一、業務內容 Business Description

(一)各業務別經營之主要業務 Major Business

業務別 Business Item	主要業務 Major Business
財富管理業務 Wealth Management Business	針對高淨值客戶，透過理財業務人員，依據客戶需求作財務規劃或資產配置，提供本行經主管機關核准經營業務範圍內之各種金融商品及服務。 With Respect to High Net Worth Customers, the Personnel of Wealth Management Provide the Financial Planning or Allocation of Assets Per Customers' Requirements and Offer Various Financial Products and Services Included in the Bank's Business Lines Approved by the Competent Authority.
授信業務 Loan Business	消費金融商品：房屋貸款、簡易信用貸款、週轉金貸款、個人消費性貸款、就學貸款、信用卡及特約商店收單業務等。 Consumer Banking Product：Mortgage Loans, Simple Credit Loans, Operating Fund Financing, Individual Credit Loans, Tuition Loan, Credit Cards and Credit Card Processing etc.
	企業金融商品：週轉資金貸款、資本支出貸款、專案貸款、開發國內信用狀、電子押標金(履約保證金)擔保信用狀開狀暨押匯、供應鏈融資、保證及承兌業務等。 Corporate Banking Product：Operating Fund Financing, Loans for Capital Expenditure, Project Loans, Issuance of Local Letters of Credit, Electronic Bid Bonds (Performance Bonds), Letter of Credit Issuance, Export Negotiation, Supply Chain Financing, Guarantees and Acceptances etc.
電子金融業務 Electronic Financial Business	晶片金融卡、網路銀行、網路ATM、電話語音、金融電子資料交換轉帳（金融EDI）、市庫電子支付等業務。 Chip Combo Card, Internet Banking, Web ATM, Telephone Voice Service, Financial Electronic Data Interchange, Electronic Payment System of Kaohsiung City Treasury, etc.
外匯業務 Foreign Exchange Business	出口、進口、匯出及匯入匯款、外匯存款、外幣貸款及外幣擔保付款之保證業務、國際應收帳款承購業務、衍生性金融商品交易及OBU外匯支票存款業務。 Export, Import, Outward and Inward Remittance, Foreign Currency Deposit, Foreign Currency Loans, and Payment Secured by Foreign Currency, Without Recourse Factoring, Transaction of Derivative Financial Products and OBU Foreign Check Deposit Business.
信託業務 Trust Business	不動產信託、有價證券信託、金錢信託、金錢債權及其擔保物權信託、擔任遺囑執行人及遺產管理人，以信託方式辦理全權委託投資業務；代理有價證券發行、轉讓、登記及股息利息紅利之發放事項；提供有價證券發行、募集之顧問服務；有價證券簽證業務、保管業務及保管箱出租業務等 Trust of Real Estate, Trust of Securities, Money Trust, Trust of Money Claim and Guaranted Right of Object, Assumption of Executor and Administrator Of Estates of Deceased Person, Discretionary Investment Business, Act as Agent for Issuance, Transfer and Registration of Marketable Securities, and Payment and Distribution of Dividends, Interests and Bonus, Provide Advisory Service on Issuance and Offering of Marketable Securities, Subscription Business of Portfolio, Custody Services, Safe-Deposit Box Rental Service etc.
投資業務 Investing Business	買賣股票、基金受益憑證、短期票券、固定收益特別股、中央銀行可轉讓定期存單、公債、公司債、受益證券及資產基礎證券等。 Transactions of Stocks, Beneficiary Certificates for Funds, Short-Term Bills, Preferred Stocks with Fixed Income, Negotiable Certificate of Deposit of the Central Bank, Government Bond, Corporate Bond, Beneficiary Securities and Asset-Backed Securities.

(二)主要業務資產占總資產之比重及其變化情形 Weightings and Changes of Key Business Assets against Total Assets

單位：新台幣百萬元，%；Unit：NT$ Million,%

主要業務項目 Major Business	2010.12.31		2009.12.31	
	金（餘）額 Amount	占資產比率 %	金（餘）額 Amount	占資產比率 %
資產總額 Total Assets	214,963	100.00	186,130	100.00
消費金融業務 Consumer Banking Business	53,983	25.11	47,980	25.78
企業金融業務 Corporate Banking Business	119,070	55.39	91,685	49.26

(三) 各項業務收入占總收入之比重及其變化情形

Weightings and Changes of Key Business Revenue against Total Operating Revenue

單位：新台幣百萬元，%；Unit：NT$ Million, %

項目 Item	2010.01.01-2010.12.31		2009.01.01-2009.12.31	
	金額 Amount	比率 %	金額 Amount	比率 %
總收入 Total Operating Revenue	4,330	100.00	4,837	100.00
財富管理業務收入 Revenue on Wealth Management Business	139	3.21	98	2.03
授信業務收入 Revenue on Loan Business	2,571	59.38	2,459	50.85
電子金融業務收入 Revenue on Electronic Financial Business	26	0.61	23	0.47
外匯業務收入 Revenue on Foreign Exchange Business	58	1.35	19	0.40
信託業務收入 Revenue on Trust Business	131	3.02	104	2.15
投資業務收入 Revenue on Investing Business	719	16.61	767	15.85

(四)100年度經營計畫

1. 強化風險管理計畫

運用徵授信電子化系統(E-Loan)、台灣企業信用風險指標(TCRI)控管信用風險；損失資料庫通報系統(LDC)與關鍵風險指標系統(KRI)及風險控制自評系統(RCSA)監控作業風險；台灣經濟新報(TEJ)風險值(VaR)評估系統，輔以Bloomberg系統評估市場風險；並採用資產負債管理系統(ALM)協助最適資產負債配置及管理流動性風險。

2. 積極催理逾期放款，持續降低本行逾放比率

加強催理逾期戶、催收戶及呆帳轉銷戶，提高催理績效，以加速收回逾期放款，挹注營運資金，增加收入，並強化對未列報逾期放款借戶之控管，期能迅速掌握客戶動態，將逾期放款之發生率降至最低。

