



First Financial Holding Co., Ltd.

TSE & Merrill Lynch Taiwan, Technology & Beyond

FFHC 2009 Result
-Preliminary

March 16-17, 2010

Disclaimer

This presentation is provided by First Financial Holding Co., Ltd. (“FFHC”). The information contained within is not preliminary or preliminary by any accountant or any independent third party. Users should read this material in conjunction with all other public financial and operational information filed to the competent authorities by FFHC. While we endeavor to provide accurate, complete and consistent information herein, FFHC makes no guarantee or warranties as to the accuracy or correctness of all the material contained. After this presentation is released to the public, we undertake no obligation to update any relevant data to reflect any change hereafter.

Users should also notice that this presentation may contain forward-looking statements. Statements that are not historical facts, including statements relating to the implementation of strategic initiatives, future business development and economic performance are forward-looking statements. By their nature, forward-looking statements involve uncertainties, risks, assumptions and other factors that could cause actual developments and results to differ materially from our statement in this presentation. These factors include, but not limited to, regulatory developments, competitive conditions, technological developments, general economic conditions and management changes.

The information, statements or opinions in this presentation do not constitute a public offer under any applicable legislation or an offer to sell or solicitation of an offer to buy any securities or financial instruments or any advice or recommendation respect to such securities or other financial instruments. First Group and all its affiliates representatives, no matter for their negligence or any other reasons, should not be liable for any loss or damages arising from the use of or interpretation by others of information contained within this presentation or any matter related to this document.

Contents

- Company Overview
- Financial Highlight
- Operating Results
- Preparation for SFAS 34
- Appendix



Company Overview

Overview of First Financial Holding

First Commercial Bank (“FCB”) was founded in 1899

First Financial Holding formed in January 2003 with First Bank as its flagship entity.

in NT\$ mn



Net Revenue	NT\$31,918
Net income	2,665
Total assets	1,960,782
Shareholders' equity	101,040

- Deposit mkt shares 6.1%
- Loan mkt shares 5.9%
- FFHC asset size Top 6
- SME Top 2
- Mortgage Top 4
- Trade Finance Top 3
- Mutual fund sales in mkt Top 3
- Custodian mkt shares No. 1
- Bank branches 191 domestic / 25 overseas

First Commercial Bank		First Securities		First Sec. Investment Trust		First-Aviva Life Insurance	
Net Income	2,030	Net Income	900	Net Income	149	Net Income	(174)
Total assets	1,921,752	Total assets	15,509	Total assets	1,109	Total assets	17,127
Equity	89,875	Equity	7,170	Equity	979	Equity	1,657

FFHC Ownership Profile

Government (Direct 14.91%; Indirect: 16.56%)	31.47%	Other Investors:	46.23%
Foreign Institution:	21.30%		

All figures are as end of 4Q09, preliminary; asset size is by 9M09

FFHC Customer Reach – Overseas

FB Sales Network(25)

(4) **North America:** New York, LA, Vancouver, Toronto

(1) **Europe:** London

(20) **Pan-Asia & Others:** FCB(USA), HK, Tokyo, Singapore, Ho Chi Minh, Phnom Penh, Guam, Palau, El Salvador, Bangkok, Hanoi, Shanghai, Brisbane*



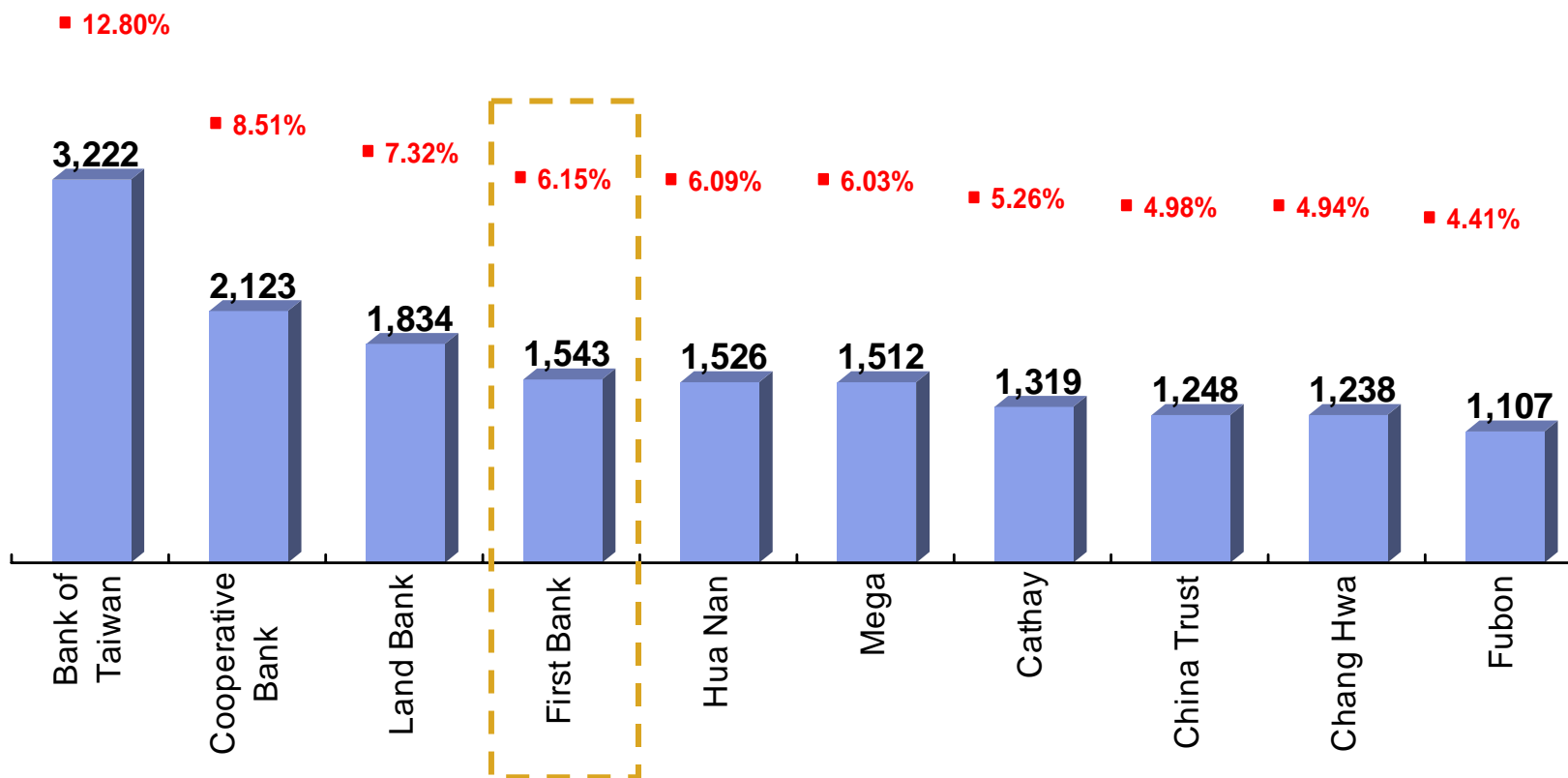
Australia:
Brisbane branch – new open in Sep.

This wide distribution network has allowed First Commercial to capture significant market share in lending, deposit and other banking services.

