

Confidential



Shin Kong Financial Holding

Company Overview

November 2011

Disclaimer

This presentation and the presentation materials distributed herewith include forward-looking statements. All statements, other than statements of historical facts, that address activities, events or developments that Shin Kong Financial Holding Company (“Shin Kong FHC”) expect or anticipate will or may occur in the future (including but not limited to projections, targets, estimates and business plans) are forward-looking statements. Shin Kong FHC’s actual results or developments may differ materially from those indicated by these forward-looking statements as a result of various factors and uncertainties, including but not limited to price fluctuations, actual demand, exchange rate fluctuations, market shares, competition, changes in legal, financial and regulatory frameworks, international economic and financial market conditions, political risks, cost estimates and other risks and factors beyond our control. In addition, Shin Kong FHC makes the forward-looking statements referred to herein as of today and undertakes no obligation to update these statements.

Figures in this presentation and the presentation materials distributed herewith are preliminary numbers.

Agenda

I. SKFH

II. Life Insurance Business

III. Banking Business

IV. Appendix

- Market opportunities
- SKL Premium
- One-off losses of CDO & CBO investment
- EV & AV Result
- SKL China Development Strategy

Who We Are

- Major financial holding company in Taiwan
 - Subsidiaries including life insurance, bank, securities, asset management, insurance brokerage, and venture capital
 - 3rd largest life insurer by first year premiums with 7.2% market share
 - 11th largest private bank by total assets with 105 branches
- One of the few FHCs in Taiwan with significant presence in both insurance and banking

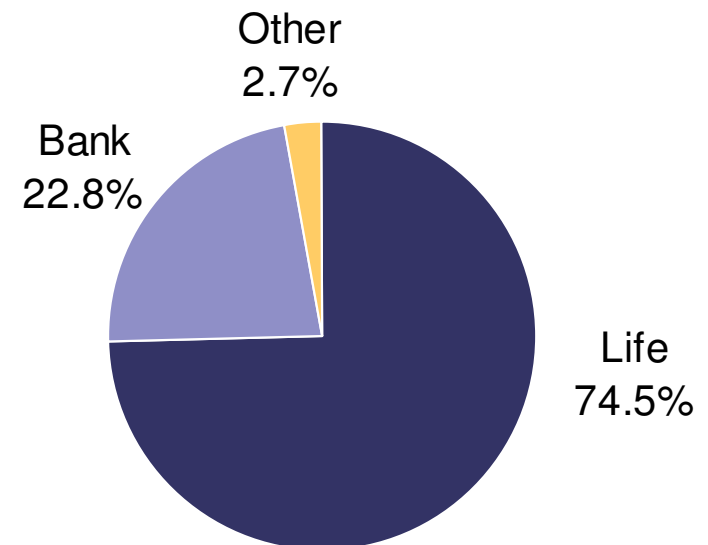
Financial Overview

NT\$bn	2008	2009	2010
Total Assets	1,740.2	1,902.1	2,064.5
Shareholders' Equity	56.2	92.7	102.1
Market Value	55.7	104.6	1,18.1
Net Income ⁽¹⁾	-21.0	1.1	2.5
ROA	-1.27%	0.14%	0.22%
ROE	-28.44%	2.97%	3.74%
Foreign Ownership	22.6%	29.93%	22.72%

Note:

(1) Excludes minority interest income

2010 Asset Mix



Corporate Structure

Unique Integrated Financial Services Platform



	Shin Kong Life	Shin Kong Bank	Shin Kong Investment Trust	Shin Kong Insurance Brokers	Shin Kong Venture Capital
Date of Incorporation	7/1963	1/1997	9/1992	1/2003	4/2011
Assets (NT\$bn)	1,537.52	470.05	0.64	0.15	0.55
% of Group Assets	74.5%	22.8%	<0.1%	<0.1%	<0.1%
Earnings (NT\$m)	393	2,005	34	66	-
Branches/Offices	308	105	3	1	1
Market Share	7.2%	1.4%	1.5%	-	-

Seasoned Management Team



**Hsu,
Victor**

President & Spokesperson,
Shin Kong Financial Holding

Experiences:

- First Vice President, Shin Kong Financial Holding
 - CFO, Shin Kong Life
- Membership & others:
- Director, Life Insurance Association of R.O.C.
 - Member, Financial Holding Business Committee



**Tsai,
Jason**

President, Shin Kong Life

Experiences:

- EVP, Shin Kong Life
- SVP, Shin Kong Life

Membership & others:

- Executive Director, Life Insurance Management Institute of the Republic of China



**Lee,
David**

President, Shin Kong Insurance Brokers

Experiences:

- SVP, Shin Kong Insurance Brokers
- SVP, Shin Kong Life



**Lai,
Chin Yuan**

President, Shin Kong Bank

Experiences:

- SEVP & President of Asia-Pacific market, Mega Bank
- SEVP & General Manger of Taichung Branch, ICBC
- Director of Waterland Financial Holdings
- Director of R.O.C. Bills Finance Association



**Su,
Eric**

President, Shin Kong Investment Trust

Experiences:

- Executive Consultant, Taipei Foundation of Finance
- CEO of Wealth Management (Banking & Securities), JS Financial Holding Co., Ltd.
- Chairman, JS Securities Investment Trust Co., Ltd.
- President, JP Morgan Fleming Asset Management (Taiwan) Ltd.

Strong Track Record of Attracting and Integrating Outside Talent



**Chu,
Grace**

CRO, Shin Kong Financial Holding
CRO, Shin Kong Life

Experiences:

- Senior Vice President, Taiwan International Securities Company
- Co-Chair, Risk Control Committee, Taiwan Securities Association
- Executive Vice President, Taiwan Ratings Corporation



**Chen,
Dennis**

Chief Information Officer,
Shin Kong Financial Holding
Chief Information Officer, Shin Kong Life

Experiences:

- Director, Core Banking Business, Unisys Limited
- Director, e-Business, Electronic Data Systems



**Lin,
Han Wei**

SVP, Actuarial & Planning Department,
Shin Kong Life

Experiences:

- Assistant Actuary, New York Life (USA)
- Director and Actuary, Lincoln Financial Group (USA)
- FSA
- MAAA
- CFA



**Lin,
Sunny**

VP, Wealth Management, Shin Kong Bank

Experiences:

- SVP, Wealth Management, Fuhwa Bank
- AVP, Int'l Private Client Group, Merrill Lynch (Taiwan)
- AVP, Personal Banking Center, Citibank, N.A. (Taiwan)

Sound Policies and Practices to Ensure Proper Corporate Governance

Board Control

- Increasingly diversified shareholding structure with over 20% foreign ownership and ~2% employee ownership
- 3 independent non-executive Board directors appointed in 2011
 - Chi-Shih Cheng: Former Head of Insurance Bureau, Ministry of Finance
 - Wen-Chi Wu: Professor at the Chihlee Institute of Technology
 - Cheng-Yi Li: Former Director and President of Hua Nan Financial Holding Company

Legal Compliance

- Appointed Compliance Officer to further strengthen internal risk control and legal compliance
- Compliance officer is appointed by the Board and reports to the FHC President; he submits a report to the Board on a half-yearly basis

Internal Audit

- Chief Auditor reports directly to the Board
- One business audit every year
- One finance, risk management and compliance audit every half year