3. 作業自動化，以降低成本，提升作業效率及客戶服務品質

隨著資訊化時代來臨，電腦資訊設備推陳出新，本行規劃全面更新全行作業平台系統，以更有效率的電腦化作業，取代制式重覆性人工作業，使人力資源發揮更大效率，拓展電子化業務，提供更完整之電子商務環境，加強提供客戶即時資訊與專業服務。

4. 深耕中小企業放款業務

因應整體金融環境之改變，及為積極提升本行自有資本比率，明訂為重點業務，持續拓展並深耕中小企業放款業務，期定位於「在地銀行」，深入地方，扶植在地企業，穩健成長。

Business Plan for 2011

1.Strengthen Risk Management Plan

The Bank use E-loan system and Taiwan corporate credit Risk Index (TCRI) manage credit risk; Loss Data Collection System (LED), Key Risk Indicators (KRI) and Risk and Control Self-Assessment (RCSA) to monitor and control the operational risk; TEJ VaR evaluation system and Bloomberg information system to measure the market risk.and use ALM system to optmize asset-liability allocation and manage liquidity risk.

2. Endeavor to Collect NPL and Continue Reducing the Bank's NPL Ratio

The Bank makes every endeavor to collect NPL, account receivable overdue and bad loan to upgrade the collection performance. The Bank accelerates collection of NPL so that it will inject the working fund to increase revenue and also strengthens the control over customers who have not yet been listed as NPL accounts, in hope of controlling customers' development rapidly and reducing NPL ratio as possible as it can.

3. Adopt Operation Automation to Reduce Cost and Upgrade Operating Efficiency and Customer Service Quality

Following the coming of information era, new arrivals for computer information equipment are released on an on-going basis. The Bank is scheduled to update the operation platform system throughout the Bank to develop more effective computerized operation, replace the standardized and repeated manual operation, enable human resources to be utilized more efficiently, develop e-business, provide more complete e-commercial environment, and enhance the provision of real-time and professional service to customers.

4. Develop Loan to SMEs More Thoroughly Business

To deal with the change in the entire financial environment and increase the Bank's self-own capital ratio, the Bank expressly defines the key business and continues developing and solidifying the loan to SMEs, in the hope of helping the local enterprises grow stably in the capacity of a "local bank".

5. 拓展財富管理業務

金融海嘯後，全球股市在各國政府持續挹注資金下，經濟已緩步復甦，本行將持續提升理財業務人員專業素養，嚴選穩健型保險商品為核心，搭配成長型基金，提供客戶優質之服務。

(五)市場分析

1. 本行業務經營之地區

本行以國內市場為主，截至99年底止，有39處經營據點(不含OBU)，主要位於高雄市29處，屏東市、台南市、台中市、桃園市及新竹市各1處，新北市2處及台北市3處。

2. 本行所處市場未來之供需狀況與成長性

(1)市場未來之供需狀況

隨著金融海嘯漸息，國際經濟景氣逐步復甦，政府推出各項提振景氣措施，如愛台十二建設及六大新興產業、簽署ECFA、大幅開放陸客來台觀光等，在政府及全體國人共同努力下，各項經濟指標均穩定提升，惟物價及房地產價格亦逐步攀升，中央銀行已開始調整貨幣政策，希望引導市場利率回升，以維持國內物價穩定。

國內銀行業在兩岸簽署「海峽兩岸經濟合作架構協議」(ECFA)後，為解決為數眾多台商之企業融資需求，積極登陸設立營業據點，有助於我國銀行業進一步發展。

(2) 本行之成長性

本行在歷經金融海嘯之後，99年在國內外景氣逐漸回溫之下，營運及獲利情況迅速恢復正常。展望100年獲利仍可望穩定發展，惟100年1月34號公報的實施，將侵蝕本行100年度盈餘，爰積極規劃增加資本因應，調整資產負債配置，並調升中小企業放款及非房貸業務比重，改善存款結構，以降低資金成本，增加收益；並持續推展財富管理業務，提高手續費收入，以期提高本行整體之經營績效。

3.本行競爭利基

本行最大競爭優勢為「小而專業」、「小而優質」，經營策略靈活、彈性、資產品質良好、深耕地方，具有豐沛的在地人脈。縣市合併後，代理公庫業務整合的優勢、就學貸款的潛在客群。

5. Develop Wealth Management Business

Governments all over the world simultaneously resolved to inject fresh capital following the global financial crisis; as a result, stock markets stabilized and economic activities are starting to recover. The Bank shall continuously raise the professional standards of its financial consultants, select prudent insurance products with growth funds, and offer quality services to our customers.

Market Analyses

Regions Where the Bank Operates

The Bank focuses primarily on the domestic market. Until the end of 2010, the Bank has 39 business units (exclusive of OBU), 29 of which are located in Kaohsiung City, 1 in Pingtung City, Tainan City, Taichung City, Taoyuan City, and Hsinchu City, 2 in New Taipei City and 3 in Taipei City.

Future Supply and Demand and Growth of the Market in which the Bank is Engaged

Future supply and demand of market

As the worldwide financial crisis dissipated and the global economy back on track to recovery, the government launched several economic stimulus policies such as the Twelve Taiwan construction Projects supports to the 6 major emerging industries, ECFA signing, and deregulation on incoming Chinese tourists etc. With the joint efforts from both the public and the private sectors, most of the nation's economic indicators had stabilized and improved progressively, despite being accompanied by surges in commodity and housing prices. The Central Bank had begun adjusting its monetary policies in hope to raise the market interest rate and maintain the stability of domestic commodity prices.

After the signing of the "Economic Cooperation Framework Agreement" (ECFA) between China and Taiwan, the local banking industry had taken initiative to establish their presence in China, in an attempt to offer corporate banking service to an enormous number of Taiwanese enterprises. ECFA is believed to create whole new opportunities and facilitate further developments to the local banking industry.