Deposit- Taiwan Top 10

In NT billion / market share

2009/12/31

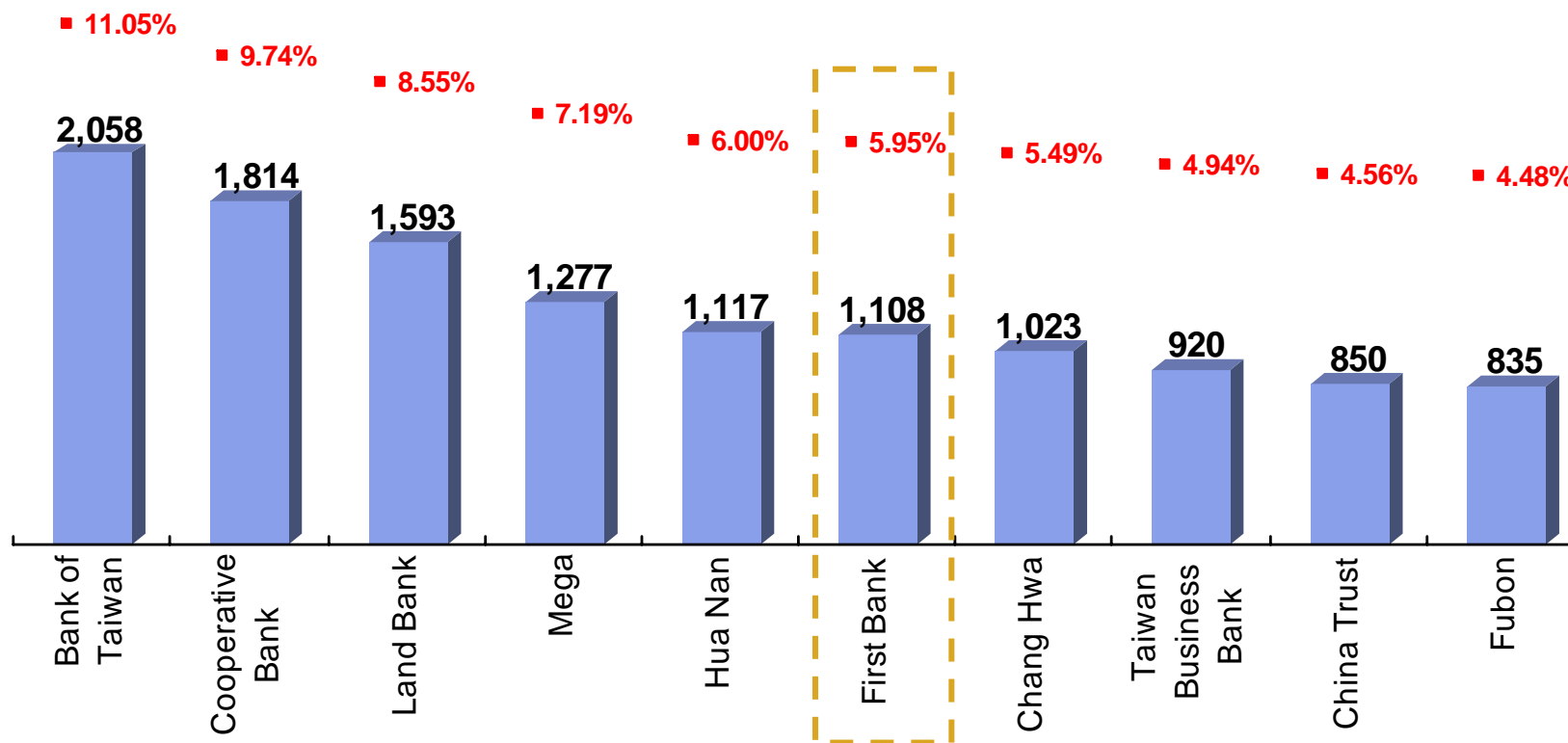


Source: Financial Supervision Commission, Banking Bureau

Loan- Taiwan Top 10

In NT billion/ market share

2009/12/31

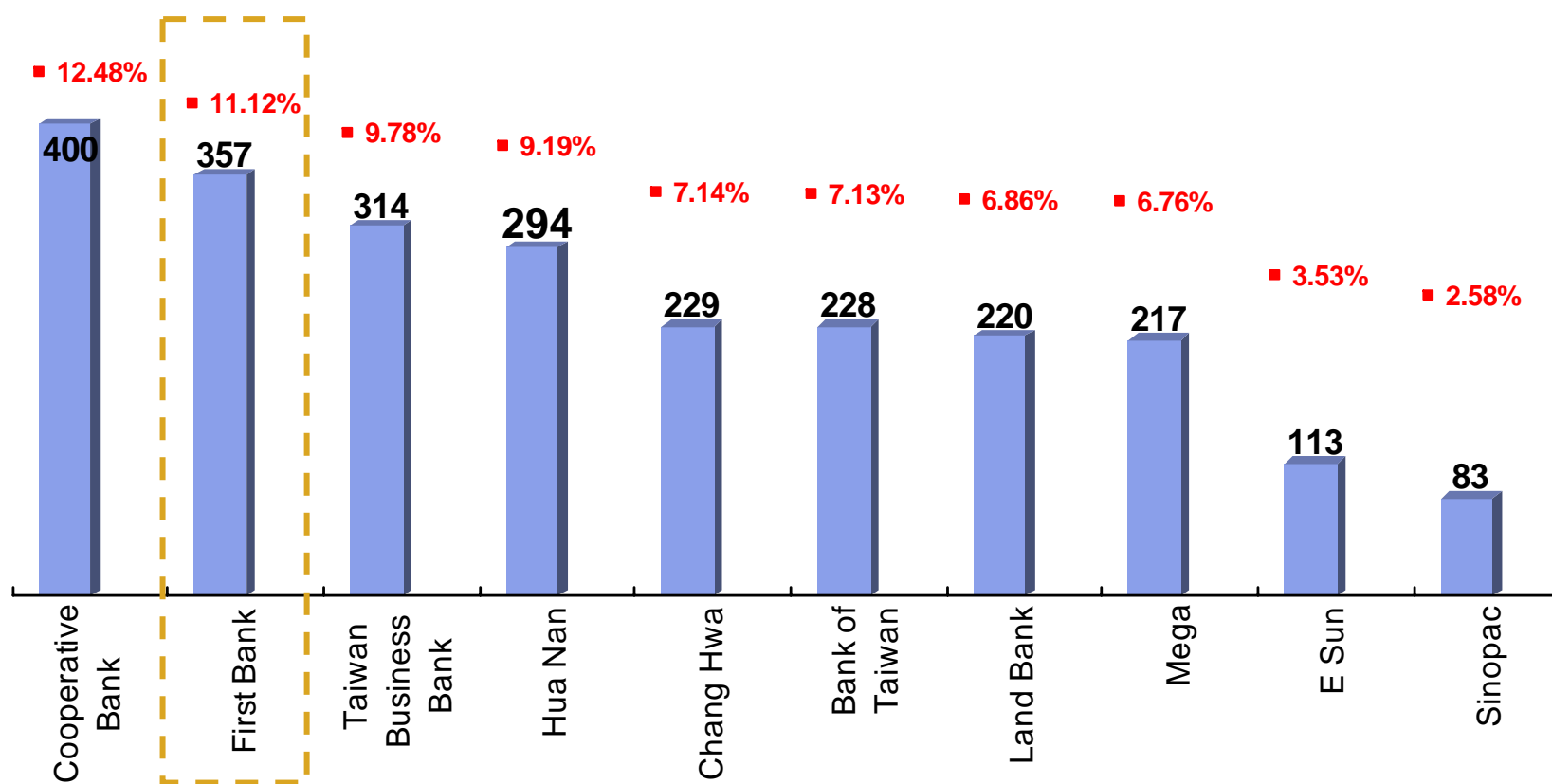


Source: Financial Supervision Commission, Banking Bureau

SME Loan - Taiwan Top 10

In NT billion/ market share

2009/12/31

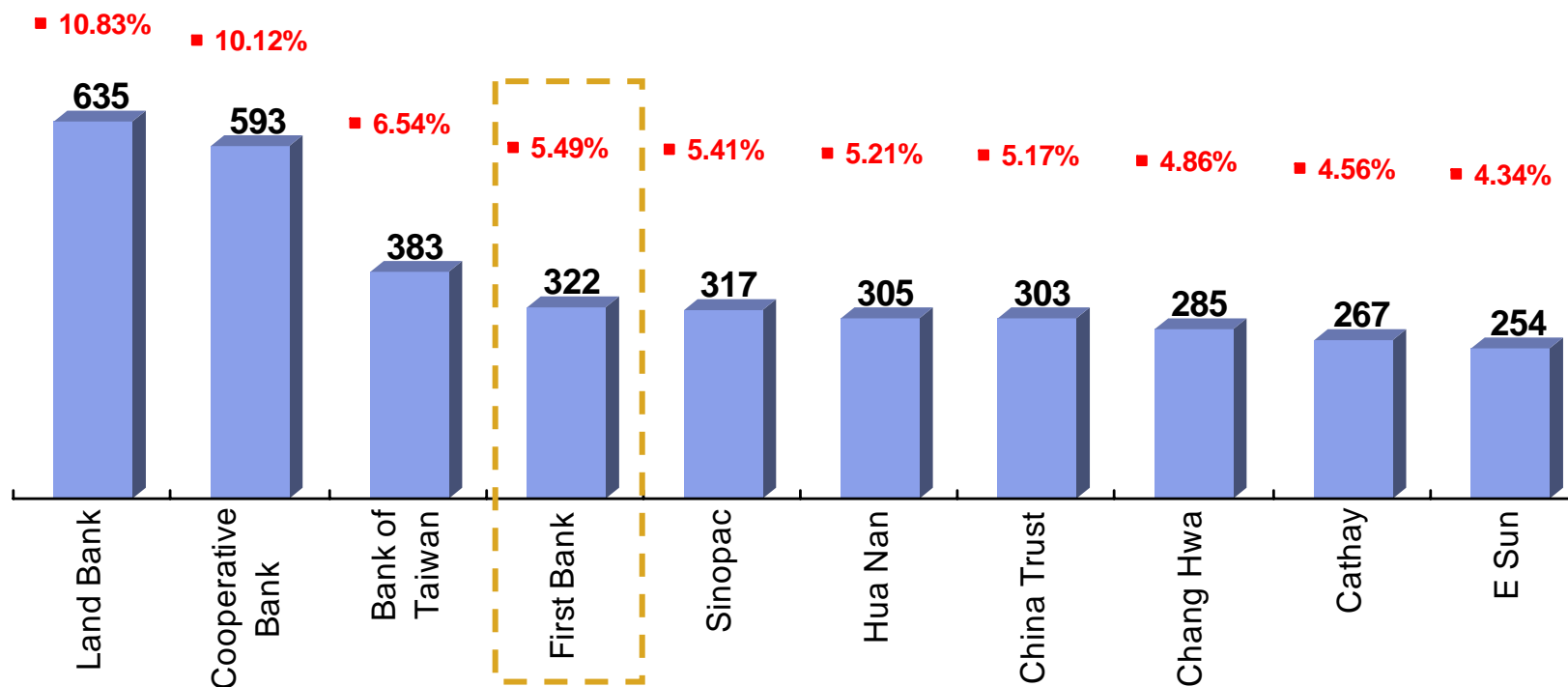


Source: Financial Supervision Commission, Banking Bureau

Mortgage - Taiwan Top 10

In NT billion/ market share

2009/12/31

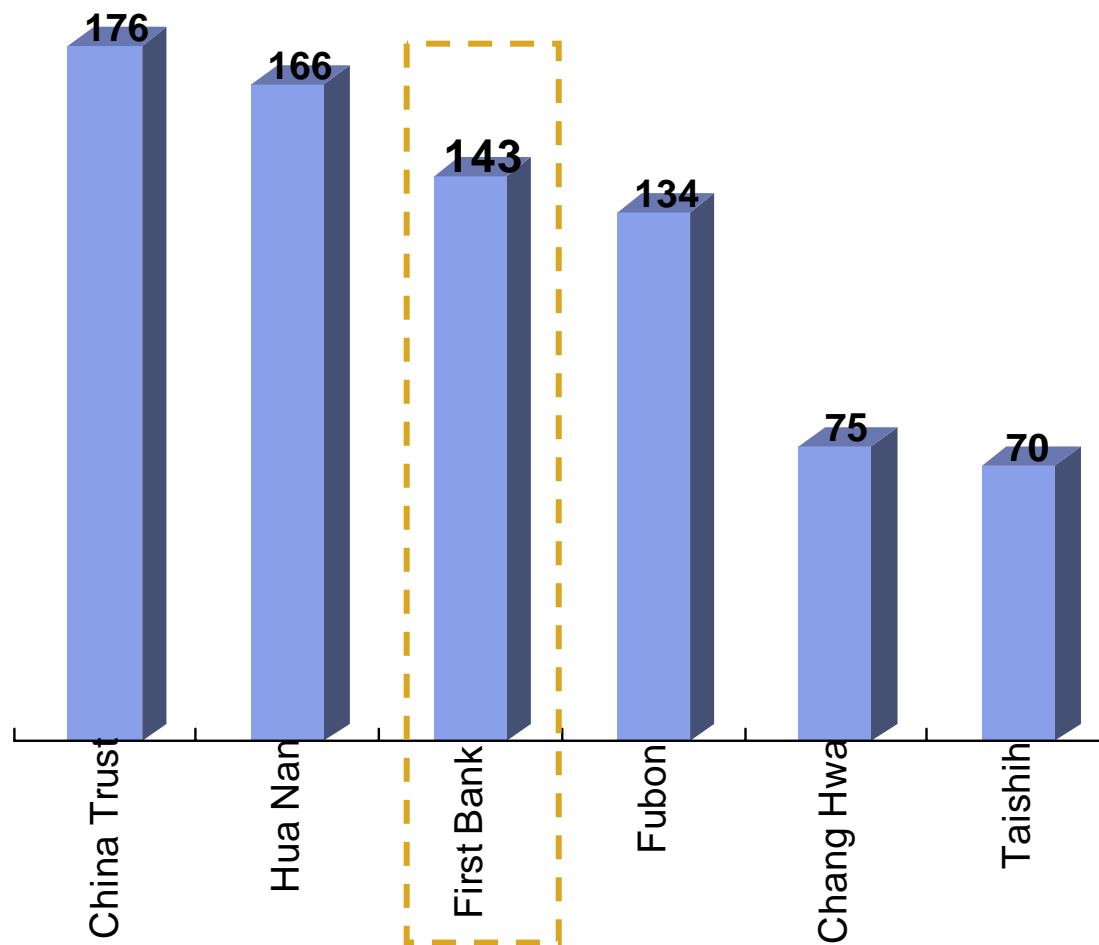


Source: Financial Supervision Commission, Banking Bureau

Mutual Fund Sales - Taiwan Top 6

In NT billion

2009/12/31

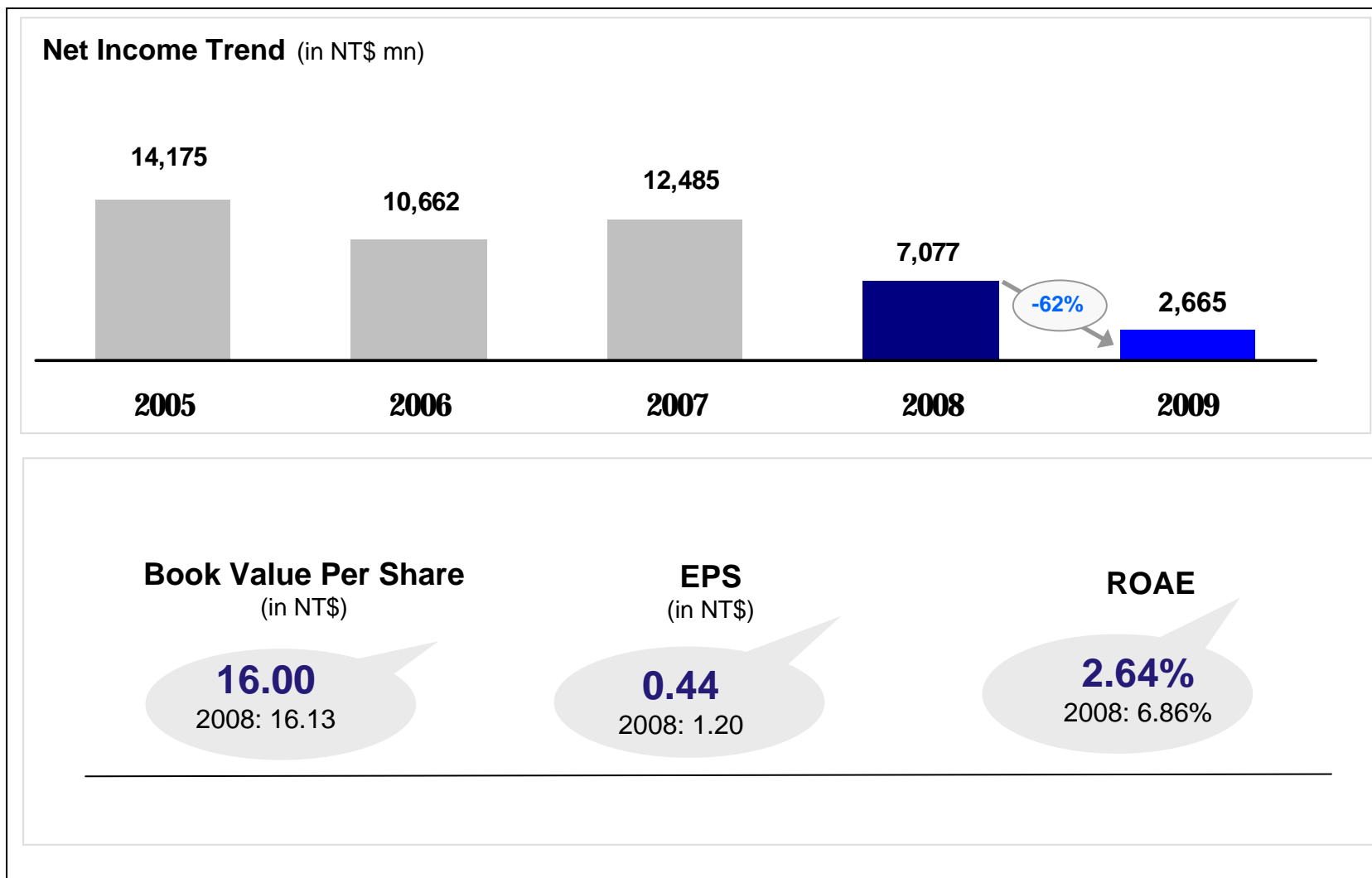


Source: In-House Survey

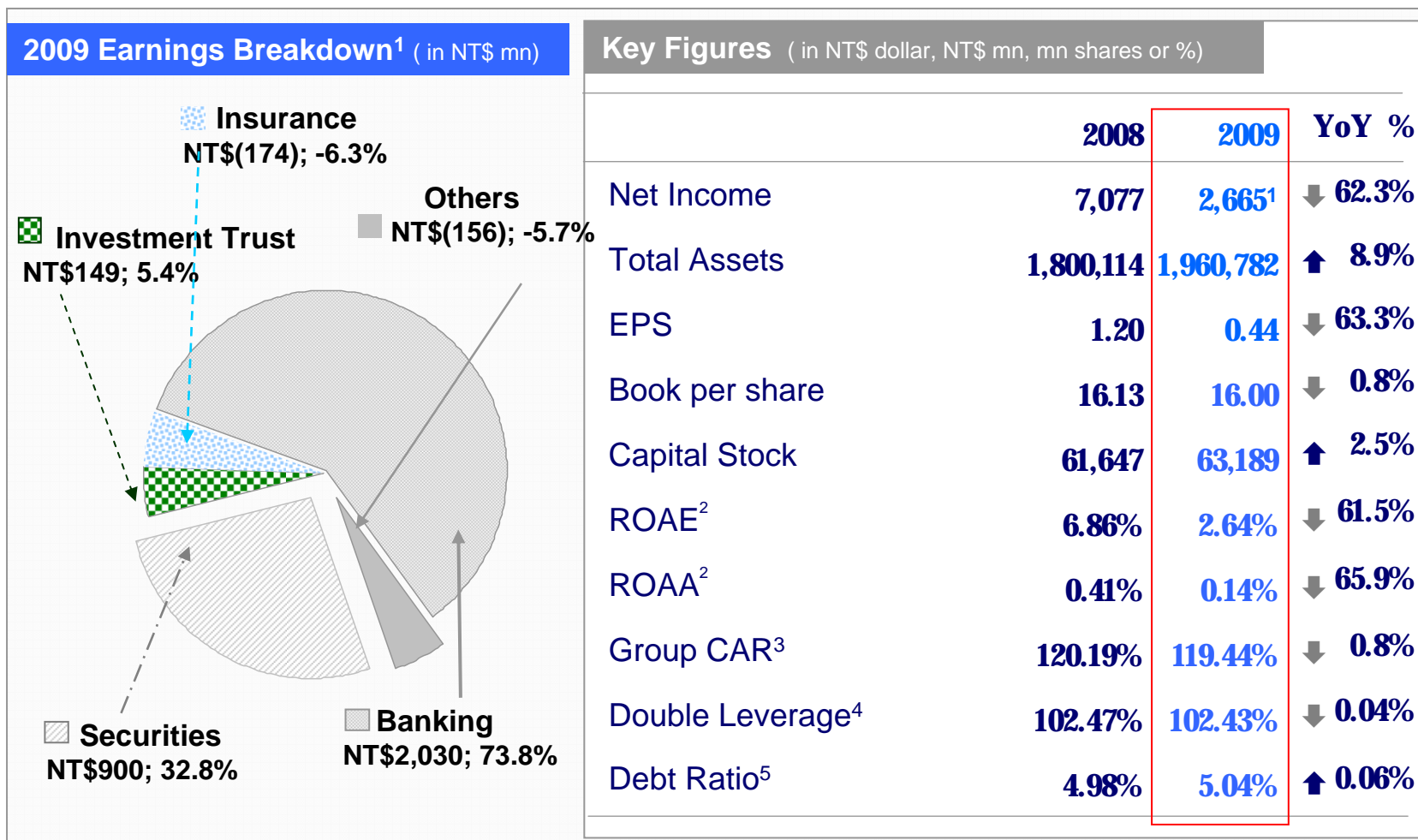