Disclosure

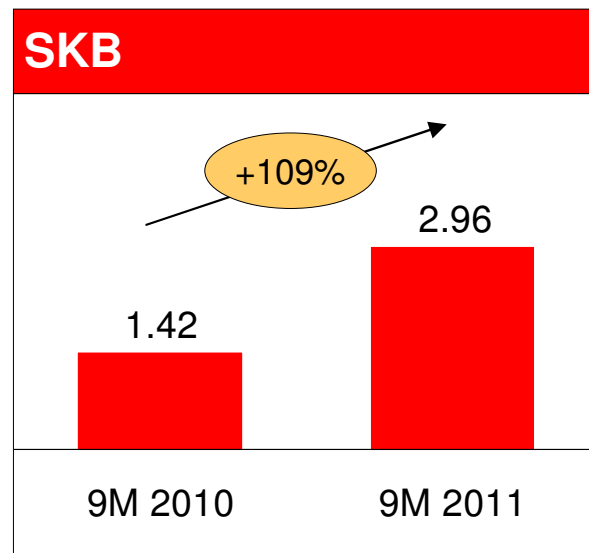
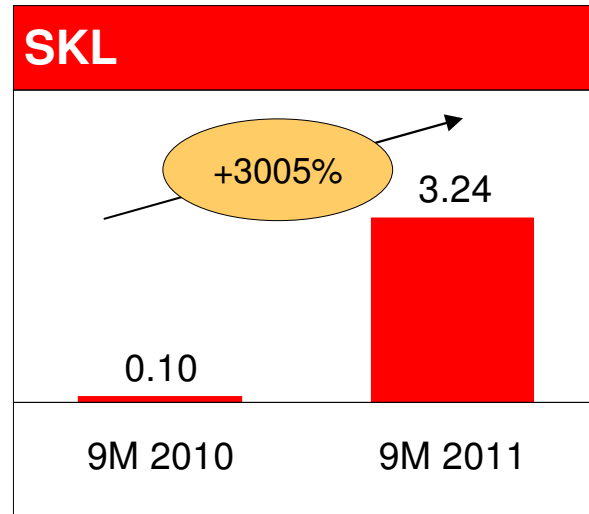
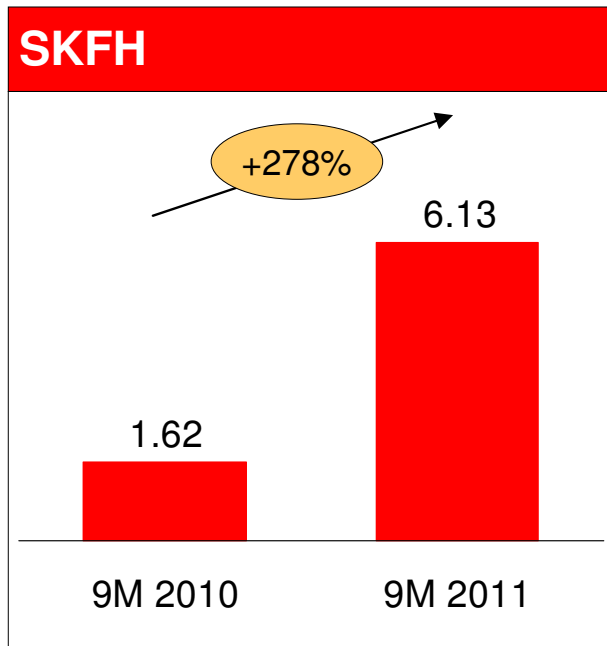
- Spokesperson and Deputy spokesperson appointed
- Upload information to public information website regularly
- Dedicated IR team established to respond to investor questions
- Quarterly result meeting to update media / investors on operational performance

SKFH – 9M 2011 Overview

- Although global markets remained volatile in the third quarter due to continuous concerns in European sovereign debt crisis and global economies growth slowing down, SKFH's cumulative after-tax profit was NT\$6.13bn for 9M. EPS was NT\$0.73.
- Subsidiaries' core business remained solid
 - SKL:
 - ◆ Total investment income for 9M 2011 increased 6.2% YoY driven by lower FX hedging cost of 0.96% (cumulative and annualized) and higher domestic cash dividend income of NT\$5.84bn
 - ◆ Sales of traditional products were 73.0% higher YoY, with FYP from regular premium products 62.7% higher YoY
 - SKB:
 - ◆ Loan balance grew 19.6% YoY. Net interest income increased 19.6% YoY
 - ◆ Asset quality remained solid. New NPL generated in Q3 2011 would be only NT\$0.94mn excluding the exposure to Prince Motors (fully collateralized with no loss expected)
- Actively deploying in overseas market
 - SKFH: The financial leasing subsidiary established in Suzhou, China is expected to start operating in late November
 - SKL:
 - ◆ SKL obtained the QFII (Qualified Foreign Institutional Investor) Status in China granted by the China Securities Regulatory Commission in November
 - ◆ Shaanxi branch of SKHNA Life is expected to commence operation in Xi'an City before the end of 2011

Net Income – 9M 2011

NT\$bn



Comments

- SKFH's 9M cumulative after-tax profit was NT\$6.13bn, NT\$4.51bn higher YoY
- SKL's 9M cumulative after-tax profit was NT\$3.24bn, NT\$3.14bn higher YoY
- SKB's 9M profit was 108.6% higher YoY due to widened interest spread and solid asset quality

Net Income – 9M 2011

Net income contribution

NT\$bn

Subsidiaries	Q2 2011	Q3 2011	9M 2010	9M 2011
Shin Kong Life	-0.40	3.36	0.10	3.24
Shin Kong Bank	1.01	0.93	1.42	2.96
Shin Kong Securities	0.00	0.00	0.07	0.00
Shin Kong Investment Trust	0.01	0.01	0.03	0.02
Shin Kong Insurance Brokers	0.02	0.02	0.05	0.05
Others ⁽¹⁾	-0.03	-0.10	-0.05	-0.14
Net income	0.61	4.22	1.62	6.13