Growth of the Bank

Through the worldwide financial crisis, the bank's operations and profitability quickly recovered in 2010 as did the domestic and world economy. Profitability is expected to remain consistent in 2011; however, the implementation of the Statements of Financial Accounting Standards No.34 in Jan. 2011 will inevitably erode the bank's 2011 earnings. To respond to this expectation, the bank seeks to improve its overall business performance by raising additional capital, adjusting assets and liabilities allocation, increasing loan to SMEs and non-mortgage services, and improving deposit compositions for lower funding costs and higher revenues. The Bank will also focus on promoting wealth management services to increase fee-based income.

The Bank's Competitive Niche

The Bank's strength is "small but professional ", "small but outstanding" with flexible operating strategies, fair asset quality, rich local public relationship. After the consolidation of the Kaohsiung City and County, the bank has advantage in public treasury services and is able to tap into great potential of tuition loan.

4.本行發展遠景之有利、不利因素與因應對策

(1)有利因素

A. 高雄市政府持股達46%，經營權穩定，並提供穩健之存、放款業務資源。

B. 配合大高雄地區產業規模特性，深耕中小企業多年，客戶層基礎良好，放款規模逐年成長，營造市場定位價值。

C. 持續積極發展財富管理業務，提高手續費收入比例，分散獲利來源。

D. 原高雄縣市合併，各項資源互補，發揮乘數效應，提升新高雄市之競爭力，提供本行發展之契機。

(2)不利因素

A. 活存比率較同業低，資金成本稍高，降低獲利空間。

B. 資產規模小，市場議價能力低，易受同業競爭，縮小利差空間。

C. 兩岸簽署ECFA，金融環境陸續開放，面臨「大型化」同業之競爭加劇。

(3)因應對策

A. 持續招攬低利資金，改善存款結構，降低資金成本。

B. 建置「資產負債管理系統暨資金移轉計價系統」，調整資產負債產品組合，導向合理風險，並促進資金移轉之合理訂價，擴大存放款利差。

C. 加強提高中小企業放款比例，扶植本土中小企業成長，增加本行收益，創造雙贏。

Advantageous and Disadvantageous Factors of the Bank's Prospect, and Response Measures

Favourable Factors

A.The Kaohsiung City Government holds 46% of the Bank's ownership interest, providing stable management as well as consistent sources of deposit and loan businesses.

B.The bank has capitalized on the distinct industry characteristics of the Kaohsiung region, and developed its loan to SMEs for many years. It has accumulated a customer base that generates consistent revenues, and a loan portfolio that grows progressively year after year. The Bank is well-positioned in the local market.

C.The Bank is actively developing the wealth management business for higher fee-based income and diversifies earnings.

D.Consolidation of the Kaohsiung City and County facilitates each other with complement in resources. This is expected to produce synergistic effects, raising the competitiveness of Kaohsiung, City and giving the Bank a brand new opportunities.

Unfavourable Factors

A.Compared to industry peers, the Bank has lower demand deposit ratio results in higher funding costs and lower profitability.

B.Small business size and weak bargaining power makes the Bank susceptible to market competition and lower interest margins.

C. The signing of ECFA between China and Taiwan leads to further deregulation of the financial environment. The bank will face more intensive "conglomerate" competition.

Response Measures

A.Attract low-cost fund and improve current depositary structure to reduce funding costs.

B.Install the "Asset and Liability Management and Fund Transfer Pricing System" to adjust the composition of asset and liability products, and achieves risk rationalization, and broader deposit/loan margin by determining reasonable pricing for fund transfers.

C.Increase the weight of loans to small and medium enterprises. Support loan to SMEs growth while generating additional revenues.

(六)金融商品研究與業務發展概況

Overview of Research and Business Development of Financial Products

1.最近2年度主要金融商品及增設之業務部門及其規模與損益情形

The Scale and Performance of Major Financial Products and Corresponding New Functional Units in the Past Two Years

(1)主要金融商品規模

Scale of Major Financial Products

單位：新台幣百萬元；Unit：NT$ Million

主要金融商品 Major Financial Products	2009.12.31 餘額 Balance	2010.12.31 餘額 Balance	2011.03.31 餘額 Balance
中小企業貸款 Loan to SMEs	27,017	32,751	34,590
就學貸款 Tuition Loan	6,322	6,597	6,392
簡易信用貸款 Simple Credit Loans	1,839	1,741	1,603
特定金錢信託投資國內外有價證券 Specific Money Trusts Earmarked for Investing Foreign and Domestic Securities	18,999	18,012	18,207
信託資產 Trust Assets	19,568	18,500	18,758

(2) 增設業務部門：無。

New Business Units: None.

