鎮市環南路二段11號4樓 4F., No.11, Sec. 2, Huannan Rd., Pingzhen City, Taoyuan County 32443, Taiwan (R.O.C.) Tel: +886-3-495-3537 Fax: +886-3-494-3977
桃園成功分公司 Taoyuan-Chenggong Branch	33043 桃園縣桃園市成功路一段32號14樓 14F., No.32, Sec. 1, Chenggong Rd., Taoyuan City, Taoyuan County 33043, Taiwan (R.O.C.) Tel: +886-3-333-6622 Fax: +886-3-335-9765
長庚分公司 Changgeng Branch	33375 桃園縣龜山鄉復興一路227號地下1樓 B1F., No.227, Fuxing 1st Rd., Guishan Township, Taoyuan County 33375, Taiwan (R.O.C.) Tel: +886-3-327-5000 Fax: +886-5-327-0519
八德分公司 Bade Branch	33445 桃園縣八德市介壽路二段137號3樓 3F., No.137, Sec. 2, Jieshou Rd., Bade City, Taoyuan County 33445, Taiwan (R.O.C.) Tel: +886-3-377-9688 Fax: +886-3-376-5579
南崁分公司 Nankan Branch	33861 桃園縣蘆竹鄉中正路308號1樓 1F., No.308, Zhongzheng Rd., Luzhu Township, Taoyuan County 33861, Taiwan (R.O.C.) Tel: +886-3-312-9933 Fax: +886-3-312-7700
頭份分公司 Toufen Branch	35159 苗栗縣頭份鎮中華路916號4樓 4F., No.916, Zhonghua Rd., Toufen Township, Miaoli County 35159, Taiwan (R.O.C.) Tel: +886-37-591-888 Fax: +886-37-471-371

苗栗分公司 Miaoli Branch	36043 苗栗縣苗栗市中正路458號2樓 2F., No.458, Zhongzheng Rd., Miaoli City, Miaoli County 36043, Taiwan (R.O.C.) Tel: +886-37-321-300 Fax: +886-37-336-573
臺中分公司 Taichung Branch	40041 臺中市區民族路50號5樓 5F., No.50, Minzu Rd., Central Dist., Taichung City 40041, Taiwan (R.O.C.) Tel: +886-4-2227-8011 Fax: +886-4-2227-8733
中港分公司 Chunggang Branch	40355 臺中市西區中正路478號8樓 8F., No.478, Zhongzheng Rd., West Dist., Taichung City 40355, Taiwan (R.O.C.) Tel: +886-4-2201-9588 Fax: +886-4-2206-3809
大雅分公司 Daya Branch	40458 臺中市北區中清路1段100號6樓 6F., No.100, Sec. 1, Zhongqing Rd., North Dist., Taichung City 40458, Taiwan (R.O.C.) Tel: +886-4-2201-9999 Fax: +886-4-2206-3668
文心分公司 Wenxin Branch	40654 臺中市北屯區文心路四段875號2樓 2F., No.875, Sec. 4, Wenxin Rd., Beitun Dist., Taichung City 40654, Taiwan (R.O.C.) Tel: +886-4-2246-6168 Fax: +886-4-3703-7777
西屯分公司 Xitun Branch	40751 臺中市西屯區華美西街二段311號1樓 1F., No.311, Sec. 2, Huamei W. St., Xitun Dist., Taichung City 40751, Taiwan (R.O.C.) Tel: +886-4-2315-0888 Fax: +886-4-2315-0777
大業分公司 Daye Branch	41254 臺中市大里區中興路二段127號2樓 2F., No.127, Sec. 2, Zhongxing Rd., Dali Dist., Taichung City 41254, Taiwan (R.O.C.) Tel: +886-4-2486-6988 Fax: +886-4-2483-9552
大里分公司 Dali Branch	41254 臺中市大里區中興路二段127號2樓 2F., No.127, Sec. 2, Zhongxing Rd., Dali Dist., Taichung City 41254, Taiwan (R.O.C.) Tel: +886-4-2486-6988 Fax: +886-4-2483-9552
豐中分公司 Fengzhong Branch	42042 臺中市豐原區豐中路13號7樓 7F., No.13, Fengzhong Rd., Fengyuan Dist., Taichung City 42042, Taiwan (R.O.C.) Tel: +886-4-2520-9000 Fax: +886-4-2528-2446
東勢分公司 Dongshi Branch	42343 臺中市東勢區豐勢路297號4樓 4F., No.297, Fengshi Rd., Dongshi Dist., Taichung City 42343, Taiwan (R.O.C.) Tel: +886-4-2587-7111 Fax: +886-4-2587-7314
卦山分公司 Guashan Branch	50065 彰化縣彰化市中山路二段353號1樓 1F., No.353, Sec. 2, Zhongshan Rd., Changhua City, Changhua County 50065, Taiwan (R.O.C.) Tel: +886-4-726-6565 Fax: +886-4-728-9897

