

2Q / 2009 (v.2)

Investor/Analyst Briefing

Agenda



Operation Highlights



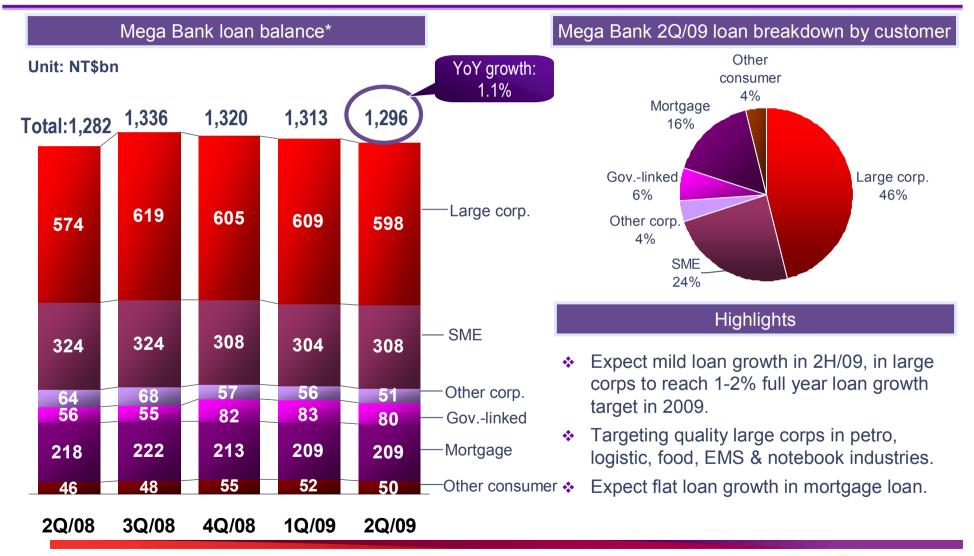
Financial Performance



Appendix



Expect mild loan growth to ensure credit quality



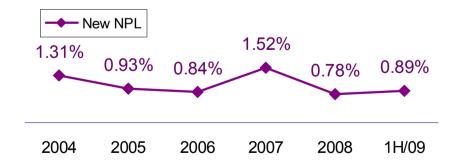
^{*} Mega Bank quarterly end balance, includes loan, factoring, A/R financing, L/C but excludes guarantee



Corp. NPL ratio showed signs of improvement vs. 1Q/09







Highlights

- Large corp. NPL ratio remained stable.
- SME NPL ratio trended down in 2Q/09.
- ❖ New NPL ratio is below last 5 yrs average.
- Industry/sector to watch out for on potential deterioration: DRAM, domestic construction & property developer and retail / wholesales.



^{*} Exclude gov. loan, gov-linked corp. loan and other corp. loan

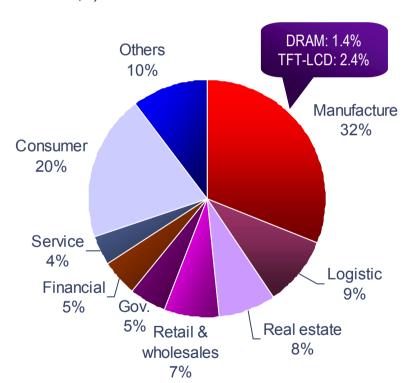
^{*} Mega Bank Internal number, does not include credit card revolving balance, 1H/2009 number is annualized

Well diversified loan book provides cushion for uncertainty ahead

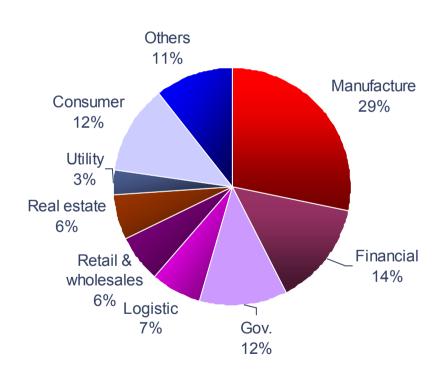
2Q/09 Mega Bank loan breakdown by industry*