2.最近2年度研究發展支出、成果及未來發展計畫

Expenditure & Results of R & D in the Past Two Years and Future Plans

(1)研究發展支出

Expenditure of R & D

單位：新台幣百萬元；Unit：NT$ Million

年度 Year	2010	2009
金額 Amount	0.65	0.66

(2)研究發展成果

Results of R & D

業務別 Business Item	金融商品 Financial Products
存款業務 Deposit Business	開辦媒體交換自動轉帳（ACH）、全國性繳稅、費業務及代售黃金業務等。 Automated Clearing House, National Tax Payment Business, and Agent for Sales of Gold.
授信業務 Loan Business	開辦「簡易信用貸款」、「金低利優質房貸專案」、「高高屏轄區內企業專案融資方案」、「小蝦米商業貸款」、「電子押標金(履約保證金)擔保信用狀開狀暨押匯」、「供應鏈融資」、「流通服務業優惠貸款」、「中小企業災害復舊專案貸款」及「國內應收帳承購業務」等。 “Simple Credit Loans”, “Low-Interest Mortgage Campaign Project”, “Funding Program for Enterprises in Jurisdiction of Kaohsiung City, Kaohsiung County and Pingtung County”, “Small Commercial Loan”, ”Electronic Bid bonds (Performance Bonds), Letter of Credit Issuance, Export Negotiation”, “Supply Chain Financing “, “Preferential Loan to Logistic Service” , “Project for Loan for Restoration of Disasters for SMEs” and “Domestic Factoring” etc.
外匯業務 Foreign Exchange Business	開辦「外幣外銷貸款」、「無本金交割美元對人民幣遠期外匯交易」、「新台幣匯率選擇權」、「外幣組合式商品業務」、「人民幣現鈔買賣業務」、「六六大順利卡多優惠存款」及「OBU外匯支票存款」。 “Foreign Currency Export Loans”, “USD CNY Non-Delivery Forward Business”, “NTD Exchange Options, Foreign Currency Structured Product”, “CNY Cash Exchange”, “Lucky Deposit Plan of Privileged Intrest”, and “OBU Foreign Exchange Check Deposit Business”.
信託業務 Trust Business	開辦「特定金錢信託投資國內外有價證券－期貨信託基金」業務、不動產(房屋合建)信託、不動產(財產管理)信託、單獨管理運用金錢信託、公寓大廈管理基金信託、公職人員財產信託、金錢債權及其擔保物權信託、擔任遺囑執行人及遺產管理人業務及信託資金集合管理運用帳戶業務等。 Processing the Business for “Specific Money Trusts Earmarked for Investing Foreign and Domestic Securities－Futures Trust Fund”, Trust of Real Estate for Co-Construction of Houses and Property Management, Independent Management and Employment of Money Trust, Trust of Administrative Fund of Apartment Buildings, Civil Servant’s Property Trust, Trust of Money Claim and Guaranted Right of Object, Assumption of Executor and Administrator of Estates of Deceased Person and Collective Trust Fund Management and Employment Account.
電子化業務 Electronic Business	晶片金融卡業務、市庫電子支付業務、共同基金語音服務業務、網路ATM業務、金融EDI、金融XML系統收款行作業平台及銀聯卡在國內ATM收單業務等。 Chip Combo Card, Electronic Payment System of Kaohsiung Municipal Treasury, Mutual Fund Telephone Voice Service, Web ATM, Financial EDI, Financial XML–based operating Platform for Collecting Banks, and Domestic ATM Acquiring Affairs in UnionPay Card etc.

(3) 未來研究發展計畫及預計投入之研發費用　　Future Plans of R & D

單位：新台幣百萬元；Unit：NT$ Million in 2011.03.31

最近年度計畫 Plans of R & D	目前進度 Progress	應再投入之研發費用 Fees of R& D	完成時間 Time of Work-Down	未來研發得以成功之主要影響因素 Key Point of Success
金融XML收付款作業系統 Financial XML–Operating System For Collections And Payments	簽約中 Under conclusion of contract	4.12	100.6.10	無 None
SWIFT 應用系統提升 SWIFT Application System Upgrade	規劃中 Under planning	1.00	101.3.31	無 None
入侵偵測防禦系統更新 Intrusion Detection Defense System Renewal	規劃中 Under planning	2.30	100.7.31	無 None

(七)長短期業務發展計畫

1.短期業務發展計畫

(1)授信業務

A.為積極推展中小企業放款，並控管風險，持續推動移送中小企業信用保證基金保證業務。推展策略包括調整授權，提高營業單位送保意願，並訂定相關獎勵方案。

B.加強拓展消費金融業務，推出具有市場競爭力之「金低利優質房貸專案」、擴大簡易信用貸款對象及其資格條件，並適度調高最高貸款額度。

C.配合高雄市政府發展經濟，振興產業之政策，繼續辦理「高高屏轄區內專案融資方案」及「小蝦米商業貸款」，真正做到扶植中小企業之「在地」「專業」與「優質」的銀行。

(2)信託業務

積極拓展「單獨管理運用金錢信託業務」、「公寓大廈管理基金信託業務」、「不動產（房屋合建）信託業務」、「有價證券信託業務」。

(3)存款業務

A.推展金融EDI業務：建置金融EDI加值網。

B.提供完善之企業資金電子支付系統：建構金融XML系統收款行作業平台。

Plans for Business Development

Short-Term Business Development Plan

Loan Business

A.In order to promote the loan to SMEs aggressively and control risk, the Bank continues promoting transfer of SMEs credit guarantee fund business. The promotional strategies include adjustment of license and drafting the incentive programs to upgrade business entities' willingness to be enrolled in the programs.

B.Strengthen consumer banking by promoting the competitive "Low-Interest Mortgage Campaign Project", widening the eligibility of Simple Credit Loans, and flexibly adjusting the maximum loan quantum.

C.To cope with Kaohsiung City Government's policy to develop the economy and boost industry, the Bank continued to transact the "Funding Program for Enterprises in Jurisdiction of Kaohsiung City, Kaohsiung County and Pingtung County" and "Small Commercial Loan" to fulfill its goal of being a "local", "professional" and "outstanding" bank to help SMEs.

Trust Business

Dedicated to developing the "independent management and employment of money trust", "trust of administrative fund of apartment buildings" , "trust of real estate trust for co-construction of houses" , "trust of securitits".

Deposit Business

A.Develop financial EDI business: establish financial EDI value-added network.

B.Offer a sound environment for transferring corporate funds: establish a financial XML–based operating platform for collecting banks.

(4)外匯業務

推展外匯存款業務：向主管機關申請開辦「外匯零存整付定期存款」、「定期定額外匯活期存款」業務。

(5)財富管理業務

積極採取小眾行銷策略，深入接觸各機關團體、學校及公司行號等基層民眾，協助理財業務人員拓展不同客戶族群。

2.長期業務發展計劃

(1)授信業務

以利潤較高之中小企業放款為主要目標，在風險適度控制範圍內，積極加強承作中小企業放款業務，期能以較好之利差，提升獲利能力。

(2)國際金融業務

A.深耕舊客戶、開發新客群：透過各分行據點，深耕已赴海外投資設廠的舊客戶，進而開發新客戶，並招攬尚未以「境外公司」和台灣的國際金融業務分行往來的客戶。

B.落實海外徵信：不定期派員前往大陸及東南亞等國從事商情蒐集，並藉已與本行往來之台商，認識當地台商商會成員，掌握客戶動態，擴大營業觸角。

C.加強國際聯貸案，並將次級市場聯貸之買進列為目標市場，選擇期間2至5年期，利差100 bps以上之優良案件買入，以降低風險，增加本行盈餘。

(3)財富管理業務

建構完整之商品線，以客戶需求為導向，提供多元且健全之商品組合，以追求「滿足客戶、為客戶創造價值」為最大宗旨。

Foreign Exchange Business

Promote foreign currency deposits: seek formal approval from the authority for the launch of "Installment Foreign Currency Fixed Deposits" and "Annuity Foreign Currency Current Deposits".