5-4 服務據點 Service Outlets

凱基證券股份有限公司

公司網站 www.KGI.com
交易網站 www.KGIWorld.com.tw

員林分公司 Yuanlin Branch	51052 彰化縣員林鎮中山路二段100號6樓 6F., No.100, Sec. 2, Zhongshan Rd., Yuanlin Township, Changhua County 51052, Taiwan (R.O.C.) Tel: +886-4-839-9988 Fax: +886-4-839-9958
嘉南分公司 Chianan Branch	60043 嘉義市西區垂楊路620號4樓 4F., No.620, Chuiyang Rd., West Dist., Chiayi City 60043, Taiwan (R.O.C.) Tel: +886-5-227-6879 Fax: +886-5-225-8768
虎尾分公司 Huwei Branch	63245 雲林縣虎尾鎮德興路16號6樓 6F., No.16, Dexing Rd., Huwei Township, Yunlin County 63245, Taiwan (R.O.C.) Tel: +886-5-633-3581 Fax: +886-5-633-3531
斗六分公司 Douliu Branch	64045 雲林縣斗六市永安路46號3樓 3F., No.46, Yong-an Rd., Douliu City, Yunlin County 64045, Taiwan (R.O.C.) Tel: +886-5-537-6688 Fax: +886-5-533-1899
北門分公司 Beimen Branch	70044 臺南市中西區北門路一段101號4樓 4F., No.101, Sec. 1, Beimen Rd., West Central Dist., Tainan City 70044, Taiwan (R.O.C.) Tel: +886-6-222-8777 Fax: +886-6-222-8555
永華分公司 Yonghua Branch	70056 臺南市中西區永華路一段32號3樓 3F., No.32, Sec. 1, Yonghua Rd., West Central Dist., Tainan City 70056, Taiwan (R.O.C.) Tel: +886-6-220-5570 Fax: +886-6-221-7056
臺南分公司 Tainan Branch	70151 臺南市東區林森路一段395號3樓 3F., No.395, Sec. 1, Linsen Rd., East Dist., Tainan City 70151, Taiwan (R.O.C.) Tel: +886-6-234-7622 Fax: +886-6-234-5144
東門分公司 Dongmen Branch	70157 臺南市東區東門路2段160號2樓 2F., No.160, Sec. 2, Dongmen Rd., East Dist., Tainan City 70157, Taiwan (R.O.C.) Tel: +886-6-275-0985 Fax: +886-6-275-0870
永康分公司 Yongkang Branch	71088 臺南市永康區中山南路1042號1樓 1F., No.1042, Zhongshan S. Rd., Yongkang Dist., Tainan City 71088, Taiwan (R.O.C.) Tel: +886-6-203-8899 Fax: +886-6-203-2144
七賢分公司 Qixian Branch	80053 高雄市新興區七賢一路249號3樓 3F., No.249, Qixian 1st Rd., Xinxing Dist., Kaohsiung City 80053, Taiwan (R.O.C.) Tel: +886-7-236-2700 Fax: +886-7-222-1002