2Q/09 group credit exposure breakdown by industry**





Total: NT\$2,097BN

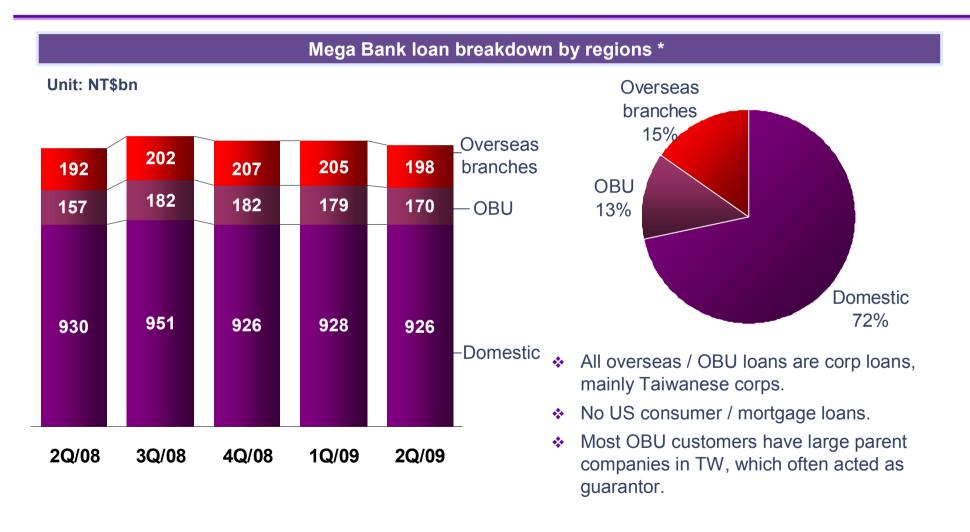


^{**} Includes bank, bills, securities & insurance subsidiaries; includes loan, guarantee, CP/bond exposure and inter-banking assets.



^{*} Mega Bank only includes loan, factoring, A/R financing, L/C but excludes guarantee

Slower loan growth in both domestic and overseas business



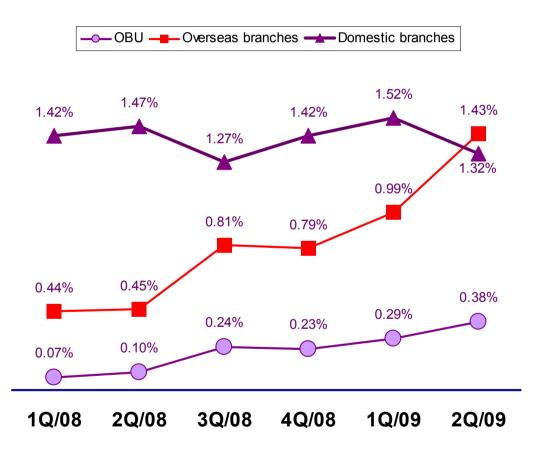
^{*} Mega Bank quarterly average balance, includes loan, factoring, A/R financing, L/C but excludes guarantee



^{**} OBU stands for Off Shore Banking unit

Overseas branches NPL ratios were up due to a few nonperforming global syndication loans

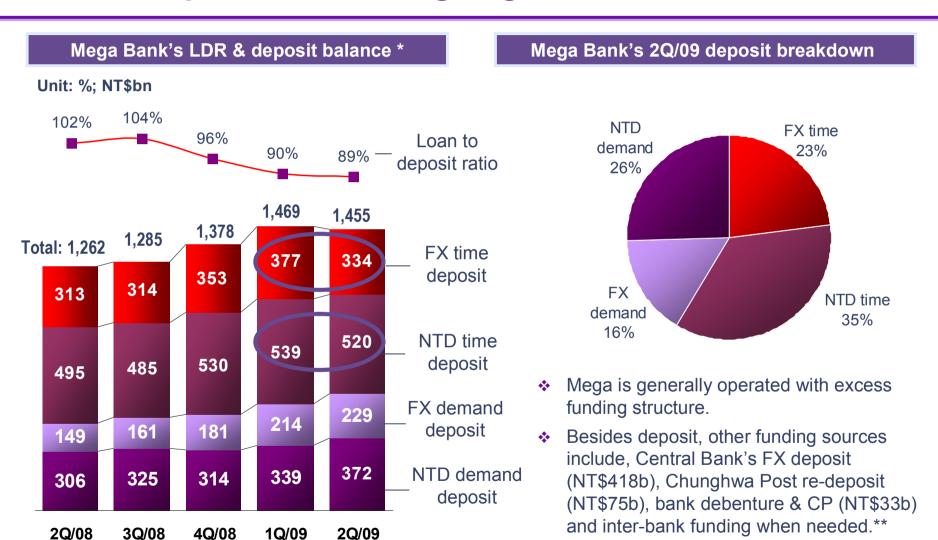
Mega Bank NPL ratio by regions



- Overseas branches NPL ratio trended higher due to non-performing Iceland syndication Ioan in 3Q/08 and Japan syndication Ioan in 2Q/09.
- Mega do NOT have consumer and property developer loan exposure in US market.
- Domestic NPL ratio trended lower in 2Q/09 mainly due to successful liquidation of Rebar NPL's collateral, cement manufacture plant in Yi-Lan.