Wealth Management Business

Execute niche marketing strategies. Infiltrate common individuals of various organizations, institutions, schools, and enterprises. Assist financial consultants' reach into different customer groups.

Long-Term Business Development Plan

Loan Business

Target loan to SMEs generating higher profit as the first priority, actively developing loan to SMEs and increase the profit within the extent that risk is under control.

Offshore Banking Business

A.Cultivate old customers and develop new customers: cultivate old customers that have established off-shore factories through the various branches, develop new customers and solicit customers that have not yet traded with the international financial business branches in Taiwan in the capacity of "off-shore company".

B.Fulfill off-shore credit investigation: send the personnel to collect the business information in Mainland China and South East Asia irregularly, and contact members of the local Taiwan businessmen associations through Taiwan businessmen who have traded with the Bank, so as to control customers' status and extend business reach.

C.Enhance the international syndicated loan business by adding secondary market among the Bank's target market. By selecting quality case with duration within 2 to 5 years and interest spread over 100 bps, to reduce the risk and increase the Bank's earnings.

Wealth Management Business

Develop a comprehensive product line. Offer diverse and complete product packages based on customers' needs to deliver the Bank ultimate goal of "Satisfying and creating values for our customers".

二、最近2年度及截至100年3月止從業員工人數、平均服務年資、平均年齡、學歷分布比率、員工持有之專業證照及進修訓練情形

Number of Employees, Average Years of Service, Average Age, Education, Certificated Professions License, Education & Training of Employees Employed for the Past Two Years & Up to Mar. 2011

(一) 最近2年度及截至100年3月止從業員工資料

Information of Employees for the Past Two Years & Up to Mar. 2010

年度 Year			2009	2010	2011.03.31
員工人數(人)		Number of Employees (Person)	923	914	918
平均年歲(歲)		Average Age (Years old)	43.33	44.13	44.03
平均服務年資(年)		Average Years of Service (Year)	16.21	17.10	17.17
學歷分布比率 Level of Education (%)	博士	Ph.D.	0.00	0.00	0.00
	碩士	Master Degree	9.32	10.17	10.02
	大專	Bachelor Degree / Associate Diploma	79.09	78.56	78.86
	高中	Senior High School	10.51	10.18	10.13
	高中以下	Under Senior High School	1.08	1.09	1.09
員工持有專業證照之名稱（人） Name of Employees With Certificates, Licenses and Qualifications (person)	證券投資分析人員	Securities Investment Analyst	4	4	4
	證券商業務員	Securities Specialist	62	64	63
	證券商高級業務員	Senior Securities Specialist	204	210	208
	投信投顧業務員	Securities Investment Trust and Consulting Professionals	132	138	138
	期貨交易分析人員	Analysts of Futures Trading	1	1	1
	期貨商業務員	Futures Specialist	183	187	186
	票券商業務員	Bill Finance Specialist	204	209	208
	信託業督導人員	Trust Supervisor	11	11	12
	信託業管理人員	Trust Manager	306	300	300
	信託業業務人員	Trust Operations Personnel	638	638	643
	銀行內部控制基本測驗合格	Basic Test for Bank Internal Control	681	685	688
	財產保險代理人	Non-Life Insurance Agent	1	1	1
	財產保險經紀人	Non-Life Insurance Broker	1	1	1
	人身（投資型）保險業務員	Life (Investment Link) Insurance Sales Agents	721	728	756
	財產保險業務員	Non-Life Insurance Sales Agents	606	628	615
	會計師	Certified Public Accountants	1	1	1

註：「員工人數」不含下列實習員：

The following number of practical training personnel was not included in the above-mentioned number of employees :

年度 Year	2009	2010	2011.03.31
實習員人數（人） Number of practical training personnel （Person）	12	0	0

(二) 員工進修及訓練情形

1. 員工進修：為鼓勵從業人員利用公餘時間進修，充實自我並增進業務知能，凡就讀與業務相關之大專院校進修部或大學、研究所科系者，予以補助學分費1/2。99年度計補助34人次。

Employees' Further Education and Training

1. For the purpose of encouraging employees to undertake further studies in off-work hours, the Bank has a policy of reimbursing half of the tuition fees for any employees undertaking further studies relevant to their work at universities, colleges or graduate schools of universities. The Bank has sponsored 34 person-times in FY 2010.

2.員工訓練：為充實從業人員專業智能、培育各項業務儲備人才，以提升人力素質，增進服務效能，本行持續進行各項業務訓練課程。99年度辦理情形如下：

(1)行內施訓部分(含委訓)：99年度計開辦「原物料市場未來投資動向研習班」等30班次，計2,158人次參訓，課程範圍涵蓋各項基礎業務訓練課程、各項金融業務進階課程、法令宣導課程、新種金融商品(及推廣)課程、理財及保險或行銷技巧研習課程及領導管理課程等。