2009 Financial Highlight -preliminary

2009 Financial Highlight

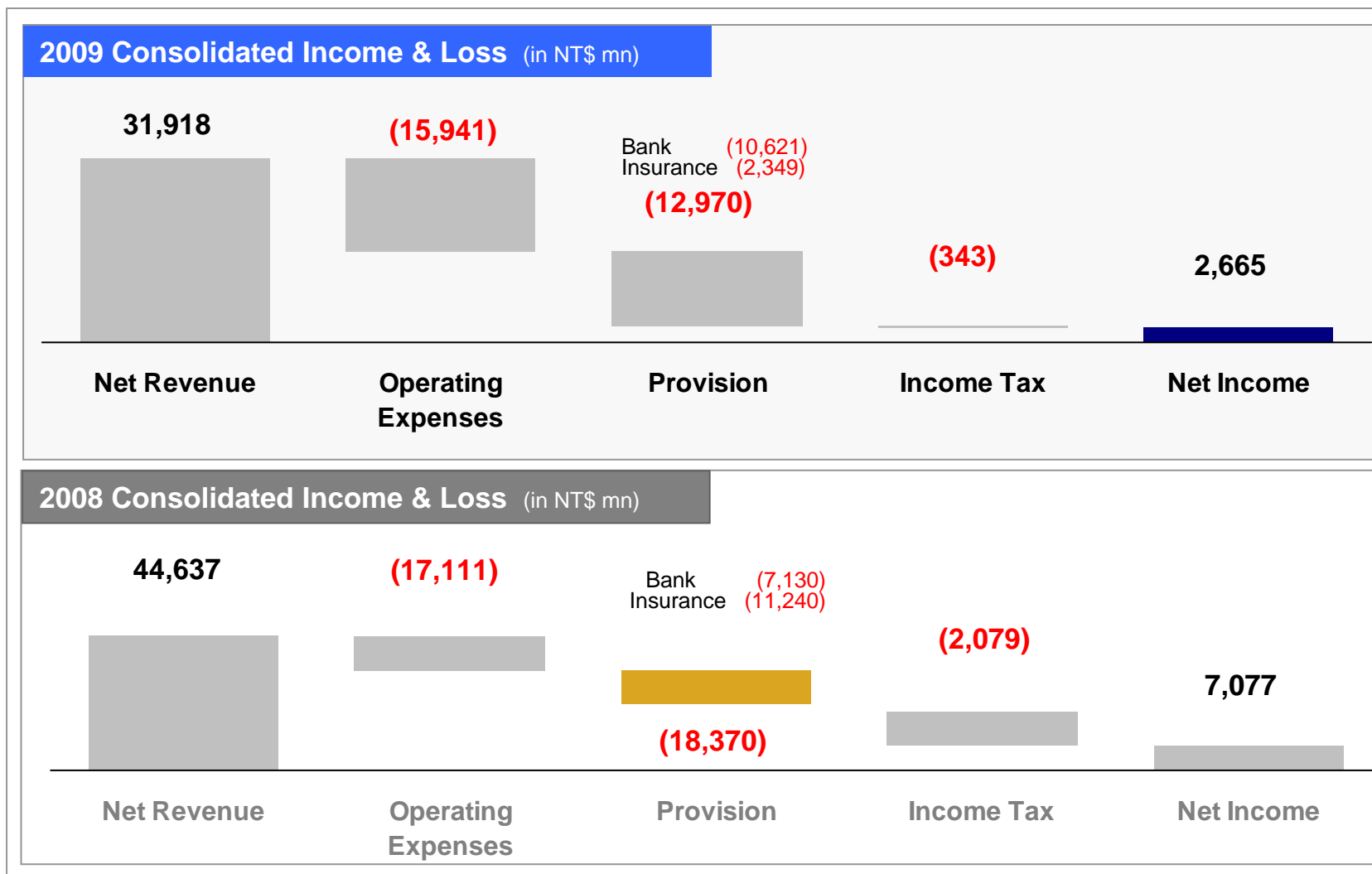


2009 Key Figures



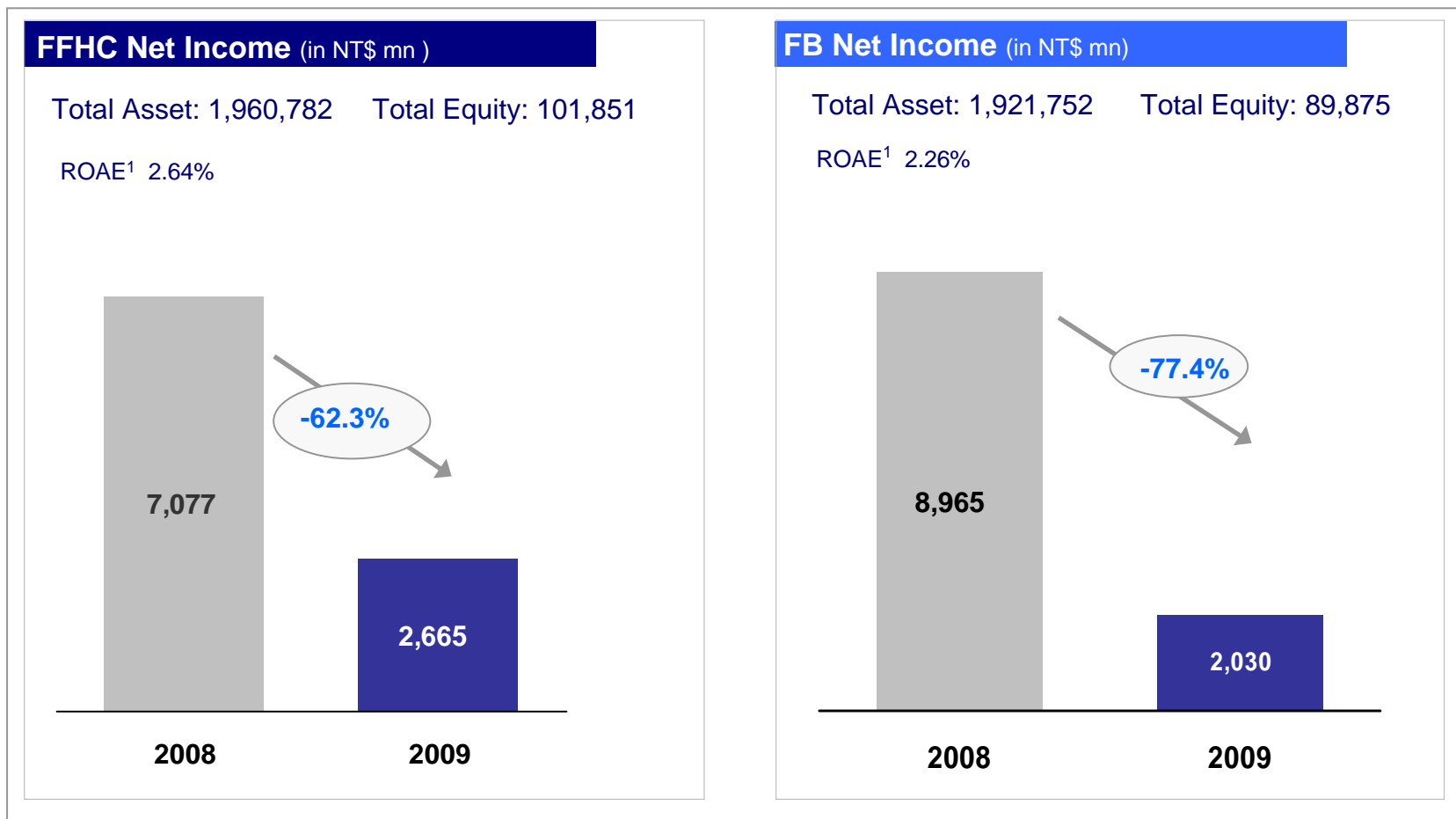
1. Based on the classification of specific company's business units, financial information by business segments should be listed individually.
 2. Annualized figures.
 3. Preliminary CAR in 2009.
 4. Double Leverage = Long-term Equity Investment / Shareholder Equity
 5. Non-Consolidated basis

2009 Net Income Overview



Profitability-After Tax

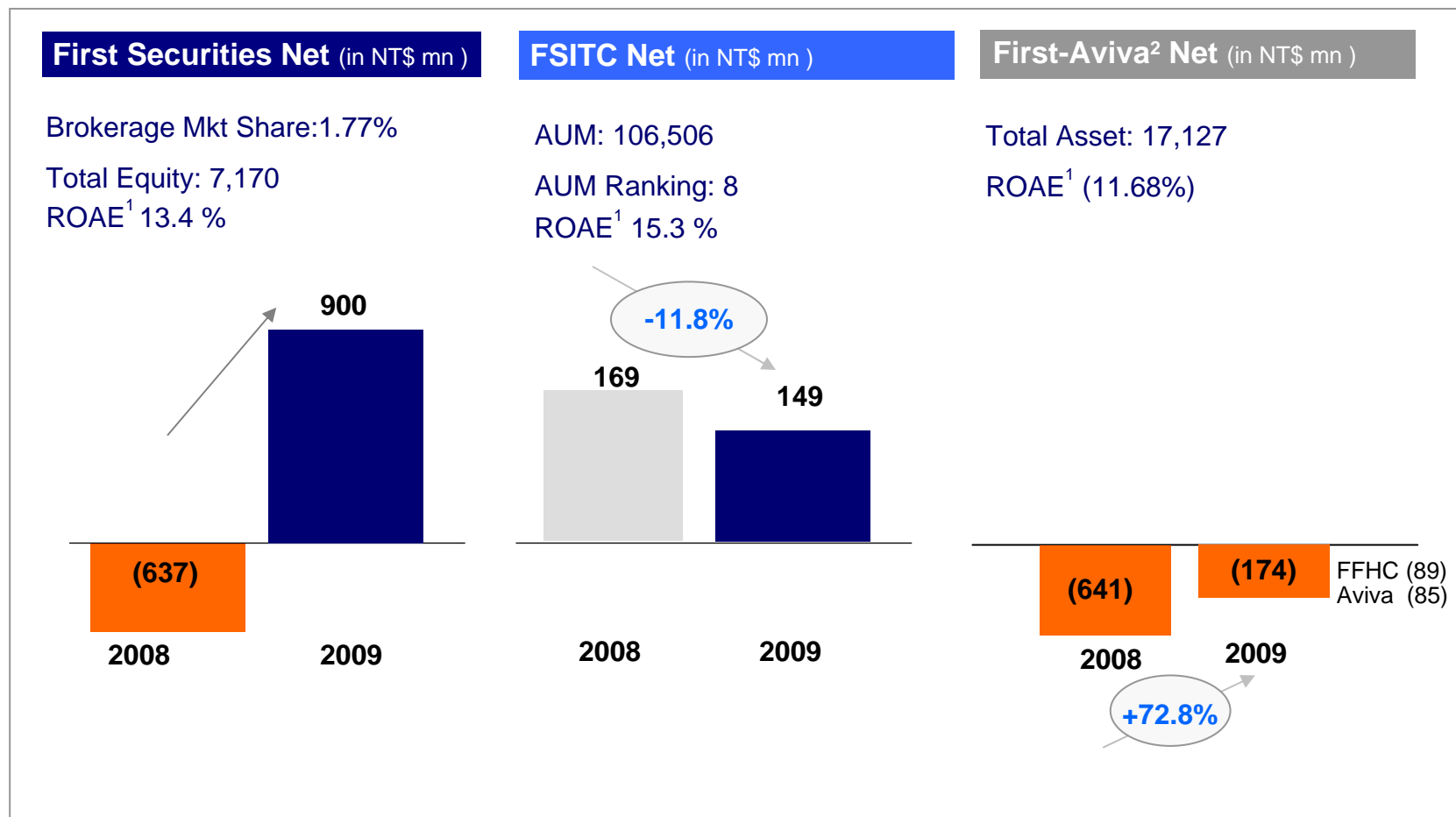
2009 FFHC & Major Subsidiaries



1. Annualized ROAE
 2. Minority interests excluded

Profitability-After Tax

2009 FFHC & Major Subsidiaries



1. Annualized ROAE

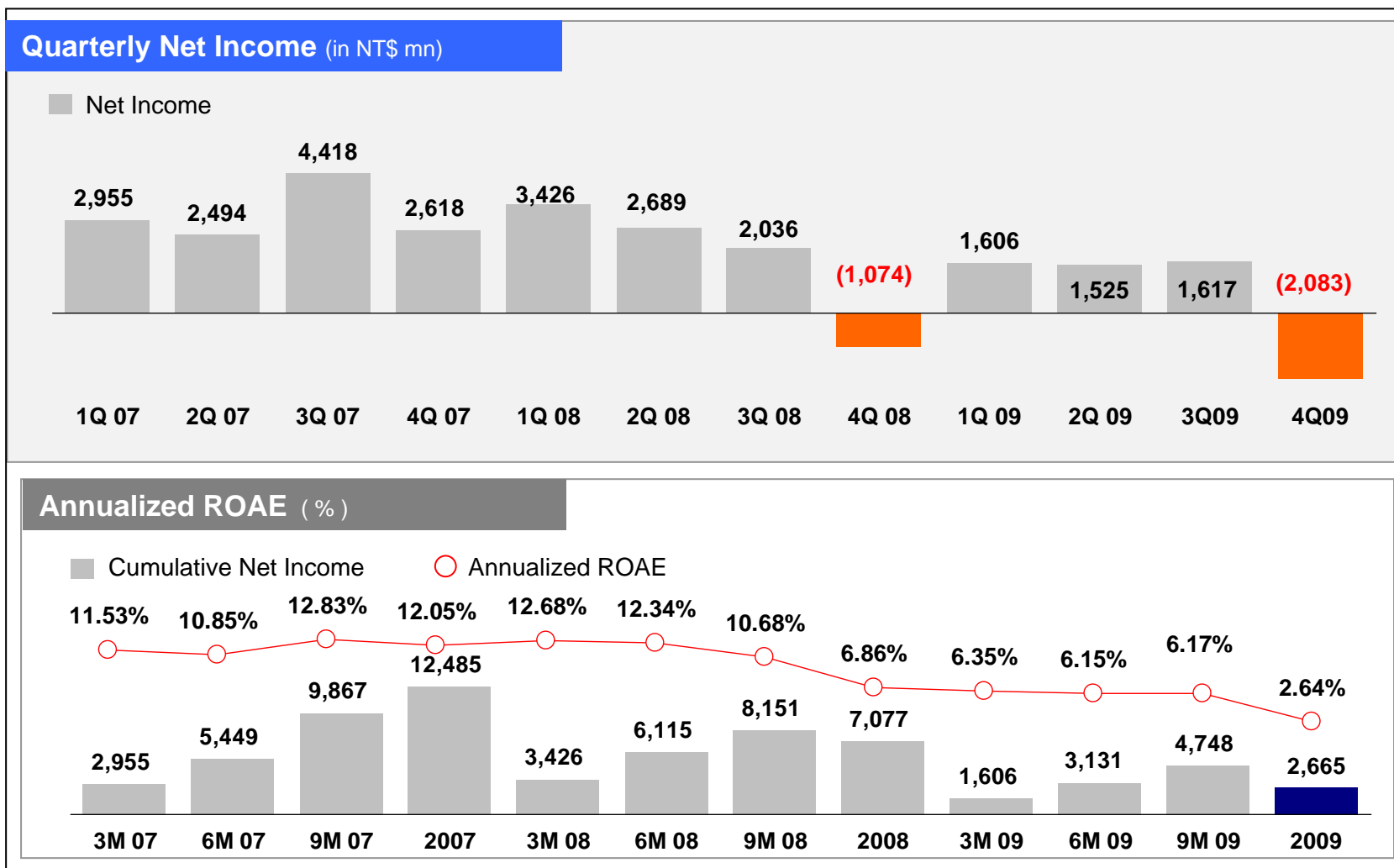
2. Joint venture of First-Aviva, FFHC claims 51% while Aviva claims 49% of its operating results