Time deposit balance was down 6.8% QoQ in 2Q/09, which should be positive for NIM going forward

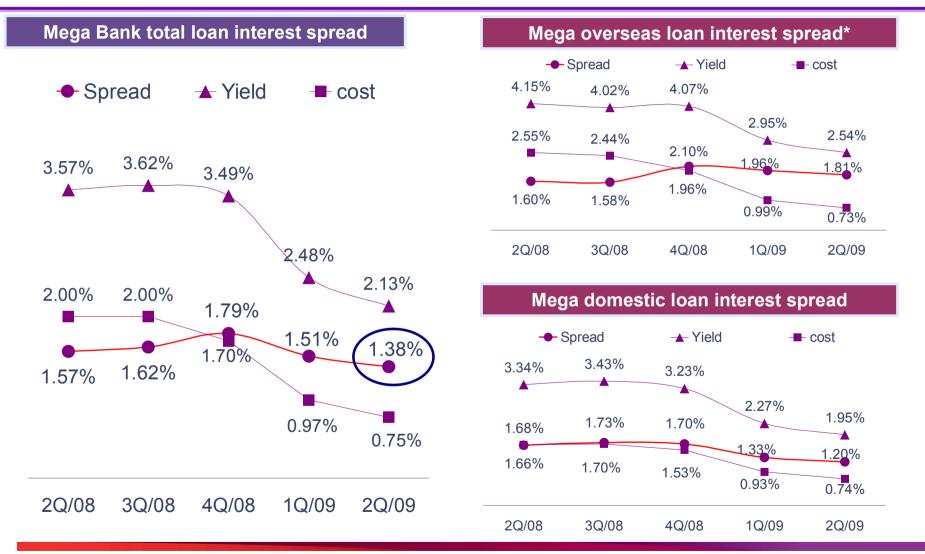


^{*} Excludes interbank deposit, Central Bank deposit & Chunghwa Post re-deposit

^{**} As of end of 1Q/09; Post re-deposit is mainly used for Gov. sponsored project finance, such as Taiwan High Speed Railway & etc.



Mega Bank loan interest spread trended down in 2Q/09, but not as severe as in 1Q/09.



^{*} Includes overseas branches and OBU loan



Mega Bank NIM is still under pressure; partly due to large interbank assets



Mega Bank interest earning assets

- As one of CBC's major agents on managing its foreign reserve, CBC deposited NT\$400+BN in Mega Bank NY branch, which were mostly placed in interbank market, where yields were low.
- Interbank assets increased by NT\$267BN YTD, which put pressure on the NIM.

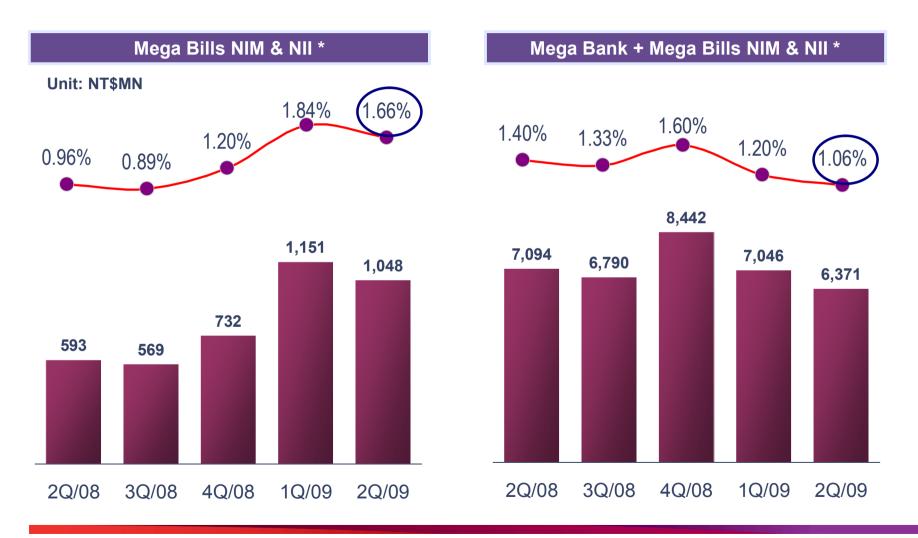




^{*} Mega Bank internal numbers; NIM (Net interest margin) = Net interest income / average interest earning assets; NII is net interest income



Group NIM & NII declined not as severe, due to strong Mega Bills NIM & NII this year



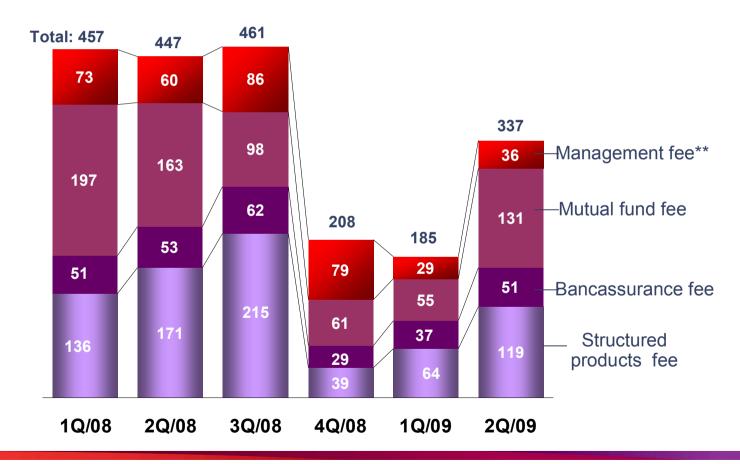
^{*} Mega Bank & Bills internal numbers; NIM (Net interest margin) = Net interest income / average interest earning assets; NII is net interest income