(2)行外派訓部分：為業務需要，不定期遴派從業人員參加相關教育訓練機構舉辦之相關專業訓練課程。99年度計遴派715人次參訓。

(3)出國研習考察： 99年遴派3人次出國研習考察。

(4)為落實公司治理制度暨提升董監事專業智能，99年度計遴派黃董事長等10位董監事參加公司治理或金融專業課程，計19人次。

三、企業責任及道德行為

(一)關懷社會

1. 本行自97年3月成立之「財團法人高雄銀行社會福利慈善基金會」，積極辦理各項公益慈善事業，99年度辦理之公益慈善事業或活動，計捐助台灣兒童暨家庭扶助基金會、與高雄市慈善團體聯合協會合辦「港都聯合助學」及「看見希望宅急便」等2方案，捐助伊甸社會福利基金會舉辦之「讓愛永不止息－弱勢家庭母親節」活動、華山社會福利慈善事業基金會之「眾心粽義端午饗宴」及「中秋團員系列－爺奶亮起來」等活動、高雄市奇異果樂團舉辦之「讓愛久久・樂活無限」活動、高雄市聲暉協會舉辦之「薪火相傳~99年高高屏地區聽障者國語文暨才藝競賽」活動、世界和平會舉辦之「搶救受飢兒童戲劇慈善公演活動」、高雄市博正私立兒童發展中心舉辦之「第十一屆身心障礙幼兒寄一般幼兒融合嘉年華會」活動等等。

2. In order to advance the professionalism and skills of the Bank's employees, develop future human resources in all kinds of business and with the aim of improving employee quality and enhancing our service quality, the Bank continually plan for the various training programs from time to time. Details of training programs for FY 2010 are as follows:

(1)Internal Training (Include Commissioned Training): In 2010, 30 class-times of "Workshop on the Future Investment Trend in Raw Material Market " were offered and a total of 2,158 person-times attended the training, which covered the various fundamental sales training courses, advance finance and sales courses, regulations educational courses, new financial products (and promotion) courses and financial management and insurance or marketing techniques seminars and leadership management course.

(2)External Training : Due to business requirements, the Bank sends employees from time to time to attend the relevant training programs organized by other related educational training institutions. In FY 2010, we have sent a total of 715. person-times to participate in such training programs.

(3)Overseas Educational Visits / Seminar : In FY 2010, the Bank sents 3 person-times abroad to undertake educational visits.

(4)To fulfill the coroprate governance system and upgrade directors' / supervisors' professional intelligence, the Bank sents 10 directors / supervisors including Chairman Huang to attend the corporate governance or financial professional programs in 2010, totaling 19 person-times.

Social Responsibility and Moral Behavior of the Bank

1. Care about Society

(1)The "Kaohsiung Bank Social Welfare and Charity Foundation" was incorporated by the Bank in Mar. 2008. The Bank is committed to various charities and activities in 2010, including to donating funds to Taiwan Fund for Children and Families, co-sponsoring the two programs "Harbor City Collective Student Loan" and "Seeing Hope Express Service" with United Charity Association Kaohsiung, and donating funds to the "Love Forever-Mother's Day for Disadvantaged Families" organized by the Eden Social Welfare Foundation, the "Dragon Boat Festival's Banquet" and "Moon Festival Union Series-Brighten Up for Grandfather and Grandmother" organized by Huashan Social Welfare Foundation, the "Boundless LOHAS and Love Forever" organized by Kaohsiung Kiwi Fruit Band, the "Legacy of Excellence-2010 Chinese Language and Talent Contest for Deaf and Blind People in Kaohsiung and Pingtung Areas" organized by the Kaohsiung Association for the Deaf and Hard of Hearing Welfare, the "Charity Drama Show for Saving Starving Children" organized by World Peace League, and "Carnival for Integration of Physically and Mentally Disordered Children and Regular Children of 11th Term" organized by Pocheng Private Children Development Center of Kaohsiung City.

2.本行積極參與贊助高雄市八譽國際蘭馨交流協會舉辦之「關懷弱勢及獨居老人、新春團聚餐會」活動、高雄市港安關懷協會舉辦之「99年度新春幹部志工聯誼餐會暨宣導高雄市政建設、節能減碳活動」、高雄市高都國際青年商會舉辦之「2010憶童年愛無限愛心公益園遊會」、活力青年關懷協會舉辦之「壽山動物園--親子聯誼活動」、高雄市婦女關懷協會舉辦之「舞動健康，捐血助人，健康　go go go」活動、高雄市巨港國際青年商會舉辦之「NO SMOKE跳出青春、舞出健康」活動、高雄市青少年服務協會舉辦之「2010港都心關懷情～幸福高雄」活動、高雄市原住民公共事務發展促進會舉辦之「2010城鄉同心交流活動」、高雄市志願服務協會舉辦之「健康城市～反毒總動員」活動。

(二) 襄助學習與成長

本行積極參與贊助財團法人山達基教會舉辦之「2010年毒品防治國際志工講師培訓計畫案」、高雄市兒童福利協會發行之「GO GO 親子季刊」。

(三) 贊助藝文及體育

本行積極參與贊助高雄市文化創意發展協進會舉辦之「2010團圓幸福鬧元宵暨和平紀念音樂會」活動、中華民國地面高爾夫球協會舉辦之「第八屆台灣全民盃國際地面高爾夫球大賽」、高雄市體育會十字弓委員會舉辦之「99年度議長盃全國十字弓友誼賽」、高雄市楊太極武藝協會舉辦之「2010年議長盃楊太極武藝錦標賽」、豆子劇團舉辦之2010年度大戲「家具幫幫忙」全台巡演活動、高雄市體育會羽球委員會舉辦之「2010第一屆高雄港都盃全國羽球錦標賽」及「2010高雄國際羽球挑戰賽」。

四、資訊設備

(一)主要硬(軟)體設備及維護

本行主要資訊系統硬體設備有IBM台幣交易主機、磁碟機、傳輸控制主機、外匯交易主機、亂碼主機各二套；台幣主機系統軟體採用IBM Z/VSE4.1，外匯主機系統軟體採用IBM OS/400 V4R5，均與相關廠商訂有維護合約。

(2) The Bank has been active in participating and sponsoring "Care for Vulnerable People, Elderlies Living in Solitude, Chinese New Year Gathering Social Banquet" Event hosted by Soroptimist of Kaohsiung City, "2010 Chinese New Year Employee and Volunteer Banquet and Kaohsiung City Infrastructure Promotion, Energy-Saving Carbon-Reducing Event" hosted by the Kaohsiung City Harbor Safety Care Association, "2010 Childhood Memory Infinite Love Caring Fundraising Fun Fair" hosted by the Kaohsiung Junior Chamber, "Shoushan Zoo – Family Interaction Activities" hosted by Energetic Youth Care Association, "Dance for Health, Donate Blood and Help People, Health Go Go Go" event hosted by the Kaohsiung City Women Care Association, "No SMOKE – Dance for Youth, Dance for Health" event hosted by the Kaohsiung City Port Junior Chamber, "2010 Kaohsiung Cares ~ Happy Kaohsiung" event hosted by the Kaohsiung City Youth Volunteer Association, "2010 City and Township Exchange Event" hosted by Kaohsiung Aboriginal Public Affairs Development Association, "Healthy City ~ Say No to Drugs" event hosted by the Kaohsiung City Volunteer Association.