2009 Operating Results

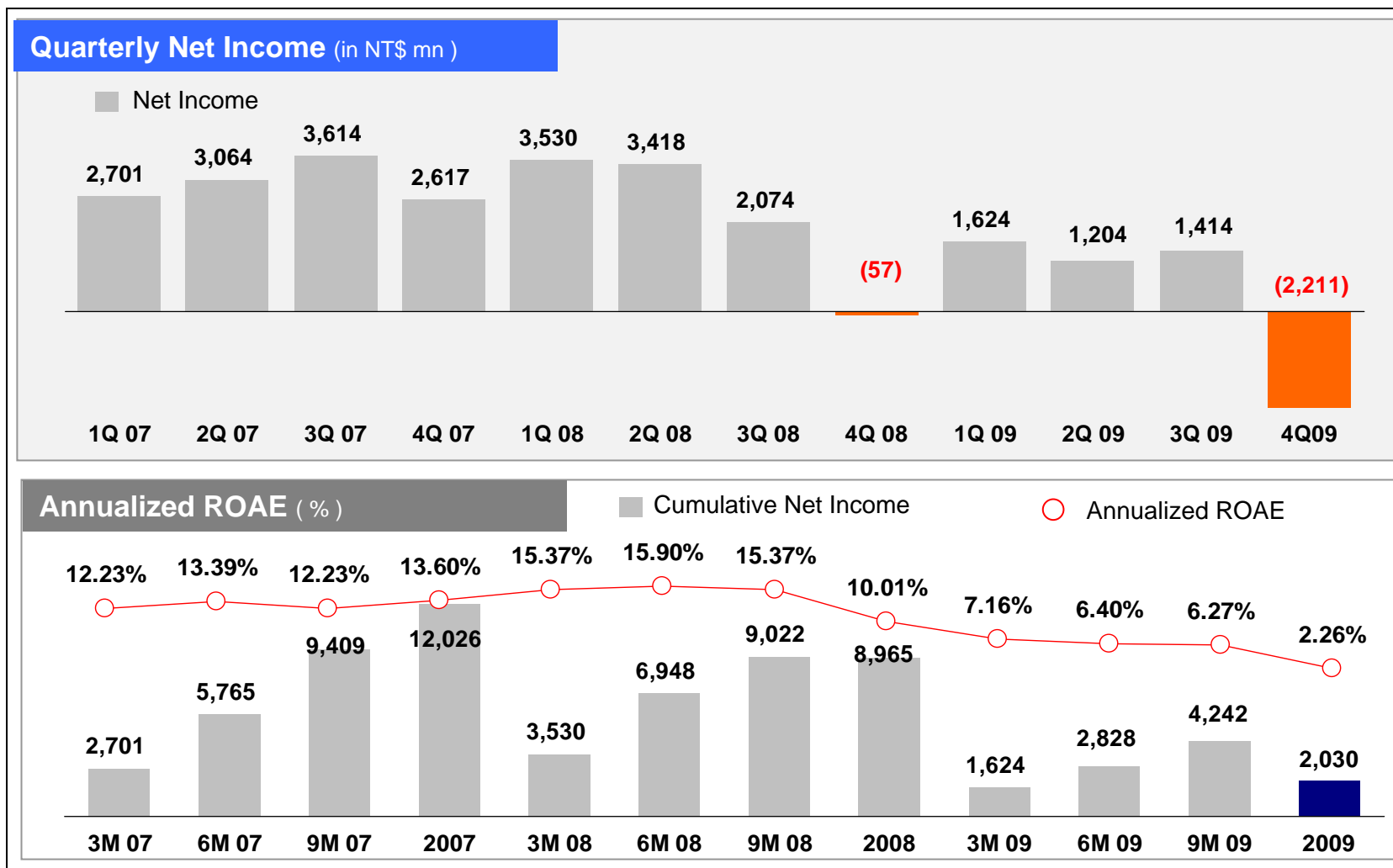
-preliminary

FFHC Profitability-After Tax



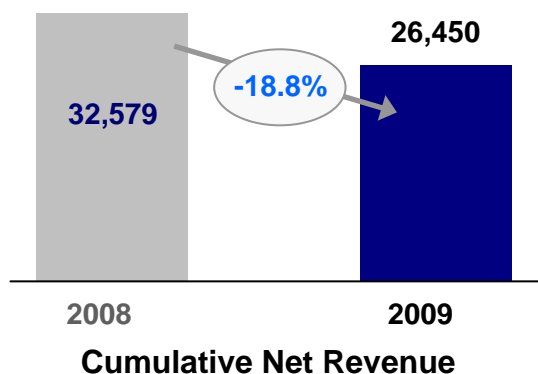
Minority interests excluded

FB Profitability-After Tax



FB 2009 Revenue

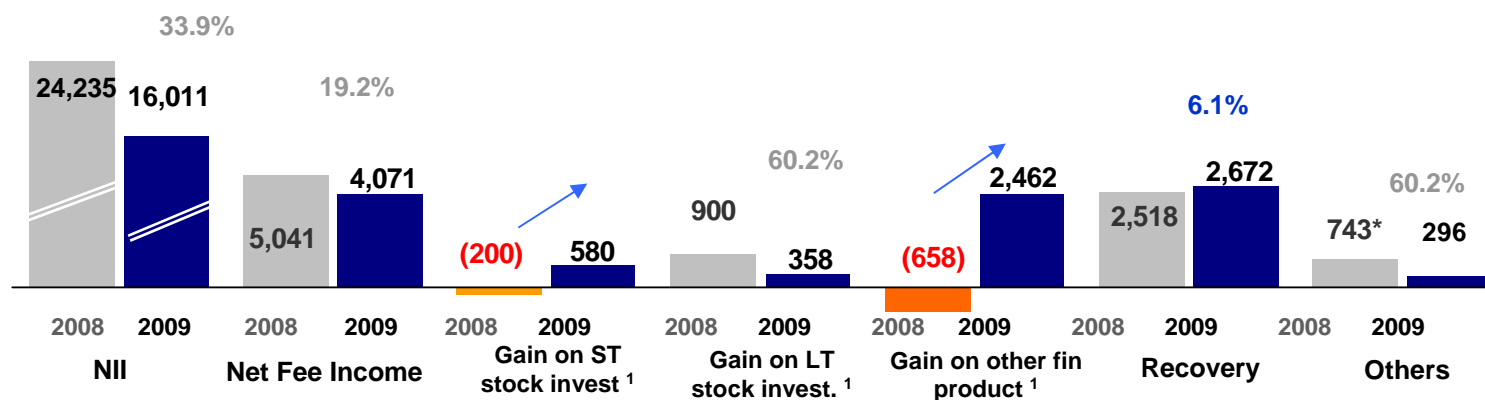
2009 Cumulative Net Revenue (in NT\$ mn or %)



% of Cumulative Net Revenue

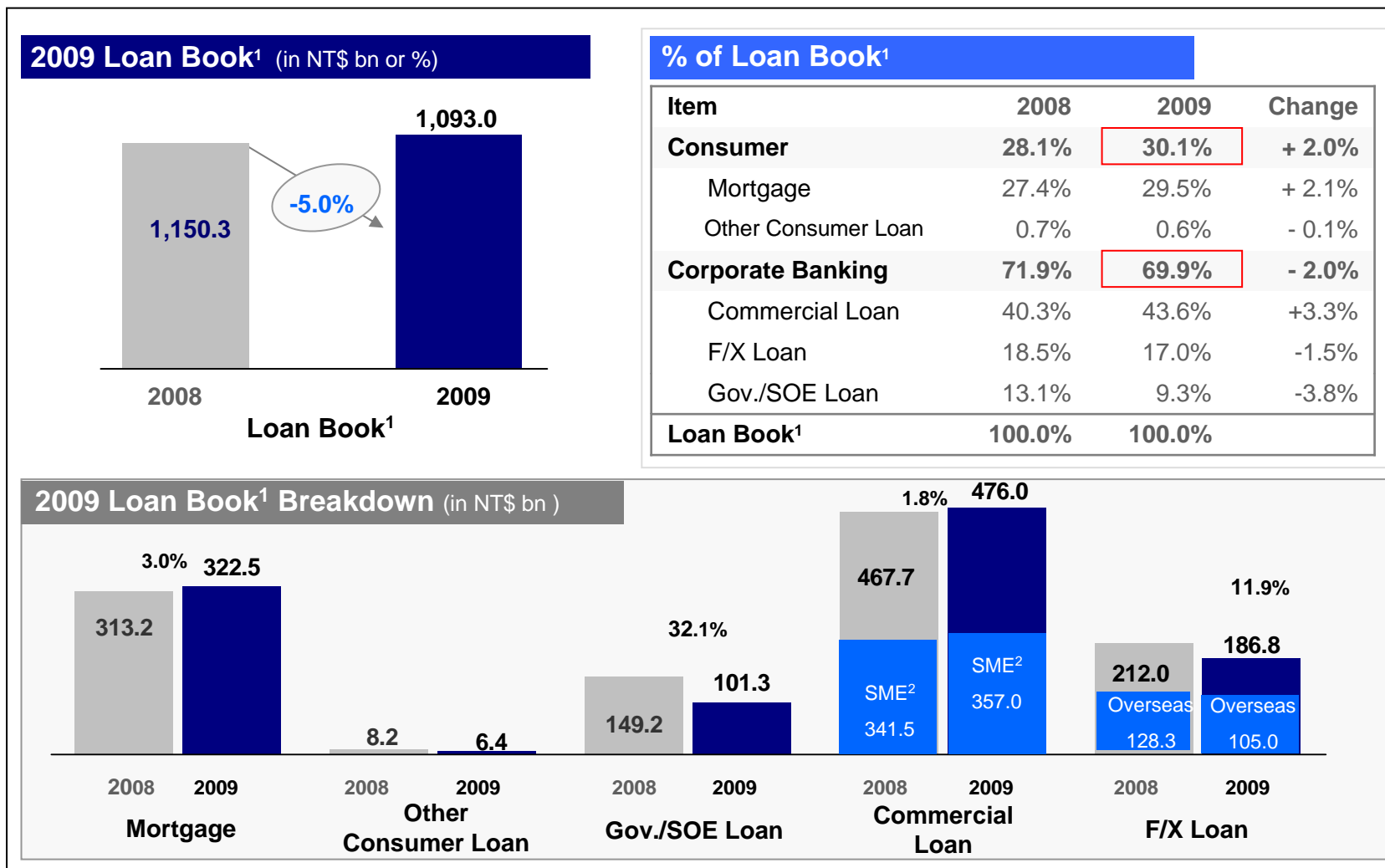
Item	2008	2009	Change
NII	74.4%	60.5%	-13.9%
Net Fee	15.5%	15.4%	-0.1%
Recovery	7.7%	10.1%	+2.4%
Gain on other fin. pr. ¹	-2.0%	9.3%	+11.3%
Gain on LT stock invest. ¹	2.7%	1.4%	-1.3%
Gain on ST stock invest. ¹	-0.6%	2.2%	+2.8%
Others	2.6%	1.1%	-1.2%
Cumulative Net Revenue	100.0%	100.0%	

FB 2009 Cumulative Net Revenue Breakdown (in NT\$ mn)



* Including channel fee for bancassurance.
 ** figures may not match due to rounding.

FB 2009 Loan Book Mix

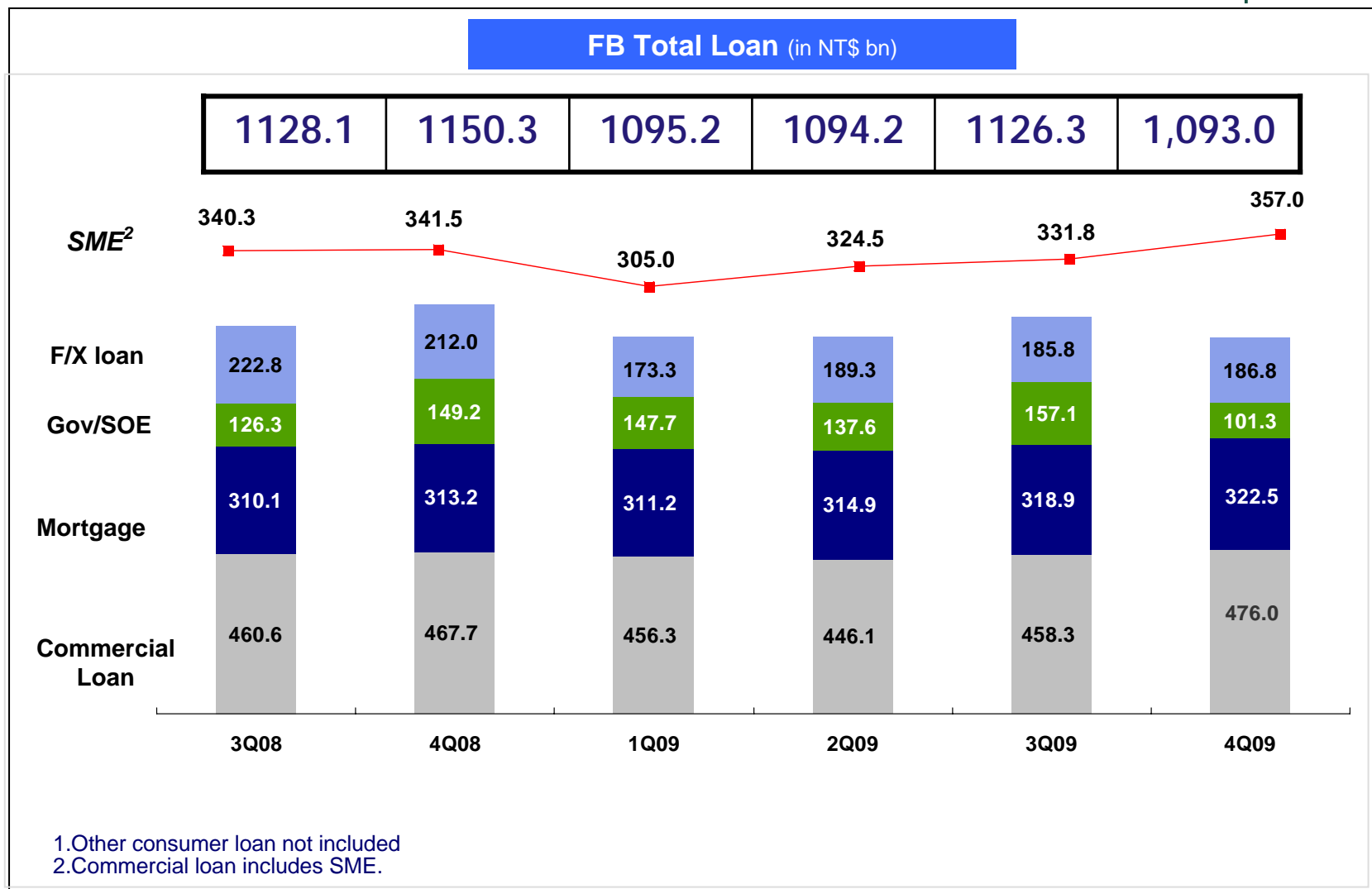


1. Loan Book does not include NALs

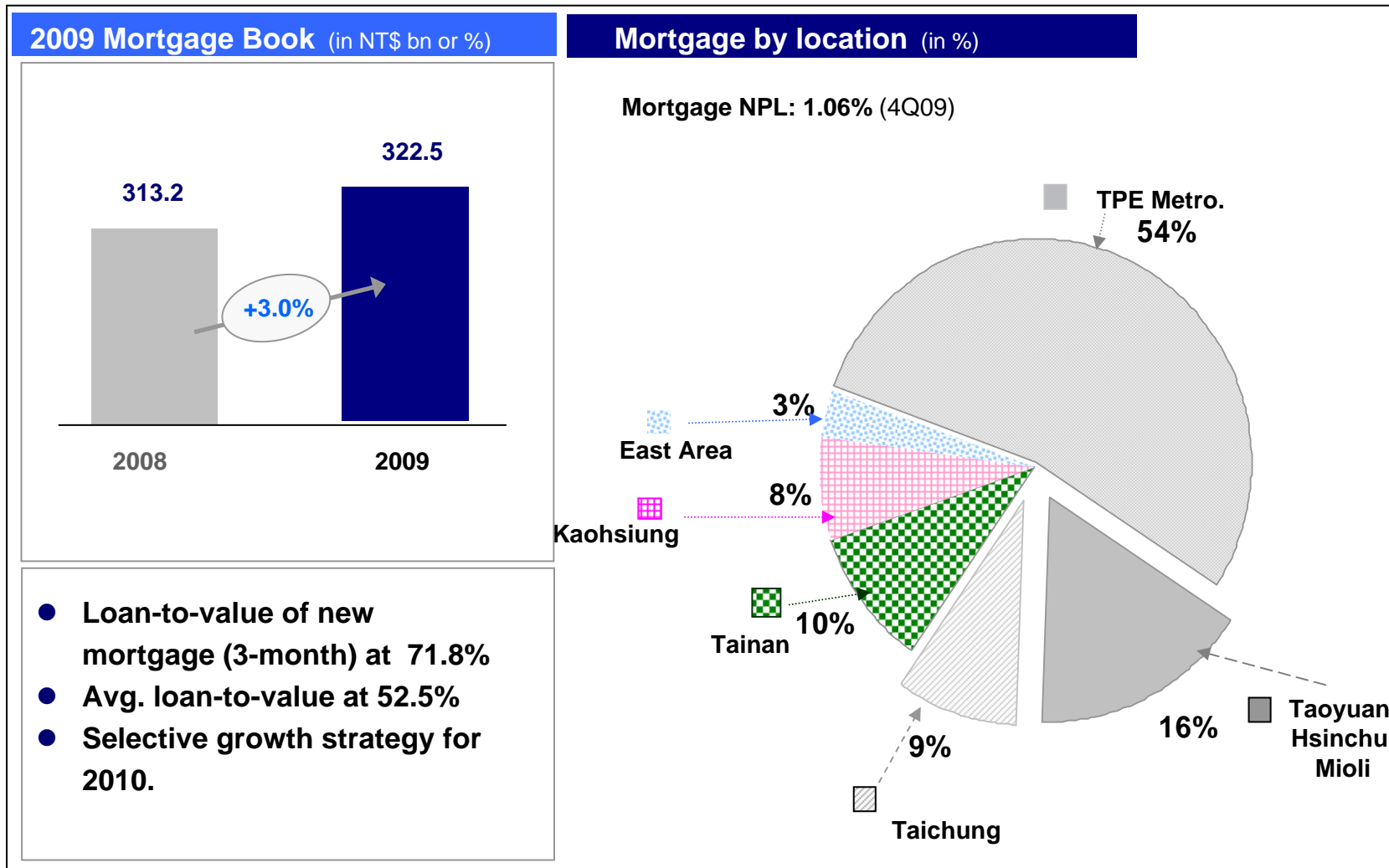
2. SME as defined by the "Act for Development of Small & Medium Enterprises; both NTD & Foreign currency loan included