WM fee is up QoQ thanks to improved market condition

Mega wealth management net fee income breakdown by product *

Unit: NT\$MN

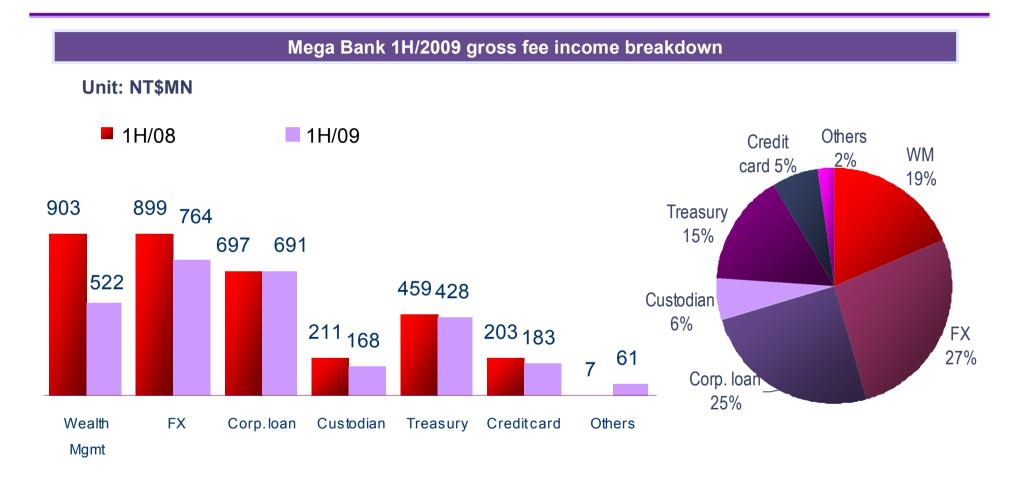


^{*} Mega Bank internal data only



^{**} Management fee of trust account derived from wealth management product sales

... while other fee stayed relatively flat vs. last year

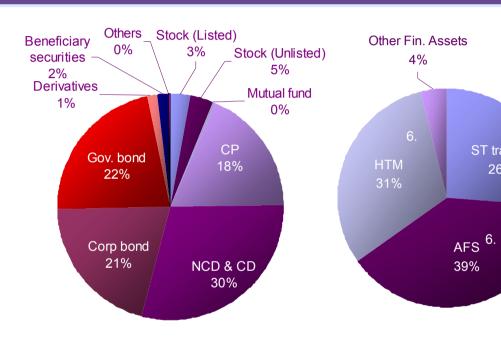




Relatively conservative investment portfolio mix

Mega FHC consolidated financial assets breakdown 1

Unit: NT\$B		
	1H/09	1H/08
Stock (Listed) ²	17	20
Stock (Un-listed) 3	22	23
Mutual fund	2	4
CP	116	82
NCD & CD	187	138
Corp bond ⁴	131	133
Gov. bond 5	139	140
Derivatives	8	2
Beneficiary securities	11	17
Others	2	3
Total	635	562



- Source: sum of ST trading, available for sale, hold to maturity and other financial assets from 1H/09 audited financial statement.
- Mostly Taiwan listed equity.
- VC investment of Taiwan un-listed companies.
- Mostly AAA & AA rating bonds of domestic and global corps.
- Mainly Taiwan Gov. bonds, part of RP operation from Mega Bills.
- HTM: hold to maturity; AFS: available for sales