2.Assistance for Learning and Growth

The Bank is active in participating and sponsoring the "2010 Drug Prevention International Volunteer Lecturer Training Project" hosted by the Church of Scientology Taiwan, "GO GO Family Quarterly" published by the Kaohsiung City Child Welfare Association.

3. Sponsor Art & Cutural and Physical Training Events

The Bank is active in participating and sponsoring the "2010 Happy Gathering for Lantern Festival and Peace Memorial Concert" hosted by the Kaohsiung City Cultural and Creative Development Association, "The 8th Taiwan People's Cup International Ground Golf Competition" hosted by the Ground Gold Association of the Republic of China, "2010 Congressional Cup National Crossbow Friendly Match" hosted by the Kaohsiung Crossbow Association, "2010 Congressional Cup Yang Tai Chi Martial Art Championship" hosted by the Kaohsiung City Yang Tai Chi Martial Art Association, 2010 Annual Drama "The Furniture" National Tour performed by Bean Theatre, "2010 The 1st Kaohsiung Cup National Badminton Championship" and "2010 Kaohsiung International Badminton Challenge" hosted by the Kaohsiung City Badminton Committee.

Information Technology and Computer Facility

The Core Hardware / Software and Maintenance

The current hardware of the core IT system contains IBM NTD transaction server, disk, transmission control server, foreign exchange transaction server and two cryptosystem servers, and the software in service are IBM Z/VSE4.1 for core banking system and IBM OS / 400 V4R5 for the foreign exchange system. The Bank engage maintenance contracts with both systems.

(二) 緊急備援與安全防護措施

1. 開發與測試系統除平時作為開發測試外，兼具正式作業系統備援功能，備援範圍包括作業主機、磁碟機、通信控制機，正式作業硬體亂碼系統則由兩台亂碼主機互為備援。
2. 每半年進行作業主機、通訊控制機、及亂碼系統備援演練。磁碟機備援演練則每年1次。
3. 與財金公司簽訂資訊系統災變異地備援合約，每年至該公司實施異地備援演練2次。
4. 為確保資訊設備穩定運作及人員安全，資訊大樓設有門禁管理，並備有發電機一套，不斷電設備及自動化空調主機各二套，每半年進行消防演練1次。

Emergency Backup and Security Protection

1. Developing and testing systems function not only for implementation and testing on a daily basis but also the backup systems for operating systems, such as operation server, disk, and communication control server. The two cryptosystem servers are the backup for the cryptosystem systems of operation hardware.
2. The Bank conduct backup drill for operation mainframe, communication control server, and cryptosystem systems on a six-month basis. As to backup drill for disk storages, the Bank has it once each year.
3. The Bank entered into a remote backup contract with FISC, which requires us to conduct remote backup drills twice a year in FISC.
4. To ensure the IT facility is functioning well and the safety of employees, the Bank impose entrance control in the IT building and have a generator, two sets of uninterruptible power system, and two sets of air conditioning machines. The Bank also conduct a fire drill every six months.

五、勞資關係

(一) 員工福利措施、退休制度、勞資間協議及員工權益維護措施執行情形

1. 員工福利措施：為安定從業人員之生活，提高工作士氣，本行訂有經營獎金及分紅制度、員工團體保險、補助進修學分費、福利金、子女教育獎助金等福利措施。
2. 員工退休制度：為辦理從業人員之退休，本行訂定「高雄銀行從業人員退休撫卹及資遣要點」，並依「勞動基準法」規定按月提撥勞工退休準備金及依「勞工退休金條例」按月提繳勞工退休金。
3. 勞資間之協議：為保障從業人員權益，促進勞資關係和諧，業與本行產業工會訂定團體協約。
4. 員工權益維護措施：本行訂有工作規則以明確規範勞資雙方之權利義務。其他諸如升遷、考核、輪調、獎懲、獎金及紅利之發放皆分別訂定規章，以維護從業人員權益。

(二) 最近2年度及截至100年3月止因勞資糾紛所遭受之損失：無。

(三) 目前與未來可能發生勞資糾紛之因應措施：截至100年3月底止，無勞資糾紛。

Relations between Management & Labor

Employees' Benefits, Retirement, Labor-capital Agreement and Fulfillment of Labor Rights

1. Employees' Benefits: In order to ensure better living for the Bank's employees and encourage their working spirit, they are eligible for performance incentives and bonuses, group insurance, subsidies of credit points for further education, welfare funds, and scholarships for their children's education.
2. Retirement: The Bank conduct retirement of bank employees in accordance with the "Rules Governing Retirement, Pension and Layoff of Employees of Bank of Kaohsiung", and contribute monthly Workers' Retirement Reserve Funds pursuant to the Labor Standard Act and provide the laborers' retirement pension on a monthly basis pursuant to the Labor Pension Act.
3. Labor-Capital Agreement: The Bank has an agreement with the Bank of Kaohsiung Workers Union for protecting labor rights and ensuring the relationship is in harmony.
4. Fulfillment of Employee Rights: The Bank has rules to clearly specify rights and obligations between the employer and employees. Those rules stipulate promotion, assessment, position rotation, reward and penalty, and bonuses respectively for securing rights of employees.