FB Loan Breakdown

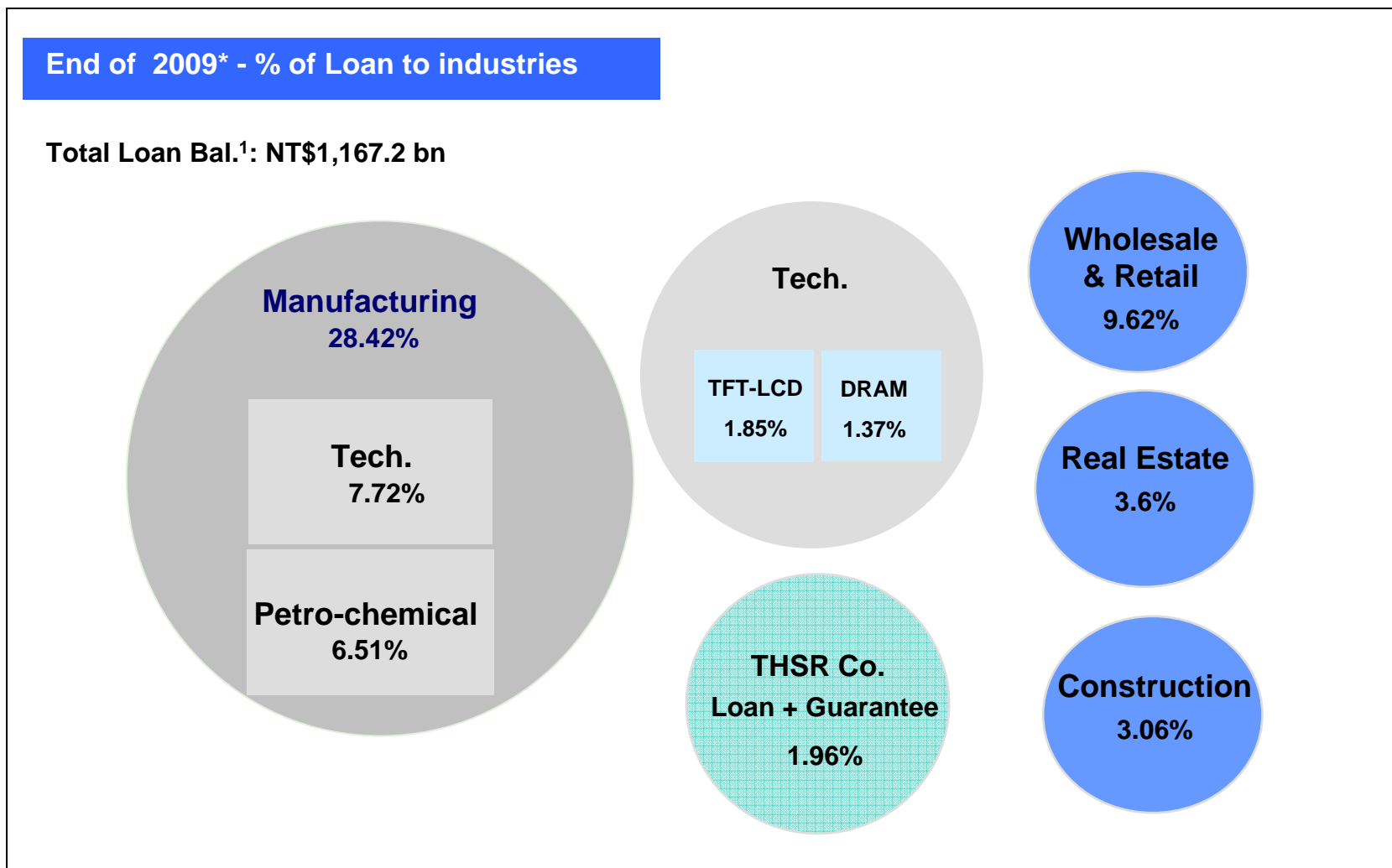
-QoQ Comparison



FB 2009 Mortgage Book Mix

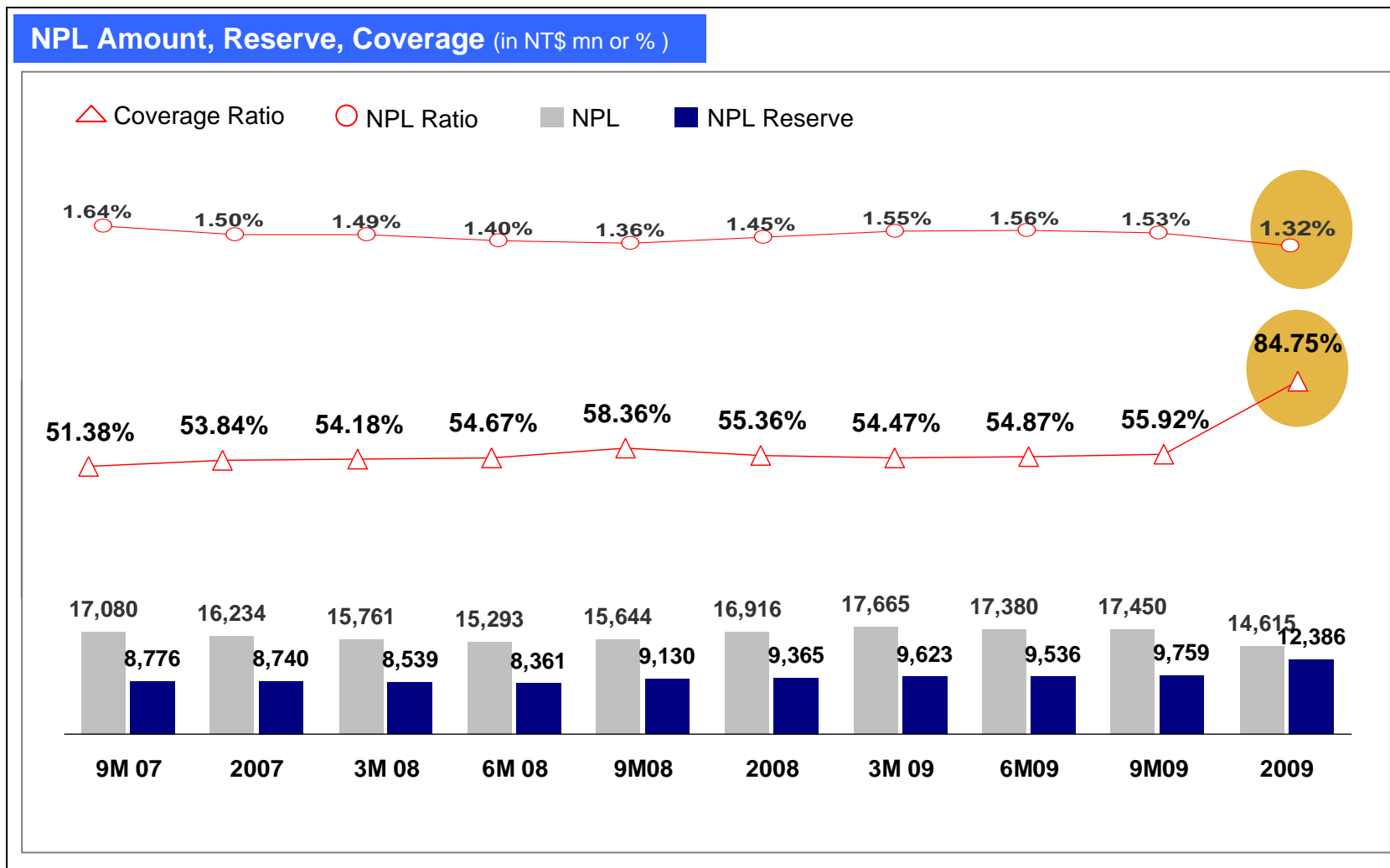


Major Exposures to Specific Industries



1. Total loan includes NALs
 2. THSR balance excludes new syndication effective 2010.

FB 2009 Asset Quality

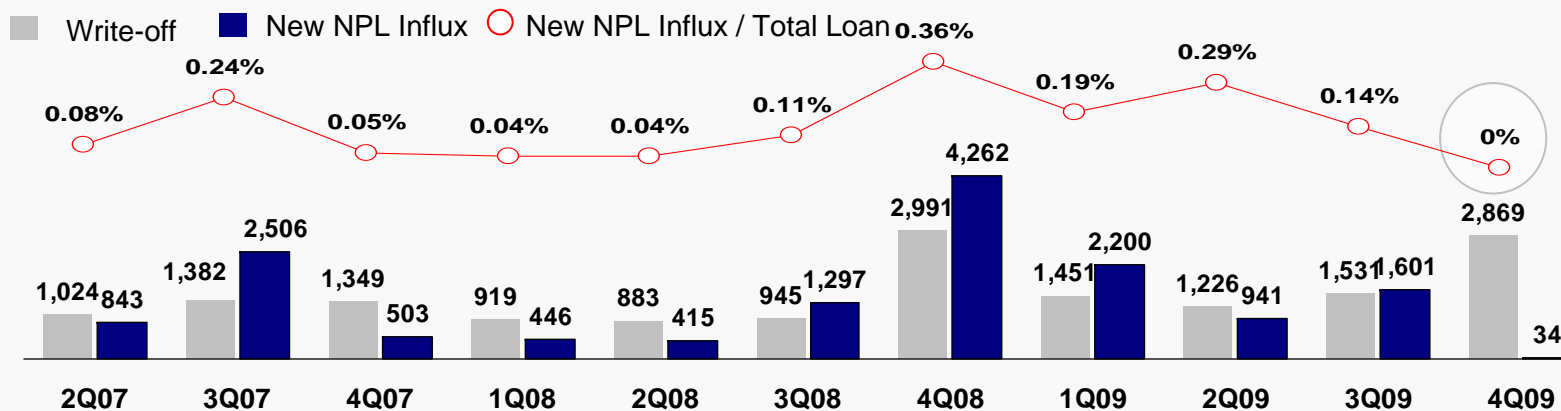


New NPL Influx Breakdown

2009 NPL (in NT\$ mn)			4Q 2009 NPL (in NT\$ mn or %)		
Item	2008	2009	Items	Domestic	Overseas
New NPL Influx	6,420	4,776	Quarter-begin. NPL Bal.	14,157	3,293
Total Loan	1,169,534	1,108,130	+4Q09 - new NPL Influx	(518)	552
Ratio	0.55%	0.43%	-4Q09 - write-off	-1,294	-1,575
			Quarter-end NPL Bal.	12,345	2,270

Write-back incorporated

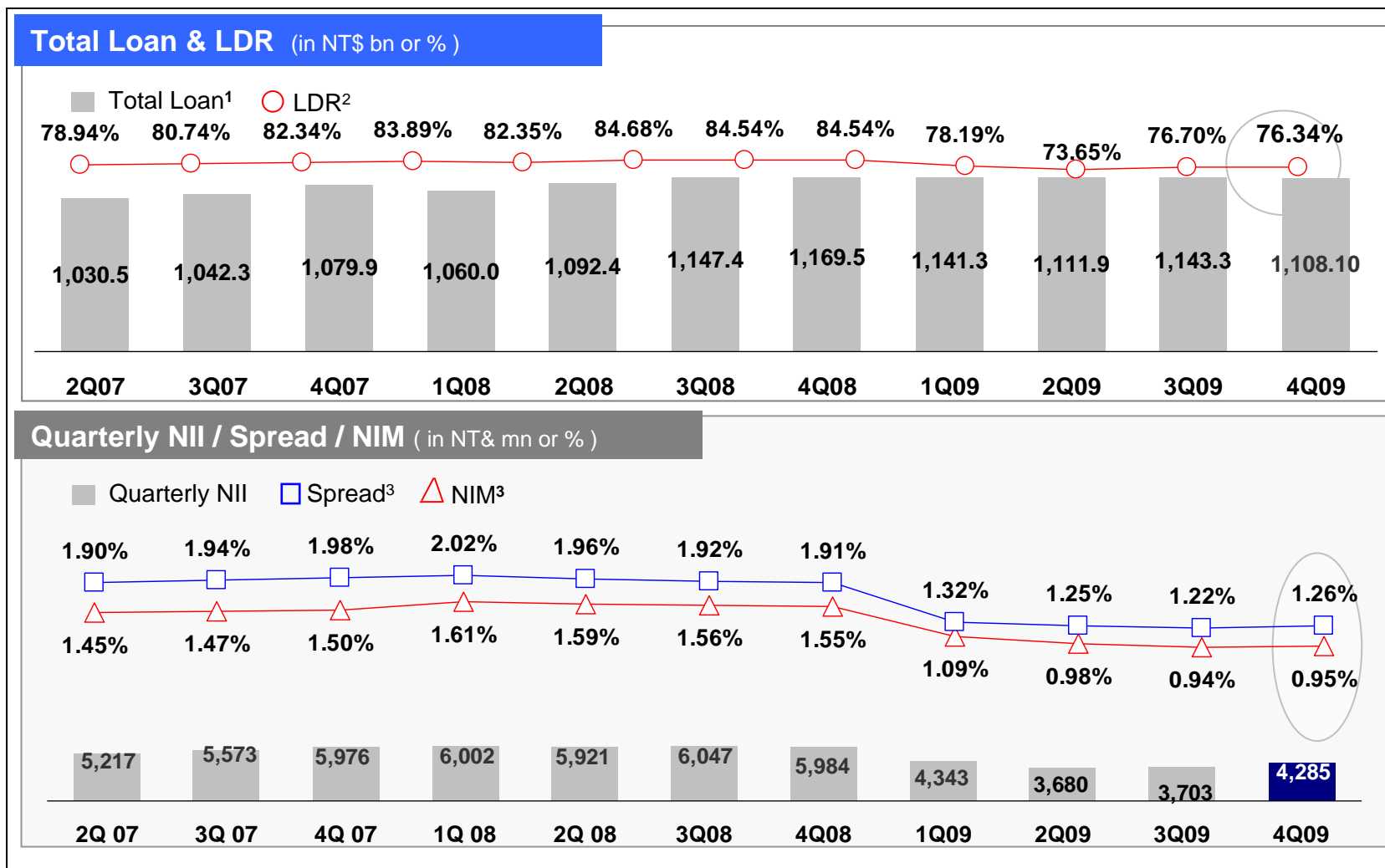
Quarterly New NPL Influx (in NT\$ mn or %)