Note:

(1) Include other income of SKFH, income taxes, and profit from MasterLink Securities

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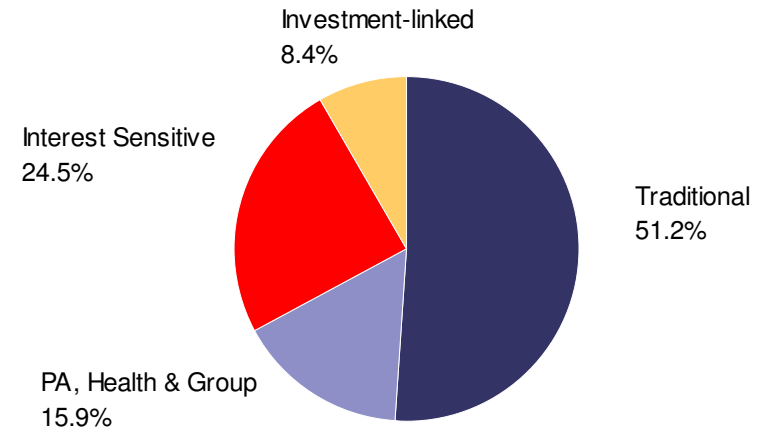
Shin Kong Life

- 3rd largest life insurer by first year premiums in Taiwan with 7.2% market share and 3 million customers
- Strong distribution network around 10,000 agents, 308 sales offices and bancassurance relationships with over 20 banks
- Offer a wide range of life insurance products, including traditional life, accident and health, interest-sensitive and investment-linked products

Financial Overview

NT\$bn	2008	2009	2010
Total Premium	201.9	176.9	190.9
Net Income	-19.74	0.11	0.39
Total Assets	1,301.3	1,445.3	1,537.5
Shareholders' Equity	24.8	57.0	66.8
ROE ⁽¹⁾	-48.59%	0.26%	0.64%
ROA	-1.56%	0.01%	0.03%

2010 Total Premium Written



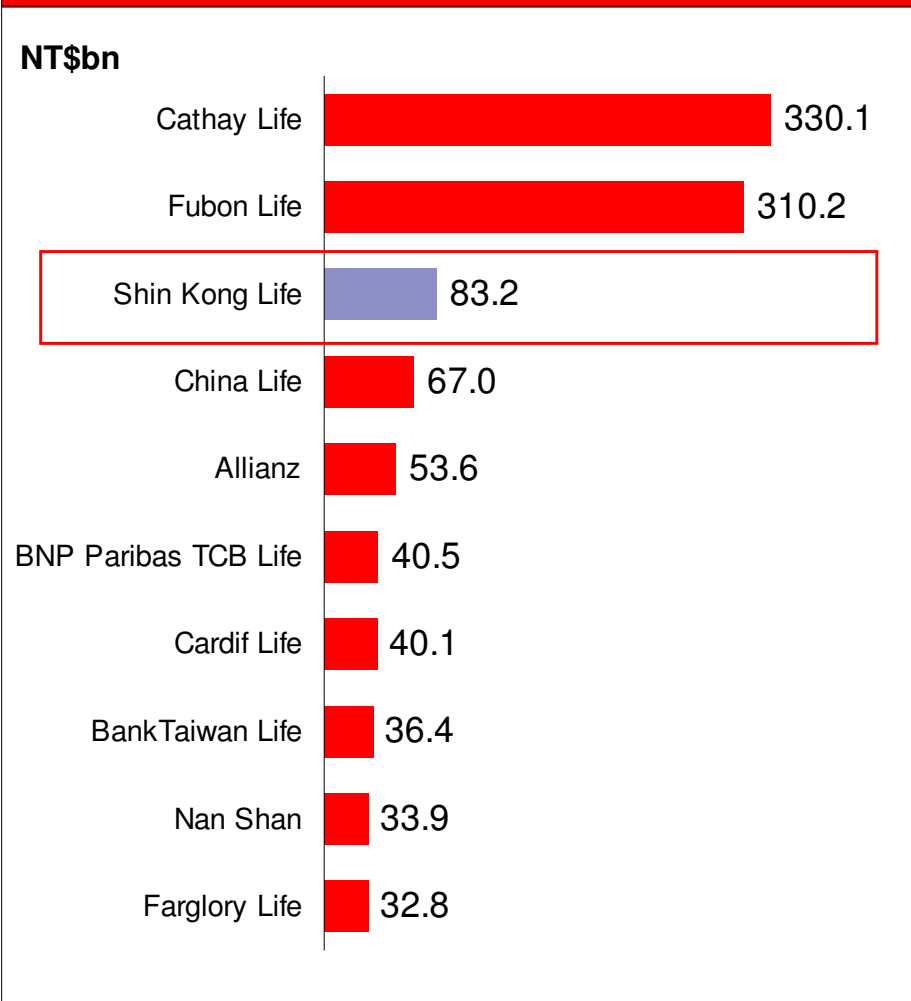
Total Premium Written: NT\$190.9bn

Note:

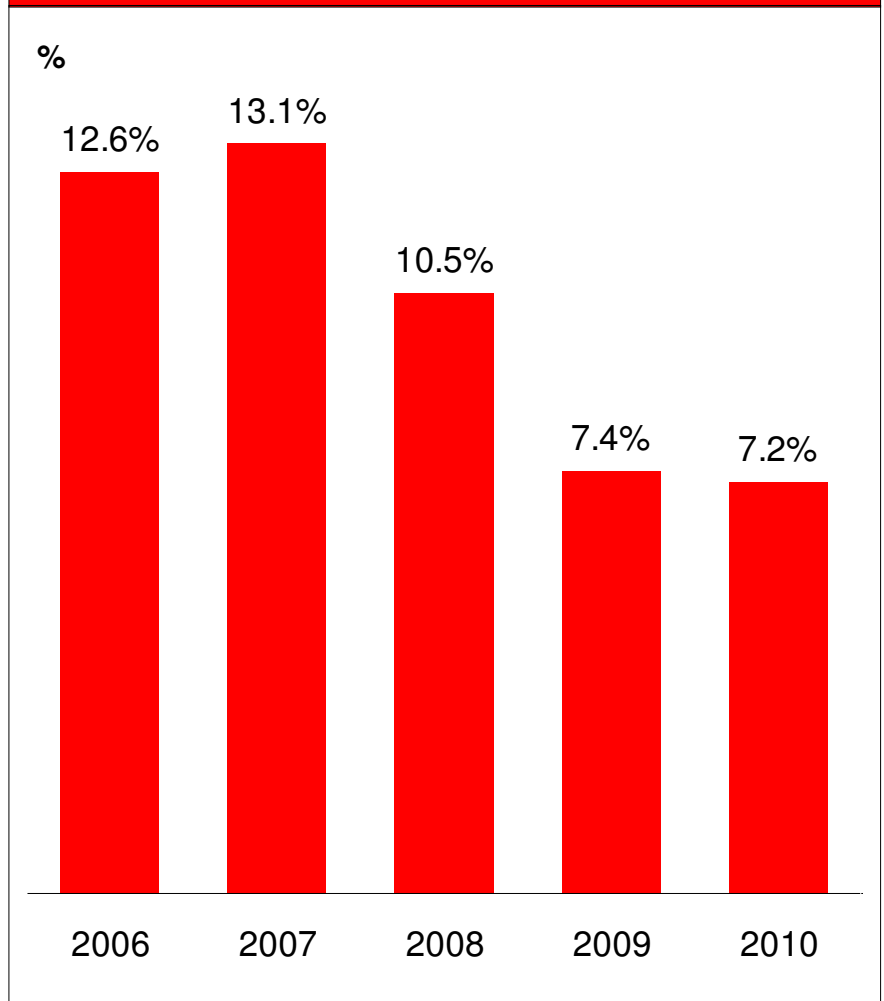
(1) Excludes preferred shares

Shin Kong Market Share

FYP of Top 10 Players – 2010



Shin Kong FYP Market Share Over Time



Awards and Recognition



Taiwan Superbrand (2006)
by Superbrands International



Information Disclosure A+
(2006, 2007, 2008, 2009, 2010)
by Securities & Futures Institute