ST trading

26%

Agenda



Operation Highlights



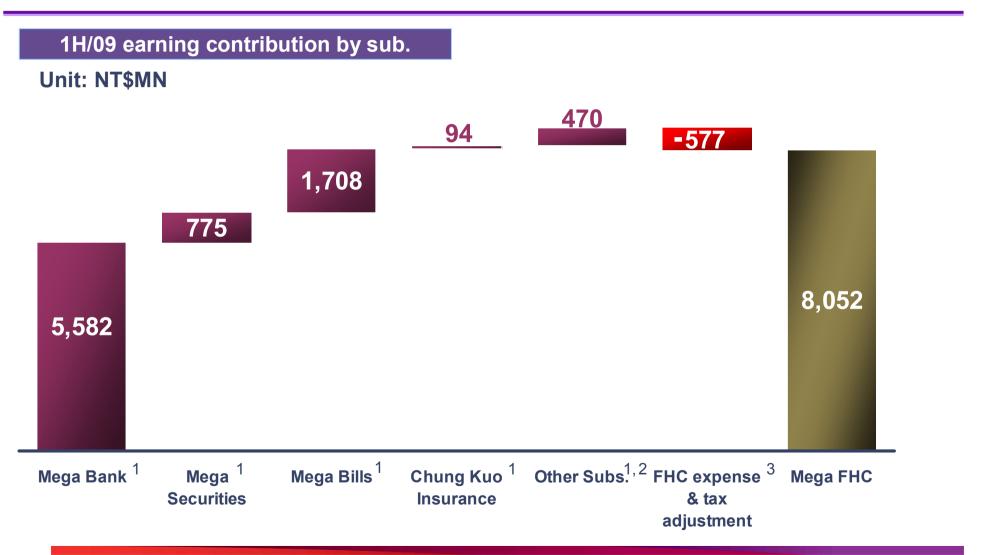
Financial Performance



Appendix



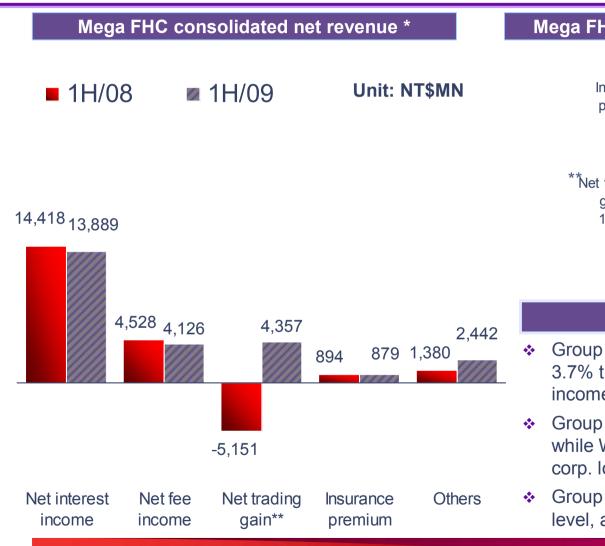
Bills sub. has outperformed this year due to rate cut



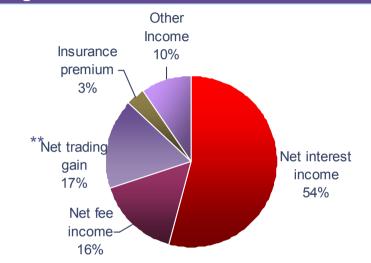
- 1. Audited subsidiary earning deducts employee bonus and inter-subsidiaries adjustments
- 2. Include Mega Int'l Investment Trust, Mega AMC, Mega Life Insurance Agent, Mega VC
- 3. FHC expense plus tax & other adjustments of compiling FHC consolidated statement



Interest income held up due to strong bills finance operation



Mega FHC 1H/09 net revenue breakdown



Highlights

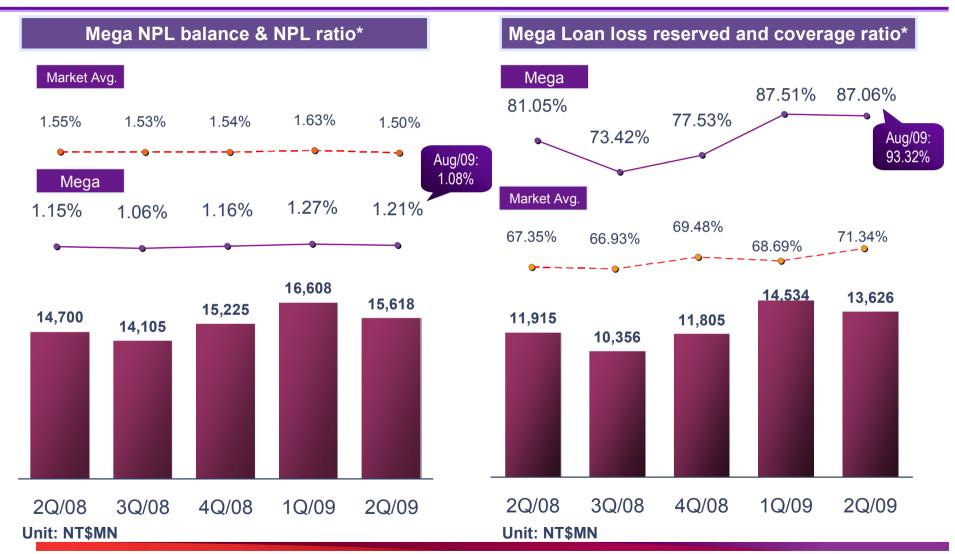
- Group net interest income declined only by 3.7% thanks to Mega Bills' higher interest income from RP business.
- Group net fee income declined only by 8.9%; while WM fee remained weak, FX fee and corp. loan fee were flat YoY.
- Group trading gains were back to normalized level, after last year's one-off write off.