4Q 2009 NPL Write-off Breakdown

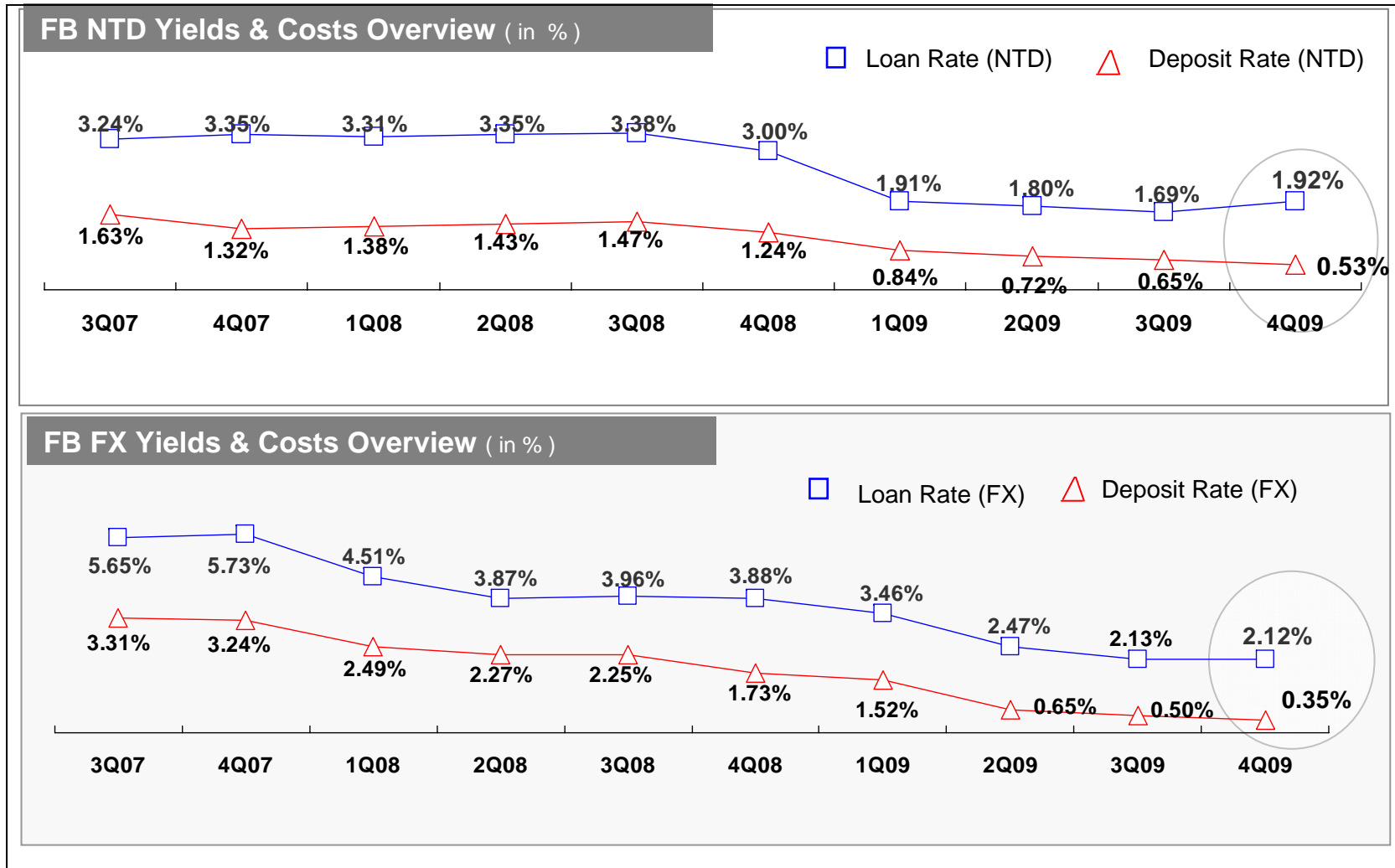
Area	Sector	Amount (in NT\$ mn)	Percentage
Domestic	Mortgage	59	2.0%
	Large Corp.	1,217	42.4%
	SME	17	0.6%
Overseas	Syndication + Loan	1,575	55.0%
Total		2,869	100%

FB 2009 Total Loan & NIM

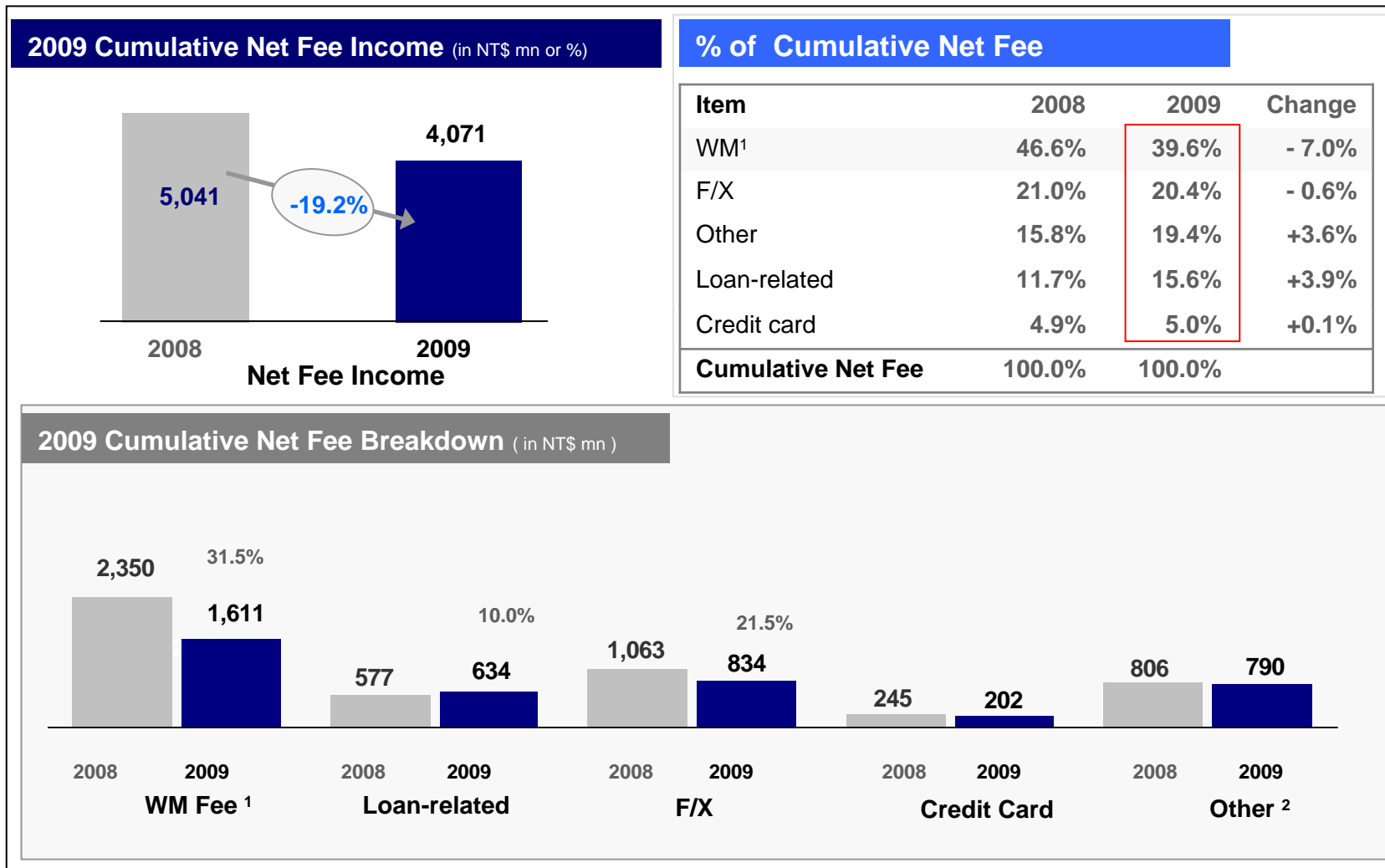


1. Total Loan = loan + import/export negotiation + NALs
 2. LDR = Total loan / Total deposit (total deposit includes post office deposit)
 3. Annual cumulative Average Spread and NIM

FB 2009 Loan Yields



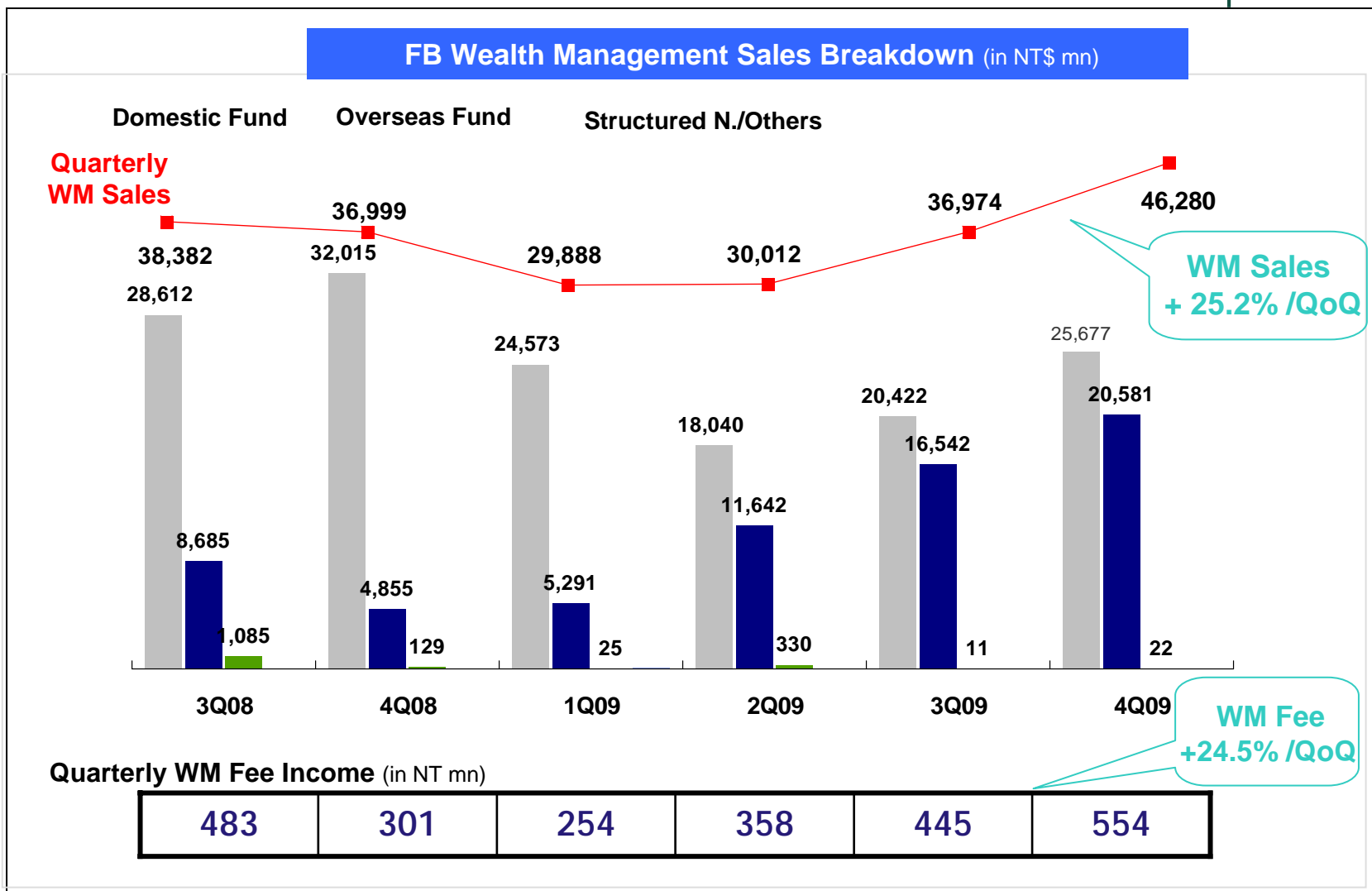
FB 2009 Fee Income Breakdown



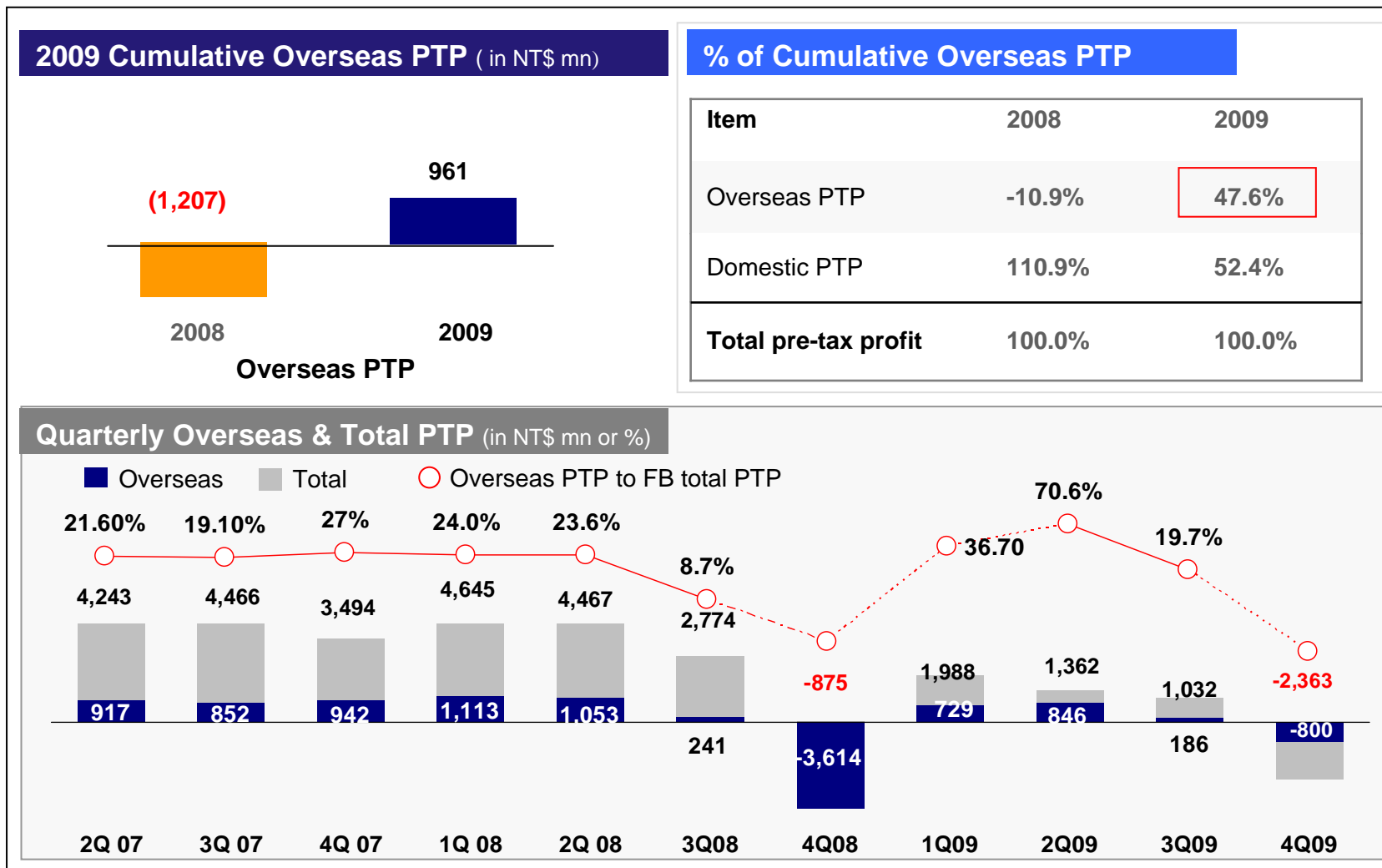
1. WM Fee = Custodian Fee + Trust-related Fee + Bancassurance Fee
 2. Other represents network service fee, including overseas branches