**Institutional Investor of the Year
(2006)** by Finance Asia



**Taiwan Capital Markets Deal of
the Year (2009)** by IFR Asia



**National Quality Award
(2004)** by MOEA



**National Community
Service Award (2007)**
by Ministry of the Interior



**Global Views Excellent Service
Award (2008)** by Taiwan Global
Views Magazine



**Best IR Website in Taiwan
(2010 & 2011) and Top 5
Websites in Greater China
(2009)** by IR Global Rankings

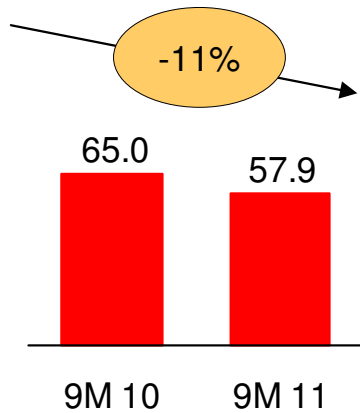
SKL – 9M 2011 Overview

- Despite volatile global FX and equity markets, 9M 2011 after tax profit from SKL was NT\$3.2bn driven by properly managed hedging strategies (FX gain of NT\$0.53bn recognized in Q3 lowered the annualized cumulative hedging cost to only 0.96% in 9M 2011) and higher domestic cash dividend income of NT\$5.84bn. ROE was 5.80%.
- FYP was NT\$57.94bn, down 10.9% YoY (The industry total decreased 17.0% YoY). Market share was 7.7%.
- Traditional and investment-linked products contributed most significant shares (43.0% and 27.1% respectively) of FYP. Sales of traditional products were 73.0% higher than 9M 2010, with FYP from regular premium products 62.7% higher YoY.
- Long-term profit generation is the main consideration in product sales. Marketing focus remains on the traditional protection products and health insurance policies.
- 13-month persistency was 86.6% and 25-month persistency was 86.7%.
- 9M annualized investment return was 4.23%.
- Tun Nan REAT was auctioned in September with a gain of NT\$7.3bn expected to be recognized in Q2 2012. Additionally, disposal gains from the Ling Yun Commercial Building and Kaohsiung San Duo Building, in amount of NT\$0.62bn and NT\$1.74bn respectively, will be recognized in Q4 2011.