^{**} Net trading gain includes short-term, AFS, HTM, equity method assets, property, FX trading gain & asset impairment loss



audited figures

Overall asset quality remained stable

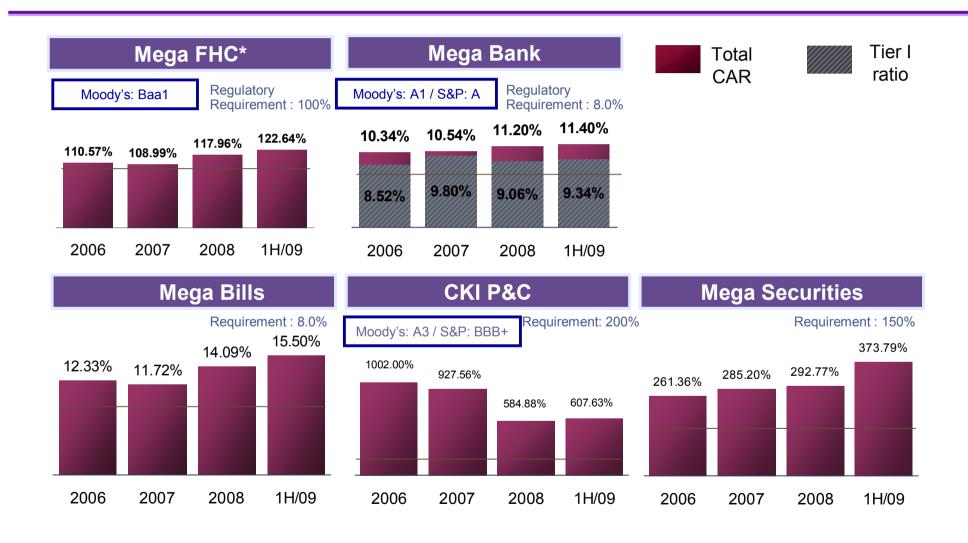


^{* 90} days standard



^{**} market average: Banking Bureau of Taiwan

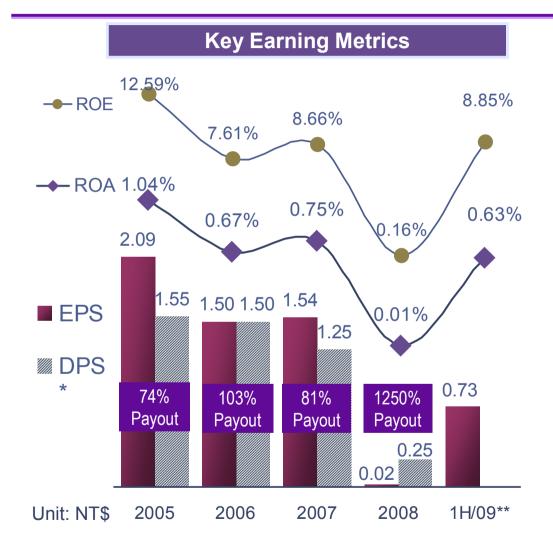
Sub-debt issuance & regulation changes have significantly increased the FHC and bank CAR



Net of investments in subsidiaries



ROE & ROA rebounded to normalized level



- 2008 numbers fell due to one-off provision from investment book.
- Mid-term ROE target of 10~12%
- Mid-term ROA target of >1%
- To increase our ROE and prevent over-inflated capital base, we are...
 - Committed to pay out >70%
 - and pay >50% in cash. However, we've paid 100% cash dividend in the past years.



^{*} DPS are all distributed in cash form

^{** 1}H/09 numbers are audited; 1H/09 ROE & ROA are annualized.

Recent development & strategic considerations

Taiwan Business Bank stake

- Mega owns 13.44% shares of Taiwan Business Bank.
- ❖ Booked at cost of NT\$6.08BN as AFS assets.
- Integration/M&A is no longer a consideration.
- Mega board has approved the divestment plan on Apr/09.
- Will divest all by the end of June/2012 through placement, open market and/or after market block trade.

Capital re-allocation practice

- Mega Bills has completed NT\$2BN capital reduction in July/09 and up-streamed to FHC.
- Proceed will be used for repayment of debt and/or investment in China market in the future.

Eye on China market

- Mega Bank Suzhou rep. office re-applied in Dec/08 and is still pending approval.
- Mega Securities has rep. offices in Beijing, Shanghai & Shenzhen.
- Chuang Kuo Insurance (CKI) has rep. office in Shanghai.
- Set up "Greater China Financial Market Expansion Team" at holding level.
- ... to study our best model to expand financial domain in China, including set up branches, subsidiaries, or invest in local financial institutions.

Opportunities in FX settlement business

- Obtained the only US settlement license among local peers.
- ❖ US settlement business expects to launch in late Sept/2009.
- Will co-operate with NCCC* as RMB/USD/NTD settlement bank for Union Pay Card business in Taiwan.
- Become RMB settlement bank among local peers?