FB WM Sales Breakdown

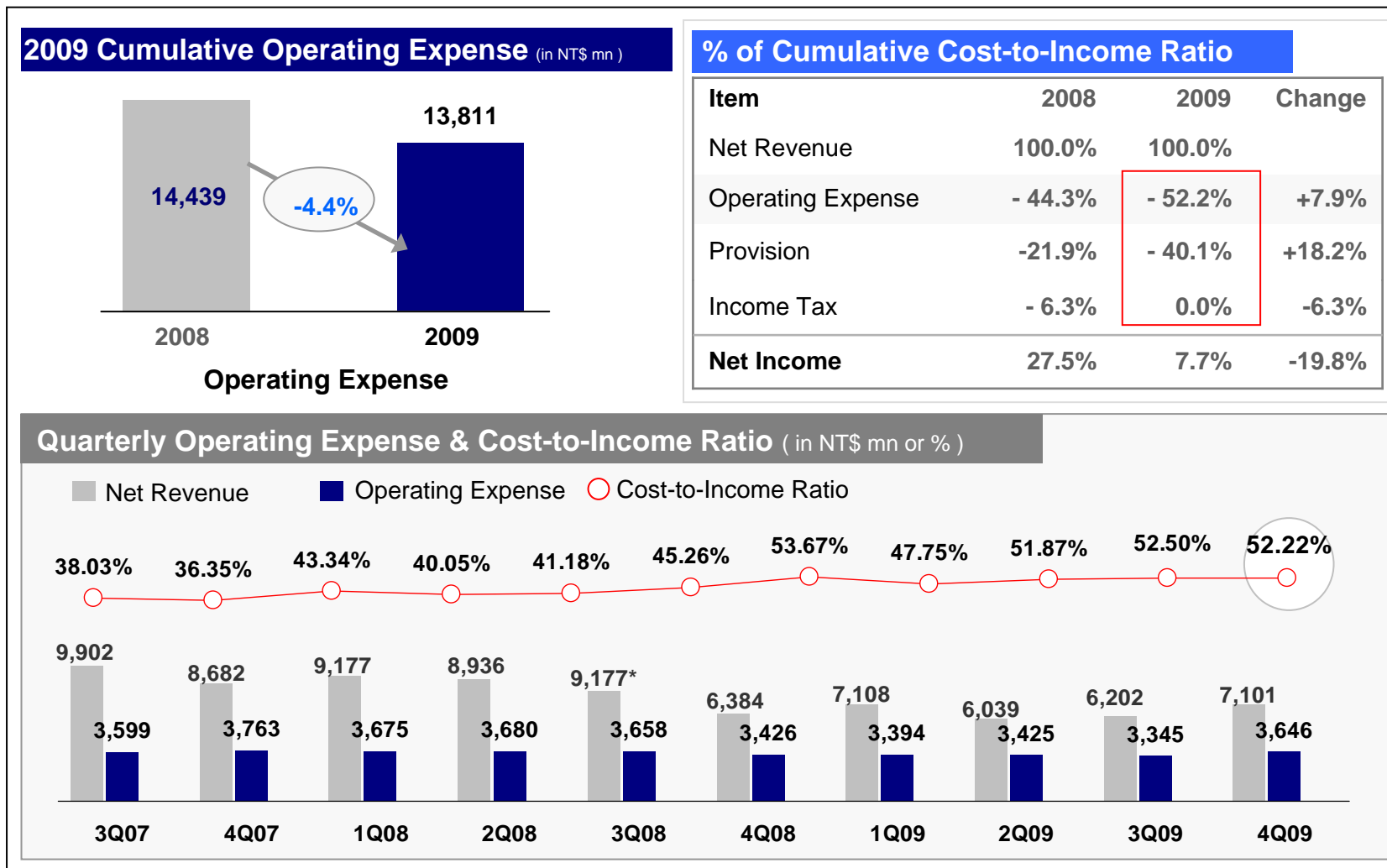
-QoQ Comparison



FB 2009 Overseas Profits



FB 2009 Cost-to-Income Ratio

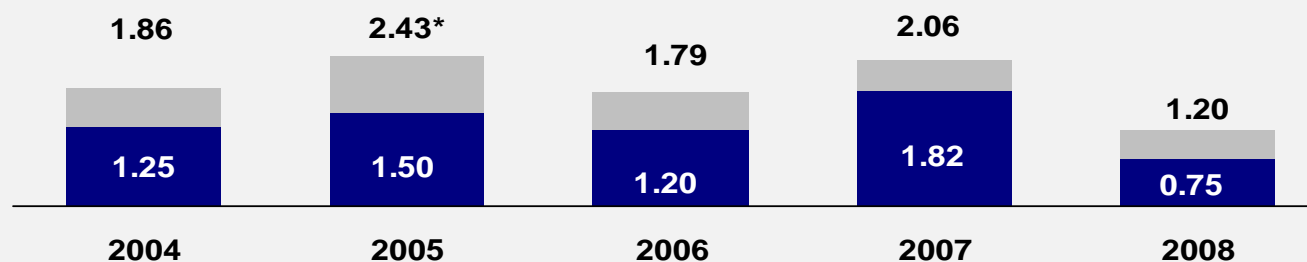


*Effective from Jan.1 '08, employee bonus is recorded as expense in Taiwan. An employee bonus of NT\$370 mn is included in 2008.

Shareholder Return

FFHC Earnings Per Share (in NT\$ dollar)

■ EPS
■ Dividend

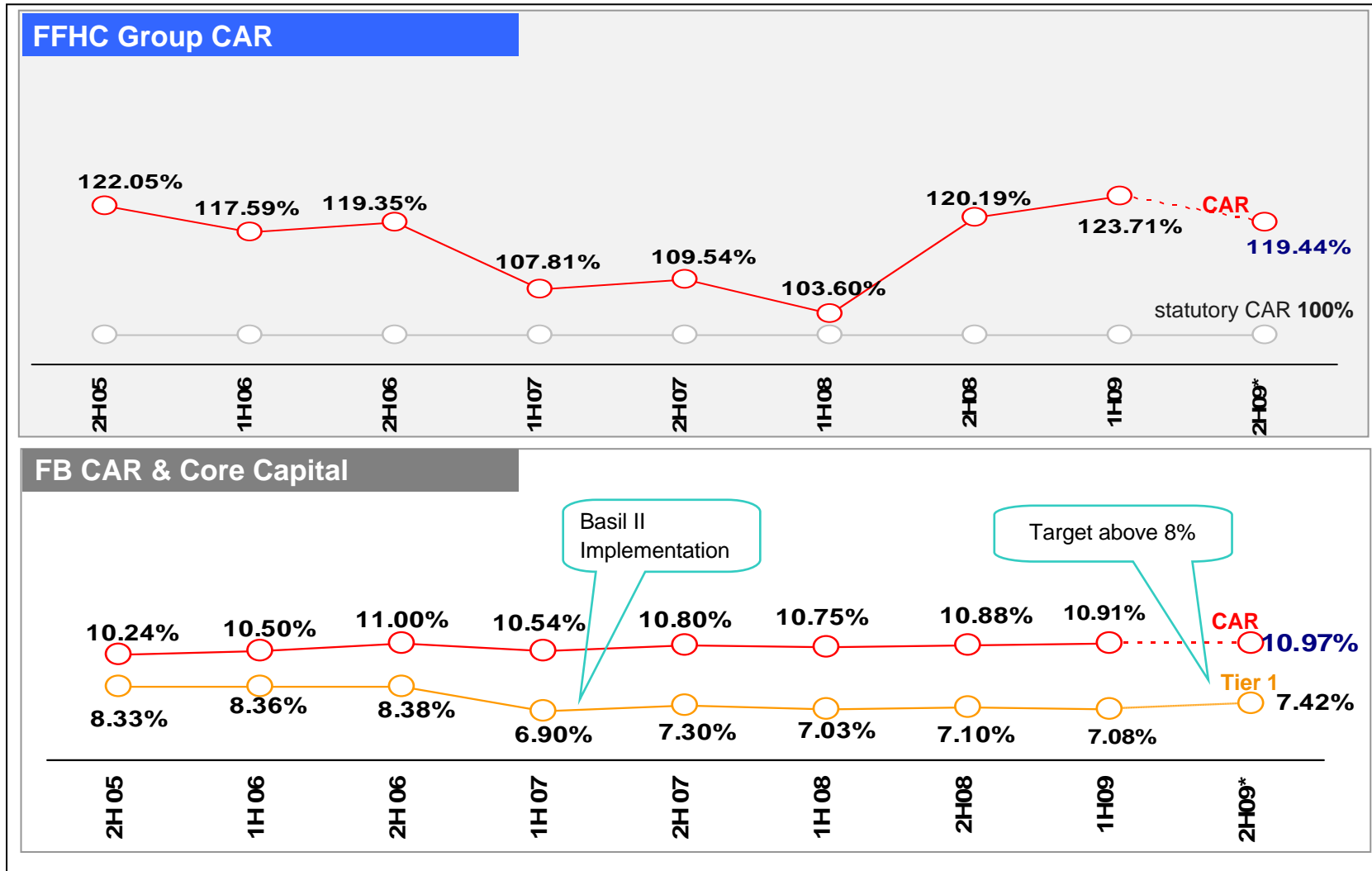


FFHC Dividend History (in NT\$ dollar)

	2004	2005	2006	2007	2008
Cash dividend	0.75	1.25	1.00	1.70	0.50
Stock dividend	0.50	0.25	0.20	0.12	0.25
Total dividend	1.25	1.50	1.20	1.82	0.75
Payout ratio	67.20%	61.73%	67.04%	88.35%	62.50%

* In 3Q2005, FFHC received a one-time disposal gain of NT\$5.4 bn for the sale of subsidiary Mingtai P&C. If including the one-time disposal gains, FFHC net income and EPS for 2005 were NT\$14.2 bn and NT\$2.43 respectively. If excluding the one-time disposal gains, FFHC net income and EPS were NT\$8.8 bn and NT\$1.51 respectively

CAR & Core Capital



- Tier-1 & CAR are preliminary results for 2H09.
- Leverage ceiling for holding companies in Taiwan: Double Leverage < 125% ; Debt Ratio < 30%



Preparation for SFAS 34

Implementation of New Accounting Rule

FB- 4Q09 NPL	Amt. (in NT mn)	Percentage (in %)
Secured Loan	8,769	60%
Unsecured Loan	5,846	40%
Total	14,615	100%
Provision Bal. - End of 4Q09	12,386	84.75% -coverage ratio

- As of end of 4Q09, FB's NPL ratio is 1.32%.
- Expected loss ratio =
Actual Total Sum (write-off+ loss on foreclosure + loss on NPL sold-out - recovery) / total loan balance = Y%
- Additional provisioning at year-end 09 served both purposes to better cope with potential impact of SFAS 34 in the future, and further raised coverage ratio to above 80% to meet FSC "healthy baby" criterion to enter China.
(=Y% x total loan balance of 2009)



Appendix

FFHC consolidated Income Statement

FFHC Consolidated Income Statement Summary in NT\$ million, NT\$, or %

	Full Year Re:			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
Interest income	43,428	49,354	50,080	8,927	6,783	6,847	6,959	50,080	29,516	-41.1%
Less: Interest expenses	(22,746)	(26,963)	(25,350)	(4,481)	(2,988)	(3,017)	(2,538)	(25,350)	(13,024)	-48.6%
Net interest income	20,683	22,392	24,730	4,446	3,795	3,830	4,421	24,730	16,492	-33.3%
Net service fee & commission	6,032	8,765	6,194	1,033	1,355	1,469	1,630	6,194	5,487	-11.4%
Net Insurance revenue	0	0	10,718	419	(634)	(715)	3,126	10,718	2,196	-79.5%
Gain on financial assets measured at fair value through P/L	1,801	2,828	(990)	4,551	(1,406)	896	476	(990)	4,517	556.3%
Gain on AFS financial assets	395	770	682	(20)	34	311	77	682	402	-41.1%
Gain on HTM financial assets	8	11	7	0	4	23	(47)	7	(20)	-385.7%
Income from equity invest.	434	319	5	13	36	(5)	68	5	112	2140.0%
Net gain on F/X	881	298	972	(3,267)	2,357	221	122	972	(567)	-158.3%
Others	4,344	4,311	2,319	869	952	316	1,162	2,319	3,299	42.3%
Net non-interest income	13,895	17,302	19,907	3,598	2,698	2,516	6,614	19,907	15,426	-22.5%
Net revenues	34,577	39,693	44,637	8,044	6,493	6,346	11,035	44,637	31,918	-28.5%
Provision for credit losses	(4,736)	(6,062)	(7,130)	(1,726)	(1,252)	(1,825)	(5,818)	(7,130)	(10,621)	49.0%
Reserve for insurance	0	0	(11,240)	(497)	626	698	(3,176)	(11,240)	(2,349)	79.1%
Operating expenses	(15,949)	(16,960)	(17,111)	(3,855)	(3,977)	(3,924)	(4,185)	(17,111)	(15,941)	-6.8%
Other expenses	0	0	0	0	0	0	0	0	0	--
Income from continued op. before tax	13,892	16,672	9,156	1,965	1,891	1,295	(2,144)	9,156	3,007	-67.2%
Income tax expenses	(3,883)	(4,187)	(2,079)	(360)	(366)	322	61	(2,079)	(343)	-83.5%
Income from continued op. after tax	10,009	12,485	7,077	1,606	1,525	1,617	2,083	7,077	2,665	-62.3%
Income from discontinued op., net of t	0	0	0	0	0	0	0	0	0	--
Cummulative effect of change in accounting principle	653	0	0	0	0	0	0	0	0	--
Consolidated net income	10,662	12,485	7,077	1,606	1,525	1,617	(2,083)	7,077	2,665	-62.3%
EPS ¹ (NT\$)	1.75	2.04	1.20	0.27	0.24	0.25	(0.32)	1.20	0.44	-63.3%
Net income attributable to parent	0	12,550	7,391	1,657	1,517	1,608	(2,032)	7,391	2,750	--
Minority interests	0	(65)	(314)	(51)	8	9	(51)	(314)	(85)	--

1. EPS is adjusted retroactively for stock dividends

FFHC Non-consolidated Income Statement

FFHC Non-consolidated Income Statement Summary in NT\$ million, NT\$, or %

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
Operating revenues										
Income from long-term investment	10,904	12,873	8,513	1,782	1,557	1,707	(1,877)	8,513	3,169	-62.8%
Other income ¹	380	394	280	7	244	4	3	280	258	-7.9%
Total revenues	11,284	13,267	8,792	1,789	1,801	1,711	(1,874)	8,792	3,427	-61.0%
Loss from long-term investment	(6)	(68)	(1,057)	(69)	7	16	(43)	(1,057)	(89)	91.6%
Operating expenses	(135)	(134)	(214)	(48)	(70)	(57)	(13)	(214)	(188)	12.1%
Other expenses and losses	(141)	(140)	(141)	(35)	(35)	(35)	(36)	(141)	(141)	0.0%
Income from continued op. before ta	11,002	12,925	7,381	1,637	1,703	1,635	(1,966)	7,381	3,009	-59.2%
Income from continued po. after tax	10,662	12,550	7,391	1,657	1,517	1,608	(2,032)	7,391	2,750	-62.8%
Income from discontinued op., net o	0	0	0	0	0	0	0	0	0	--
Net income	10,662	12,550	7,391	1,657	1,517	1,608	(2,032)	7,391	2,750	-62.8%
EPS ² (NT\$)	1.75	2.04	1.20	0.27	0.24	0.25	(0.32)	1.20	0.44	-63.3%

1. Including income other than long-term investment

2. EPS is adjusted retroactively for stock dividends

FFHC Balance Sheet

FFHC Balance Sheet Summary in NT\$ million or million shares

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
Non-consolidated Balance Sheet Data										
Long-term investment	98,224	99,502	97,985	104,132	99,988	105,285	103,493	97,985	103,493	5.6%
Total non-consolidated assets	106,598	110,476	104,664	106,831	109,203	108,380	106,400	104,664	106,400	1.7%
Total liabilities	5,413	5,410	5,217	5,269	8,432	5,481	5,360	5,217	5,360	2.7%
Total shareholders' equity	101,185	105,066	99,447	101,562	100,771	102,899	101,040	99,447	101,040	1.6%
Consolidated Balance Sheet Data										
Total consolidated assets	1,600,903	1,682,097	1,800,114	1,836,724	1,897,604	1,931,448	1,960,782	1,800,114	1,960,782	8.9%
Total liabilities	1,499,718	1,575,993	1,700,017	1,734,546	1,796,098	1,827,775	1,858,931	1,700,017	1,858,931	9.3%
Total shareholders' equity	101,185	106,104	100,097	102,178	101,506	103,672	101,851	100,097	101,851	1.8%
Parent's shareholders' equity	101,185	105,066	99,447	101,528	100,771	102,899	101,039	99,447	101,039	1.6%
Minority interests	0	1,038	650	650	735	773	812	650	812	--
Current shares outstanding	59,722	60,916	61,647	61,647	61,647	63,189	63,189	61,647	63,189	2.5%