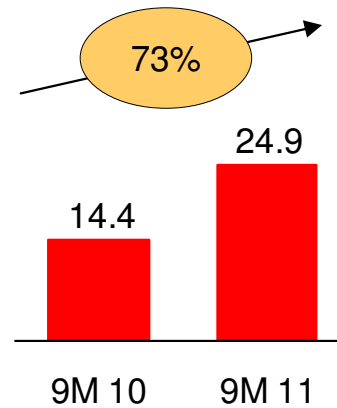
First Year Premium – 9M 2011

NT\$bn

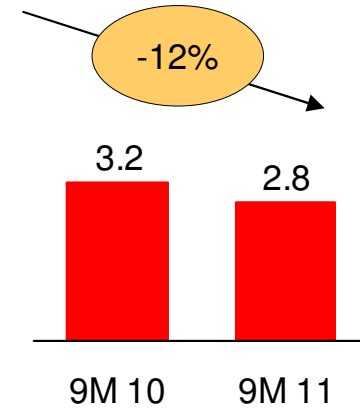
Market share 7.7%



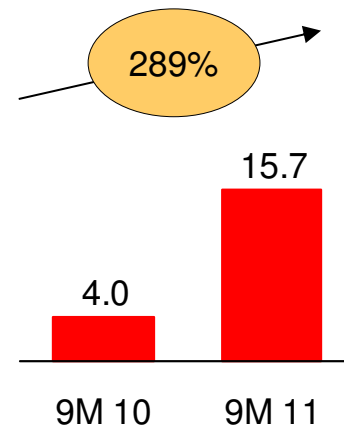
Traditional



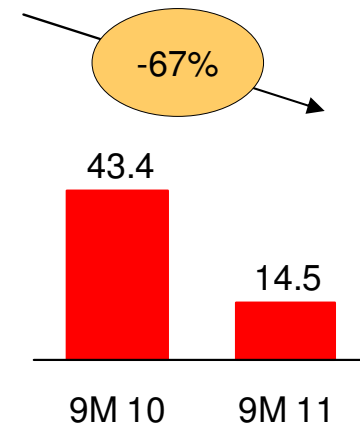
PA, Health and Group



Investment-linked



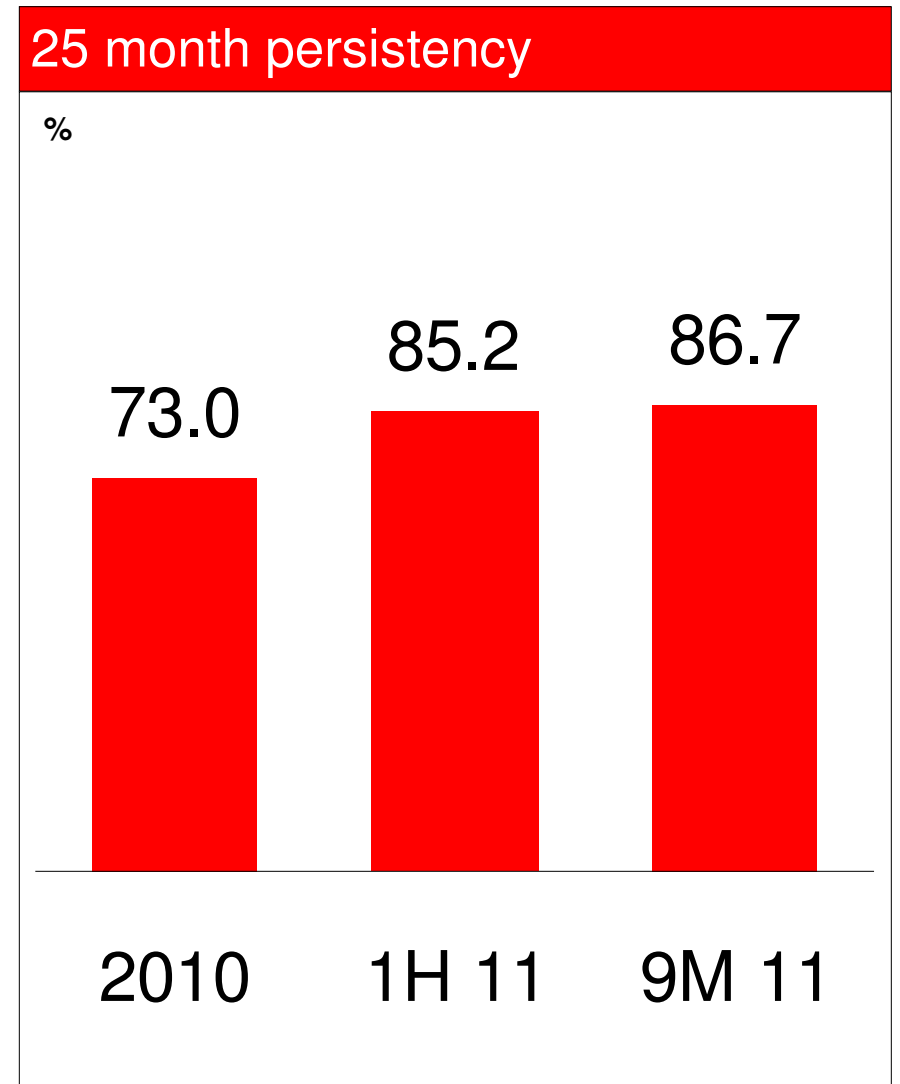
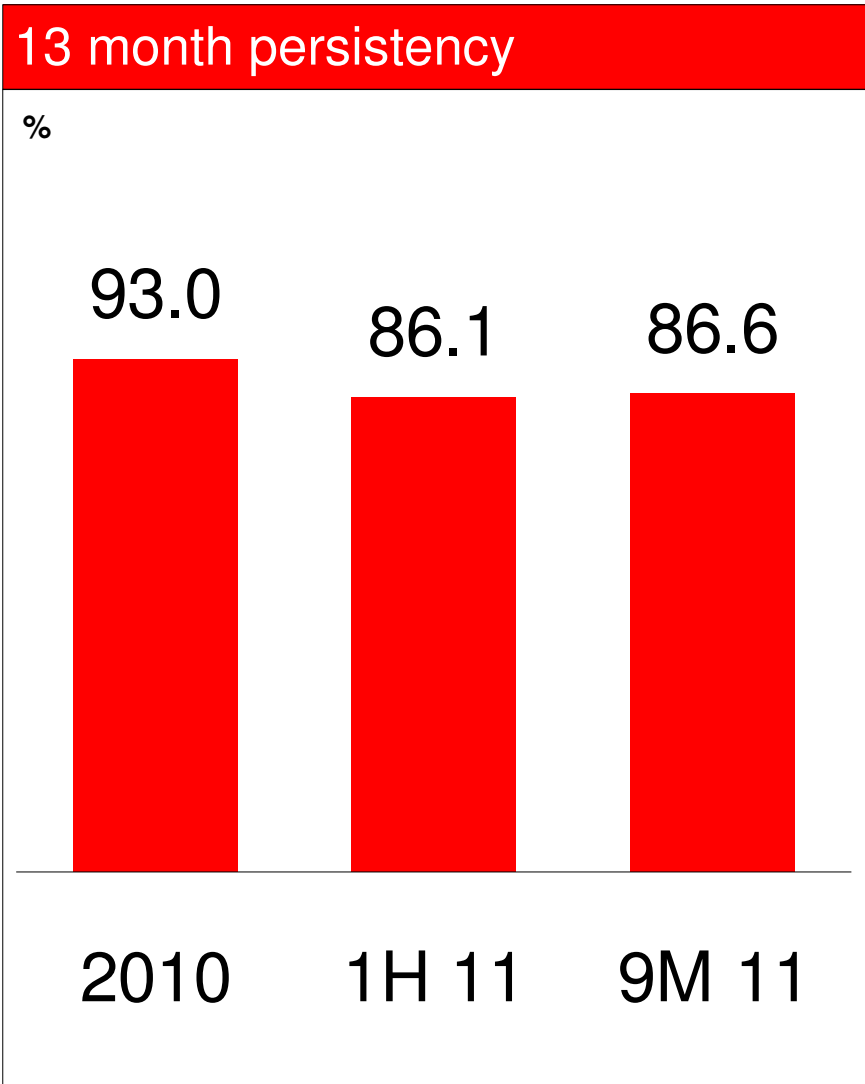
Interest-sensitive