三多分公司 Sanduo Branch	80245 高雄市苓雅區中華四路47號3樓 3F., No.47, Zhonghua 4th Rd., Lingya Dist., Kaohsiung City 80245, Taiwan (R.O.C.) Tel: +886-7-338-3288 Fax: +886-7-332-1243
高雄分公司 Kaohsiung Branch	80271 高雄市苓雅區中正二路74號4樓 4F., No.74, Zhongzheng 2nd Rd., Lingya Dist., Kaohsiung City 80271, Taiwan (R.O.C.) Tel: +886-7-222-3211 Fax: +886-7-222-3167
北高雄分公司 North Kaohsiung Branch	80770 高雄市三民區澄清路466之5號 No.466-5, Chengqing Rd., Sanmin Dist., Kaohsiung City 80770, Taiwan (R.O.C.) Tel: +886-7-555-5679 Fax: +886-7-555-7578
一心分公司 Yixin Branch	80652 高雄市前鎮區一心二路21號3樓 3F., No.21, Yixin 2nd Rd., Qianzhen Dist., Kaohsiung City 80652, Taiwan (R.O.C.) Tel: +886-7-336-1111 Fax: +886-7-336-1906
三民分公司 Sanmin Branch	80745 高雄市三民區九如二路366號3樓 3F., No.366, Jiuru 2nd Rd., Sanmin Dist., Kaohsiung City 80745, Taiwan (R.O.C.) Tel: +886-7-321-6000 Fax: +886-7-323-1122
岡山分公司 Gangshan Branch	82041 高雄市岡山區公園東路47號 No.47, Gongyuan E. Rd., Gangshan Dist., Kaohsiung City 82041, Taiwan (R.O.C.) Tel: +886-7-623-3600 Fax: +886-7-622-6933
鳳山分公司 Fengshan Branch	83057 高雄市鳳山區維新路128號1樓 1F., No.128, Weixin Rd., Fengshan Dist., Kaohsiung City 83057, Taiwan (R.O.C.) Tel: +886-7-719-8899 Fax: +886-7-719-6969
屏東分公司 Pingtung Branch	90010 屏東縣屏東市自由路188號3樓 3F., No. 188, Ziyou Rd., Pingtung City, Pingtung County 90010, Taiwan (R.O.C.) Tel: +886-8-765-7000 Fax: +886-8-734-8065
內埔分公司 Neipu Branch	91249 屏東縣內埔鄉東寧村平昌街5號1樓 1F., No.5, Pingchang St., Dongning Vil., Neipu Township, Pingtung County 91249, Taiwan (R.O.C.) Tel: +886-8-769-0888 Fax: +886-8-769-0900
東港分公司 Donggang Branch	92847 屏東縣東港鎮中山路2號 No.2, Zhongshan Rd., Donggang Township, Pingtung County 92847, Taiwan (R.O.C.) Tel: +886-8-833-6565 Fax: +886-8-833-0065
臺東分公司 Taitung Branch	95043 臺東縣臺東市中山路248號1樓 1F., No.248, Zhongshan Rd., Taitung City, Taitung County 95043, Taiwan (R.O.C.) Tel: +886-89-353-345 Fax: +886-89-350-600

5-4 服務據點 Service Outlets

凱基證券轉投資事業 Subsidiaries of KGI Securities

凱基證券投資信託股份有限公司 KGI Securities Investment Trust Co. Ltd.	10462 台北市中山區明水路698號 No.698, Mingshui Rd., Zhongshan Dist., Taipei City 10462, Taiwan (R.O.C.) Tel: +886-2-2181-5678 Fax: +886-2-8501-2388 http://www.kgifund.com.tw
凱基期貨股份有限公司 KGI Futures Co. Ltd.	10044 臺北市中正區重慶南路一段2號13樓 13F., No.2, Sec. 1, Chongqing S. Rd., Zhongzheng Dist., Taipei City 10044, Taiwan (R.O.C.) Tel: +886-2-2361-9889 Fax: +886-2-2371-2867
凱基證券投資顧問股份有限公司 KGI Securities Investment Advisory Co. Ltd.	10462 臺北市中山區明水路700號 No.700, Mingshui Rd., Zhongshan Dist., Taipei City 10462, Taiwan (R.O.C.) Tel: +886-2-2181-8000 Fax: +886-2-8501-1362
凱基保險經紀人股份有限公司 KGI Insurance Brokers Co. Ltd.	10462 臺北市中山區明水路700號7樓 7F., No.700, Mingshui Rd., Zhongshan Dist., Taipei City 10462, Taiwan (R.O.C.) Tel: +886-2-2181-8888
凱基創業投資股份有限公司 KGI Venture Capital Co. Ltd.	10462 臺北市中山區明水路700號6樓 6F., No.700, Mingshui Rd., Zhongshan Dist., Taipei City 10462, Taiwan (R.O.C.) Tel: +886-2-2181-8888

凱基證券海外轉投資事業 Overseas Subsidiaries of KGI Securities

KGI 凱基證券集團 (香港) KGI Hong Kong Group	香港灣仔港灣道18號中環廣場41樓 41/F, Central Plaza, 18 Harbour Road, Wanchai, Hong Kong Tel: +852-2878-6888
KGI 凱基證券集團 (新加坡) KGI Singapore Group	61 Robinson Road, #13-03A Robinson Centre, Singapore 068893 Tel: +65-6236-2188
凱基證券上海代表處 KGI Securities Shanghai Rep. Offices	中國上海市長寧區紅寶石路 500 號 A 棟 2703-2704 室 Room 2703-2704, Tower A Shanghai Dawning Centre, 500 Hongbaoshi Road, Shanghai, PRC201103 Tel: +86-21-6125-8686
凱基證券深圳代表處 KGI Securities Shenzhen Rep. Offices	中國深圳市羅湖區寶安南路 2014 號振業大廈 A24D1 Room 24D1, 24F, Unit A, ZhenYe Building 2014 Bao'annan Road, Shenzhen, PRC 518008 Tel: +86-755-8207-0069

www.cdibh.com

www.cdibh.com