*figures may not match due to rounding

FFHC Key Ratios

FFHC Key Ratios

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	3M	6M	9M	12M	2008	2009	Change
After-tax ROAA (Annualized ratio)	0.68%	0.76%	0.41%	0.36%	0.32%	0.32%	0.14%	0.41%	0.14%	-65.9%
After-tax ROAE (Annualized ratio)	11.08%	12.05%	6.86%	6.36%	5.84%	5.93%	2.64%	6.86%	2.64%	-61.5%
Double leverage ¹	97.07%	98.43%	102.47%	102.53%	99.43%	102.57%	102.43%	102.47%	102.43%	0.0%
Group CAR ²	119.35%	109.54%	120.19%	120.19%	123.71%	121.27%	119.44%	120.19%	119.44%	-0.6%

1. Double leverage ratio = Long-term investment / Equity

2. Preliminary result for Group CAR ratio in 3Q09 & 4Q09

FB Income Statement

FB Income Statement Summary in NT\$ million or %

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
Net revenue										
Net interest income	20,381	21,941	24,235	4,343	3,680	3,703	4,285	24,235	16,011	-33.9%
Net fee income	4,495	6,884	5,041	807	945	1,083	1,236	5,041	4,071	-19.2%
Net gain on ST invest.	316	413	(200)	7	108	261	204	(200)	580	390.0%
Net gain on LT invest.	830	1,446	900	12	22	348	(24)	900	358	-60.2%
Net gain on other fin. products	2,089	1,757	(658)	1,091	500	522	349	(658)	2,462	274.2%
Bad debts recovery	3,612	3,019	2,518	681	397	437	1,157	2,518	2,672	6.1%
Other net income	291	472	743	166	388	(151)	(107)	743	296	-60.2%
Net revenue	32,015	35,934	32,579	7,107	6,040	6,203	7,100	32,579	26,450	-18.8%
Operating expenses	(13,586)	(14,200)	(14,439)	(3,394)	(3,425)	(3,346)	(3,646)	(14,439)	(13,811)	-4.3%
Provision	(4,736)	(6,062)	(7,130)	(1,726)	(1,252)	(1,825)	(5,818)	(7,130)	(10,621)	49.0%
Income before tax	13,694	15,672	11,011	1,988	1,363	1,031	(2,364)	11,011	2,018	-81.7%
Income tax	(3,340)	(3,646)	(2,046)	(364)	(159)	383	152	(2,046)	12	-99.4%
Income after tax	10,354	12,026	8,965	1,624	1,204	1,414	(2,211)	8,965	2,030	-77.4%
Cummulative effect of change in accounting principle	563	0	0	0	0	0	0	0	0	--
Net income	10,918	12,026	8,965	1,624	1,204	1,414	(2,211)	8,965	2,030	-77.4%

FB Balance Sheet

FB Balance Sheet Summary in NT\$ million or %

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
Assets										
Cash/due from banks	178,988	165,118	179,084	190,968	199,262	189,709	223,793	179,084	223,793	25.0%
Fin. Assets measured at fair value through P/L	42,795	37,202	53,304	51,572	42,767	40,983	29,756	53,304	29,756	-44.2%
AFS financial assets	82,636	61,258	51,998	55,518	55,535	59,018	64,977	51,998	64,977	25.0%
HTM financial assets	213,747	217,898	229,985	272,915	374,402	360,836	419,431	229,985	419,431	82.4%
LT investments under equity method	2,369	2,362	2,322	2,394	2,349	2,297	2,313	2,322	2,313	-0.4%
Account receivables	21,295	21,876	39,871	50,454	42,587	66,942	41,749	39,871	41,749	4.7%
Loans, net	972,045	1,071,171	1,160,173	1,131,384	1,102,340	1,133,553	1,095,744	1,160,173	1,095,744	-5.6%
Properties and equipments, net	23,387	23,601	23,211	23,052	22,977	22,897	22,794	23,211	22,794	-1.8%
Others	36,761	25,862	71,992	24,007	22,048	21,042	21,195	71,992	21,195	-70.6%
Total assets	1,574,022	1,626,348	1,811,940	1,802,264	1,864,267	1,897,277	1,921,752	1,811,940	1,921,752	6.1%
Liabilities										
Deposit and remit.	1,219,889	1,260,175	1,384,753	1,434,700	1,485,189	1,466,915	1,519,949	1,384,753	1,519,949	9.8%
Other liabilities	267,008	276,431	337,696	276,022	291,952	338,285	311,928	337,696	311,928	-7.6%
Total liabilities	1,486,897	1,536,607	1,722,449	1,710,722	1,777,141	1,805,200	1,831,877	1,722,449	1,831,877	6.4%
Stockholders' equity	87,125	89,741	89,491	91,542	87,126	92,077	89,875	89,491	89,875	0.4%
Total liabilities and stockholders' equity	1,574,022	1,626,348	1,811,940	1,802,264	1,864,267	1,897,277	1,921,752	1,811,940	1,921,752	6.1%

FB Key Ratios

FB Key Ratios

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	3M	6M	9M	12M	2008	2009	Change
Loan to deposit spread	2.04%	1.98%	1.91%	1.32%	1.25%	1.22%	1.26%	1.91%	1.26%	-0.65%
Net Interest Margin	1.51%	1.50%	1.55%	1.09%	0.98%	0.94%	0.95%	1.55%	0.95%	-0.60%
Cost to income ratio	42.43%	39.52%	44.32%	47.75%	51.87%	52.52%	52.22%	44.32%	52.22%	7.90%
Loan to deposit ratio ¹	78.25%	82.34%	84.54%	78.19%	73.65%	76.68%	76.34%	84.54%	76.34%	-8.20%
NPL ratio	1.57%	1.50%	1.45%	1.55%	1.56%	1.53%	1.32%	1.45%	1.32%	-0.13%
Coverage ratio	52.15%	53.84%	55.36%	54.47%	54.87%	55.92%	84.75%	55.36%	84.75%	29.39%
CAR ²	11.00%	10.80%	10.88%	10.88%	10.91%	11.19%	10.97%	10.88%	10.97%	0.09%
Tier-1 ²	8.38%	7.30%	7.10%	7.10%	7.08%	7.55%	7.42%	7.10%	7.42%	0.32%
ROAA ³	0.71%	0.75%	0.52%	0.36%	0.32%	0.31%	0.11%	0.52%	0.11%	-78.85%
ROAE ³	13.32%	13.60%	10.01%	7.16%	6.40%	6.27%	2.26%	10.01%	2.26%	-77.42%

1. Loan to deposit ratio = total loan / total deposit

2. Preliminary results for 3Q,4Q09

3. Annualized figures.

FB Loan Quality

FB NPL Migration in NT\$ million or %

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
NPL- beginning	15,482	15,406	16,234	16,916	17,665	17,380	17,450	16,234	16,916	4.2%
Net new NPL influx	3,557	5,738	6,420	2,199	942	1,601	34	6,420	4,776	-25.6%
Net write-offs	(3,633)	(4,910)	(5,738)	(1,450)	(1,227)	(1,531)	(2,869)	(5,738)	(7,077)	23.3%
NPL- ending balance	15,406	16,234	16,916	17,665	17,380	17,450	14,615	16,916	14,615	-13.6%
Allowance for loan loss- beginning	8,108	8,035	8,740	9,365	9,623	9,536	9,759	8,740	9,365	7.2%
Provisions for loan loss	3,534	5,602	6,517	1,668	1,172	1,772	5,539	6,517	10,151	55.8%
Net write-offs	(3,633)	(4,910)	(5,738)	(1,450)	(1,227)	(1,531)	(2,869)	(5,738)	(7,077)	23.3%
Others	26	14	(155)	41	(32)	(19)	(43)	(155)	(53)	-65.8%
Allowance for loan loss- ending	8,035	8,740	9,365	9,624	9,536	9,759	12,386	9,365	12,386	32.3%
NPL ratio	1.57%	1.50%	1.45%	1.55%	1.56%	1.53%	1.32%	1.45%	1.32%	-0.1%
Coverage ratio	52.15%	53.84%	55.36%	54.47%	54.87%	55.92%	84.75%	55.36%	84.75%	29.4%

FB NPL Migration by Sectors

	4Q08	1Q09	2Q09	3Q09	4Q09
Individual ¹	1.47%	1.59%	1.50%	1.37%	1.17% ↓
Mortgage	1.30%	1.43%	1.38%	1.25%	1.06% ↓
Large Corp.	1.54%	1.66%	1.55%	1.43%	1.41% ↓
SME	2.00%	2.31%	2.22%	2.23%	1.73% ↓
Domestic	1.43%	1.58%	1.51%	1.42%	1.28% ↓
Overseas	1.53%	1.36%	1.87%	2.28%	1.59% ↓
Total	1.45%	1.55%	1.56%	1.53%	1.32% ↓

1. Individual mortgage and non-mortgage loan included

First Sec. Operating Report

First Sec Financial Results Summary

in NT\$ million or %

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
First Sec Income Statement Summary										
Total operating income										
Brokerage commission	943	1,294	731	144	299	265	278	731	986	34.9%
Net interest income	365	561	423	55	72	82	95	423	304	-28.1%
Underwriting commission	11	76	24	3	7	8	12	24	30	25.0%
Priciple transaction gains, net	126	972	(632)	117	392	176	156	(632)	841	233.1%
Other operating income	50	8	139	84	(32)	74	81	139	207	48.9%
Total operating income	1,495	2,911	685	403	738	605	622	685	2,368	245.7%
Total operating expenses	(1,475)	(1,668)	(1,183)	(298)	(392)	(380)	(392)	(1,183)	(1,462)	23.6%
Non-operating income	207	(42)	(67)	24	(23)	40	46	(67)	87	-229.9%
Income before tax	277	1,200	(565)	129	323	265	276	(565)	993	75.8%
Income tax	(125)	(100)	(72)	(7)	(14)	(57)	(15)	(72)	(93)	29.2%
Cummulative effect of change in accounting principl	72	0	0	0	0	0	0	0	0	--
Net income	224	1,100	(637)	122	309	208	261	(637)	900	241.3%
First Sec Balance Sheet Summary										
Total assets	16,582	16,316	14,283	12,961	12,556	14,678	15,509	14,283	15,509	8.6%
Total liabilities	10,758	9,406	8,014	6,571	5,830	7,768	8,339	8,014	8,339	4.1%
Total shareholders' equity	5,824	6,910	6,269	6,390	6,726	6,910	7,170	6,269	7,170	14.4%
First Sec Key Ratios										
ROAE (Annualized)	3.90%	17.28%	-9.67%	7.68%	21.94%	12.95%	13.40%	-9.67%	13.40%	238.6%
ROAA (Annualized)	1.39%	7.28%	-4.03%	3.40%	5.94%	5.52%	6.56%	-3.93%	6.56%	266.9%
Brokerage market share	2.07%	1.54%	1.51%	1.67%	1.68%	1.75%	1.77%	1.51%	1.77%	0.3%
Margin loan market share	2.15%	2.09%	2.15%	2.22%	2.13%	2.14%	2.09%	2.15%	2.09%	-0.1%

1. Non-consolidated basis

FSITC Operating Report

FSITC Income Statement Summary in NT\$ million or %

	Full Year Results			2009 Quarterly				Year-over-Year Comparison		
	2006	2007	2008	Q1	Q2	Q3	Q4	2008	2009	Change
Total operating income										
Management fee	553	600	444	84	104	114	132	444	434	-2.3%
Sales service fee	9	13	4	0	1	0	1	4	2	-50.0%
Total operating income	562	613	448	84	105	114	133	448	436	-2.7%
Operating expenses	(297)	(328)	(273)	(60)	(72)	(70)	(89)	(273)	(291)	6.6%
Non-operating income	29	22	(38)	2	0	4	(1)	(38)	5	113.2%
Income before tax	294	307	137	26	33	48	43	137	150	9.5%
Income tax	(67)	(73)	32	(6)	(10)	26	(11)	32	(1)	103.1%
Income after tax	226	234	169	20	23	74	32	169	149	-11.8%
Cummulative effect of change in accounting principles	1	0	0	0	0	0	0	0	0	--
Net income	227	234	169	20	23	74	32	169	149	-11.8%

FSITC Balance Sheet Summary

Total assets	1,167	1,185	1052	1,067	965	1,019	1,109	1052	1,109	5.4%
Total liabilities	186	183	78	74	98	74	130	78	130	66.7%
Total shareholders' equity	981	1,003	973	993	867	945	979	973	979	0.6%

FSITC Key Data & Ratios

AUM	121,130	100,667	91,238	103,445	107,115	105,790	106,506	91,238	106,506	16.7%
AUM Ranking	4	12	7	8	6	6	8	7	8	--
ROAE(Annualized ratio)	26.20%	23.58%	16.95%	8.12%	9.40%	16.33%	15.30%	16.95%	15.30%	-9.7%
ROAA(Annualized ratio)	20.21%	19.89%	14.95%	7.52%	8.56%	15.10%	13.80%	14.95%	13.80%	-7.7%

**First-Aviva Financial Results Summary
in NT\$ million or %**

	Full Year Result	2009 Quarterly				Year-over-Year Comparison		
	2008	Q1	Q2	Q3	Q4	2008	2009	Change
Income Statement Summary								
Operating Revenue	11,650	520	250	432	3,726	11,650	4,928	-57.7%
Premium income	11,607	446	107	279	3,643	11,607	4,475	-61.4%
Other insurance income	26	0	1	10	2	26	13	-50.0%
Net Investment Income	17	74	142	143	81	17	440	2488.2%
Operating Cost	(11,920)	(538)	(178)	(340)	(3,734)	(11,920)	(4,790)	-59.8%
Reinsurance commission	0	0	0	0	1	0	1	--
Reserves	(11,540)	(497)	626	698	(3,175)	(11,540)	(2,348)	79.7%
Claims	(251)	(31)	(797)	(1,022)	(522)	(251)	(2,372)	--
Commission	(129)	(10)	(6)	(17)	(37)	(129)	(70)	-45.7%
Others	0	0	(1)	1	(1)	0	(1)	--
Operating Expenses	(371)	(88)	(55)	(73)	(98)	(371)	(314)	-15.4%
Sales related expenses	(51)	(5)	(7)	(5)	(22)	(51)	(39)	-23.5%
Management expenses	(320)	(82)	(49)	(68)	(76)	(320)	(275)	-14.1%
Profit/Loss of Operation	(641)	(105)	16	19	(106)	(641)	(176)	-72.5%
Non-Operating Profit	0	1	0	1	0	0	2	--
Profit/Loss Before Tax	(641)	(104)	16	19	(106)	(641)	(174)	-72.9%
Income tax	0	0	0	0	0	0	0	--
Net Income after tax	(641)	(104)	16	19	(106)	(641)	(174)	-72.9%
Balance Sheet Summary								
Total Assets	13,208	13,532	13,072	12,388	17,127	13,208	17,127	29.7%
Total Shareholders' Equity	1,327	1,327	1,500	1,578	1,657	1,327	1,657	24.9%
ROAE(Annualized ratio)	-48.30%	-31.40%	-12.44%	-6.33%	-11.68%	-48.30%	-11.68%	-75.8%
ROAA(Annualized ratio)	-4.85%	-3.12%	-1.34%	-0.72%	-1.15%	-4.85%	-1.15%	-76.3%

* FFHC claims 51% of First-Aviva operating results, a net loss of NT\$ 89 mn was recognized for 2009.