^{*} National Credit Card Center

1H/09 Mega FHC consolidated P&L statement*

NT\$MN, except per share data	1H/09*	1H/08*	YoY	2008*
Net interest income	13,889	14,418	-4%	30,524
Net fee income	4,126	4,528	-9%	8,375
Insurance premium	880	894	-2%	1,090
ST Trading gain	2,894	-7,711	-	-548
Available for sales asset gain	1,391	616	126%	283
Hold to maturity asset gain	0	0	0%	0
Equity method investment gain	39	55	-29%	121
Property investment gain	12	12	0%	22
FX gain (spread)	746	8,603	-91%	1,053
Asset impairment	-722	-4,892	-85%	-4,934
Cost method investment gain	0	0	-	564
Bad debt wrtie-back	42	95	-56%	365
Other loss	0	0	0%	-5,475
Other provision	-3	-1,834	-	-352
Other non-interest income	2,400	1,286	87%	249
Operating income	25,695	16,070	60%	31,337
Operating expense	-9,856	-10,228	-4%	-19,603
Pre-provision operating profit	15,839	5,842	171%	11,734
Provision expense on loan	-5,094	-2,265	125%	-8,362
Reserved on insurance	-148	-323	-54%	-287
Pretax profit	10,597	3,255	226%	3,085
Tax	-2,546	-1,572	62%	-2,823
Minority shareholder interest	-6	-11	-45%	-32
Net profit	8,046	1,671	382%	295
EPS (NT\$)	0.73	0.15	387%	0.02

^{*} audited numbers



1H/09 Mega FHC consolidated balance sheet*

NT\$MN	1H/09*	1H/08*	YoY	2008*	YTD
Assets:					
Cash and due from banks	602,393	137,108	339%	374,953	61%
Bills and bonds under RP agreement	986	10,279	-90%	1,729	-43%
Fin. assets at fair value through P&L	166,402	181,060	-8%	198,444	-16%
AFS financial assets	249,823	226,541	10%	232,070	8%
HTM financial assets	194,539	125,820	55%	96,098	102%
Other financial assets	25,299	28,425	-11%	26,612	-5%
A/R, net	91,430	114,930	-20%	120,774	-24%
Loan, net	1,297,234	1,281,609	1%	1,321,438	-2%
Equity method LT investments, net	2,582	2,475	4%	2,546	1%
Land, premises and equipments, net	23,934	25,556	-6%	25,422	-6%
Others	11,730	10,461	12%	9,529	23%
Total assets	2,666,352	2,144,264	24%	2,409,613	11%
Liabilities					
Due to banks	656,487	279,514	135%	449,688	46%
Deposits	1,418,408	1,203,910	18%	1,316,770	8%
CP & Bond payable	57,644	62,769	-8%	56,006	3%
Bills & bonds sold under repurchase agreement	207,714	239,480	-13%	248,492	-16%
Other liabilities	140,404	178,251	-21%	160,622	-13%
Total liabilities	2,480,657	1,963,924	26%	2,231,578	11%
Total stockholders' equity	185,695	180,340	3%	178,034	4%
Total liabilities and stockholders' equity	2,666,352	2,144,264	24%	2,409,613	11%

兆豐金控 Mega Holdings

^{*} audited numbers

Agenda



Operation Highlights



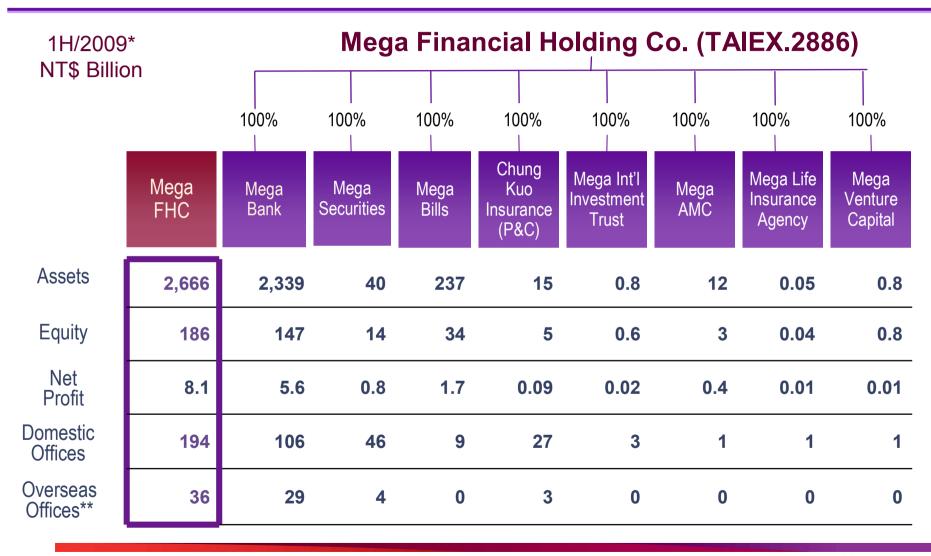
Financial Performance



Appendix



Well established size and scale to win



Audited numbers



^{**} Overseas offices include rep. offices. and branches

Our Corporate Strategy

Eye on the world with a focus on the Asia Pacific region Revenue Enhancement Reinforcing the advantage of corporate banking and foreign exchange business **Expanding consumer banking and wealth management business** Reinforcing cross selling to enhance the Group's synergy Cost Savings Lowering costs and enhancing operating performance Enhancing capital utilization with effective capital allocation integration Integrating information systems and information sharing services Sys. Strengthening risk management system