The Bank has Suffered Any Loss Arising from Labor Disputes for the Past Two Years and Up to Mar. 2011：None.

Reponses to Current and Potential Disputes that May Occur in the Future：No dispute was occurred up to Mar. 31, 2011.

六、重要契約

Significant Contracts

2011.03.31

契約性質 Nature of Contract	當事人 Contracting Party	契約起迄日期 Duration of Contract	主要內容 Major Contents	限制條款 Restriction Clause
委外契約 Outsourcing Contract	本公司與財金資訊(股)公司 The Company and Financial Information Service Co., Ltd.	起日：97.12.1 迄日：100.12.31 from: Dec.1, 2008 to:Dec. 31, 2011	信用卡服務業務 Credit card service	無 None
委外契約 Outsourcing Contract	本公司與惠普科技(股)公司 The Company and Hewlett-Packard Taiwan Ltd.	起日：100.4.1 迄日：103.3.31 from: Apr. 1, 2011 to: Mar. 31, 2014	資料處理 Data processing	無 None
委外契約 Outsourcing Contract	本公司與安豐企業(股)公司 The Company and An Feng Enterprise Corporation	起日：100.2.1 迄日：102.1.31 from: Feb. 1, 2011 to: Jan. 31, 2013	自動櫃員機服務 ATM service	無 None
委外契約 Outsourcing Contract	本公司與立保保全(股)公司 The Company and Li Pao Security Corporation	起日：99.2.1 迄日：101.1.31 from: Feb. 1, 2010 to: Jan. 31, 2012	現鈔護送服務等 Cash escort	無 None
委外契約 Outsourcing Contract	本公司與中華郵政(股)公司台北郵局 The Company and Chunghwa Post Co., Ltd., Taipei Post Office.	起日：100.1.1 迄日：100.12.31 from: Jan. 1, 2011 to: Dec. 31, 2011	就學貸款通知、特定金錢信託投資國內外有價證券對帳單、利息所得及行員薪資扣繳憑單、放款繳息清單及存款對帳單之列印、封裝及郵寄 Printing, packing and mailing of notice of tuition loan, account statement of specific money trusts earmarked for investing foreign and domestic securities, interest income and salary withholding certificate, statement of loan interest payment and account statement of deposit.	無 None
委外契約 Outsourcing Contract	本公司與達思安資訊顧問(股)公司 The Company and Macroscopic Corporation	97.1.10起 as of Jan. 10, 2008	資產負債管理暨資金移轉計價系統 ALM and FTP	無 None
代理市庫契約 The City Treasury Agency Contract	本公司與高雄市政府財政局 The Company and The Bureau of Finance of Kaohsiung City Government	89.2.9起 as of Feb. 9, 2000	委託本行代理高雄市庫 The Bank was entrusted to be the agent of Kaohsiung City Treasury	無 None
代理國庫業務契約 The National Treasury Agency Contract	本公司與中央銀行 The Company and the Central Bank of China (CBC)	100.2.1起 as of Feb. 1, 2011	委託本行代理國庫事務 The Bank was entrusted to be the agent of the National Treasury	無 None
代收地方稅契約 Contract for Collection of Local tax	本公司與台灣銀行 The Company and Bank of Taiwan	起日：99.7.1 迄日：104.6.30 from: Jul. 1, 2010 to: Jun. 30, 2015	委託本行代收各直轄市、縣市、鄉鎮縣轄市各項稅費 The Bank was entrusted to be the collection agent of various tax payments levied by various municipal cities, counties/cities, townships/districts.	無 None
代收國稅契約 Contract for Collection of National Tax	本公司與中央銀行 The Company and the Central Bank of China (CBC)	99.7.1起 as of Jul. 1, 2010	委託本行代收國稅 The Bank was entrusted to be the collection agent of national tax.	無 None
代辦高雄市公庫業務契約 Agency of Kaohsiung Municipal Treasury Business Contract	本公司與台灣銀行岡山分行等28家 The Company and 28 banks including Kangshan Branch of Bank of Taiwan.	100.1.1起 as of Jan. 1, 2011	轉委託代辦高雄市公庫業務 The Bank re-entrusted the Kaohsiung Municipal Treasury Business to 28 banks including Kangshan Branch of Bank of Taiwan.	無 None
代收地方稅契約 Contract for Collection of Local Tax	本公司與台灣土地銀行 The Company and Land Bank of Taiwan	99.7.1起 as of Jul. 1, 2010	委託本行代收金門縣地方稅款 The Bank was entrusted to be the collection agent of local tax levied by the Kinmen County Government.	無 None
代收台北市各項稅、費契約 Contract for Collection of Municipal Tax and Fee of Taipei City	本公司與台北富邦銀行 The Company and Taipei Fubon Bank	99.7.1起 as of Jul. 1, 2010	委託本行代收台北市各項稅款、非稅款及學雜費等 The Bank was entrusted to be the collection agent of municipal tax, non-tax and fee of Taipei City.	無 None
市庫集中支付電子作業契約 Electronic Payment Contract	本公司與高雄市政府 The Company and Kaohsiung City Government	起日：100.1.1 迄日：101.12.31 from: Jan. 1, 2011 to: Dec. 31, 2012	委託本行辦理市庫集中支付電子作業 The Bank was entrusted to be the agent of electronic payment system of Kaohsiung City Treasury.	無 None
代收交通違規罰鍰契約 Contract for Collection of Traffic Fine	本公司與高雄市政府交通局 The Company and Transportation Bureau, Kaohsiung City Government	起日：100.1.1 迄日：101.12.31 from: Jan. 1, 2011 to: Dec. 31, 2012	委託本行以即時銷案方式代收「交通違規罰鍰」 The Bank was commissioned to close cases immediately upon collection of "traffic fine".	無 None

七、99年度依金融資產證券化條例或不動產證券化條例申請核准辦理之證券化商品類型及相關資訊：無

Information on Securitization Products Issued in FY 2010 Permitted under "Financial Assets Securitization Provision" or "Real Estate Securitization Provision" : None.