Mega Bank's global franchise



Bahrain, Kuala Lumpur and Mumbai are rep. offices



^{**} Pending approval for bank branch / rep. office

1-4Q/08 Mega FHC consolidated P&L statement*

NT\$MN, except per share data	2008*	2007*	YoY	2007*
Net interest income	30,524	26,296	16%	26,296
Net fee income	8,375	9,344	-10%	9,344
Insurance premium	1,090	1,167	-7%	1,167
ST Trading gain	-548	4,679	-112%	4,679
Available for sales asset gain	283	2,508	-89%	2,508
Hold to maturity asset gain	0	0	0%	0
Equity method investment gain	121	190	-36%	190
Property investment gain	22	22	0%	22
FX gain (spread)	1,053	2,753	-62%	2,753
Asset impairment	-4,934	-2,123	132%	-2,123
Cost method investment gain	564	760	-26%	760
Bad debt wrtie-back	365	205	78%	205
Other loss	-5,475	0	0%	0
Other provision	-352	-808	-56%	-808
Other non-interest income	249	2,156	-88%	2,156
Operating income	31,337	47,149	-34%	47,149
Operating expense	-19,603	-20,378	-4%	-20,378
Pre-provision operating profit	11,734	26,771	-56%	26,771
Provision expense on loan	-8,362	-6,672	25%	-6,672
Reserved on insurance	-287	-67	328%	-67
Pretax profit	3,085	20,032	-85%	20,032
Tax	-2,823	-2,918	-3%	-2,918
Minority shareholder interest	-32	44	-173%	44
Net profit	295	17,070	-98%	17,070
EPS (NT\$)	0.02	1.54	-99%	1.54

^{*} All are audited numbers



1-4Q/08 Mega FHC consolidated balance sheet*

NT\$MN	2008*	2007*	YoY	2007*	YTD
Assets:					
Cash and due from banks	374,953	349,727	7%	349,727	7%
Bills and bonds under RP agreement	1,729	4,766	-64%	4,766	-64%
Fin. assets at fair value through P&L	198,444	210,393	-6%	210,393	-6%
AFS financial assets	232,070	255,518	-9%	255,518	-9%
HTM financial assets	96,098	90,448	6%	90,448	6%
Other financial assets	26,612	29,114	-9%	29,114	-9%
A/R, net	120,774	125,215	-4%	125,215	-4%
Loan, net	1,321,438	1,210,580	9%	1,210,580	9%
Equity method LT investments, net	2,546	2,583	-1%	2,583	-1%
Land, premises and equipments, net	25,422	24,128	5%	24,128	5%
Others	9,529	11,289	-16%	11,289	-16%
Total assets	2,409,613	2,313,761	4%	2,313,761	4%
Liabilities					
Due to banks	449,688	412,969	9%	412,969	9%
Deposits	1,316,770	1,232,608	7%	1,232,608	7%
CP & Bond payable	56,006	56,951	-2%	56,951	-2%
Bills & bonds sold under repurchase agreement	248,492	246,996	1%	246,996	1%
Other liabilities	160,622	169,585	-5%	169,585	-5%
Total liabilities	2,231,578	2,119,109	5%	2,119,109	5%
Total stockholders' equity	178,034	194,651	-9%	194,651	-9%
Total liabilities and stockholders' equity	2,409,613	2,313,761	4%	2,313,761	4%

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Mega Bank HK Branch Performance Overview

Unit: NT\$MN

	1H/2009	2008*	2007	2006	2005	2004	2003
Loan	11,259	11,966	8,984	7,347	5,187	2,669	1,437
After-tax Earning	174	574	824	400	164	60	18

^{* 2008} earning number includes NT\$242M of provision on bond investment, which was associated with global financial crisis.



Provision realized on U.S. sub-prime RMBS

As of end of 1H/2009 Unit:

NT\$MN

USD:NTD=1:32.878

Mega Group								
	Original	Provision Realized						
Securities Type	Gross Balance	On 1H/09 balance sheet	On 07 & 08 income statement	On 1H/09 income statement	Total	As % of total gross balance		
US sub-prime RMBS 1	11,781	436	8,142	410	8,988	76%		

1. which are either directly held or within structured CBO/ABCP. This is total sub-prime asset balance.