Comments

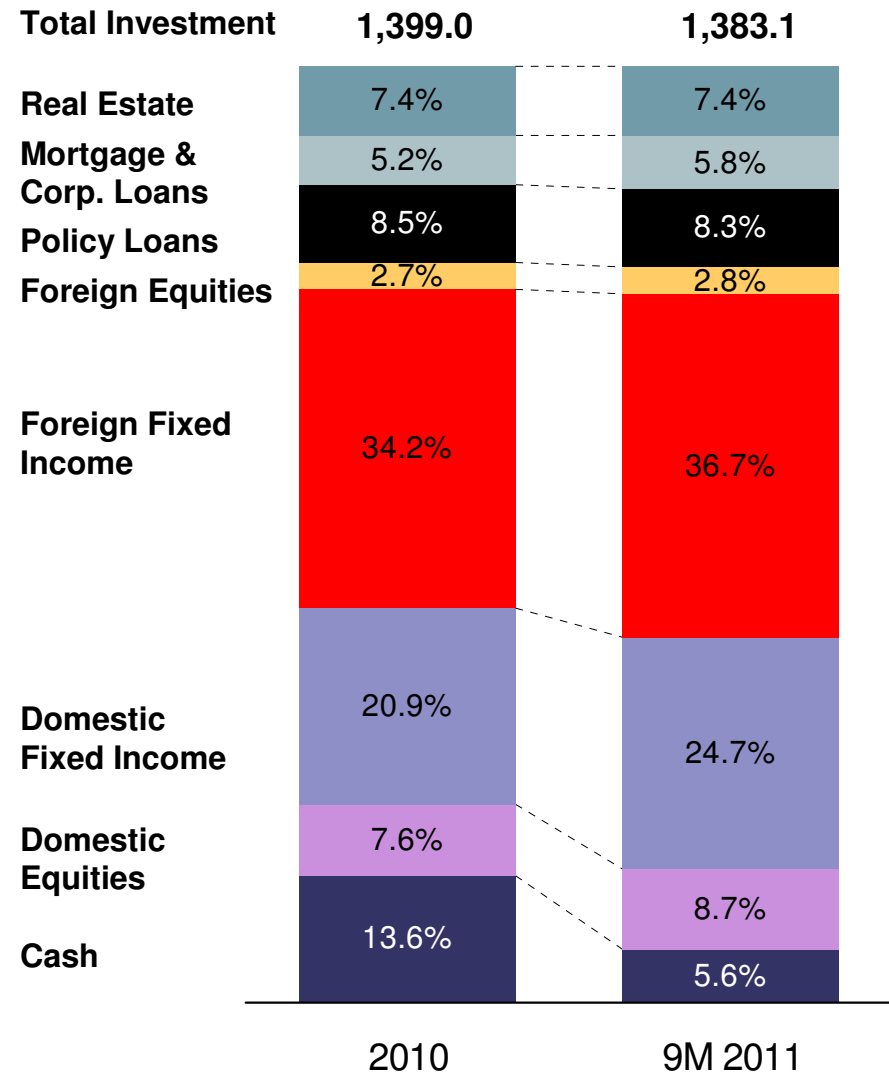
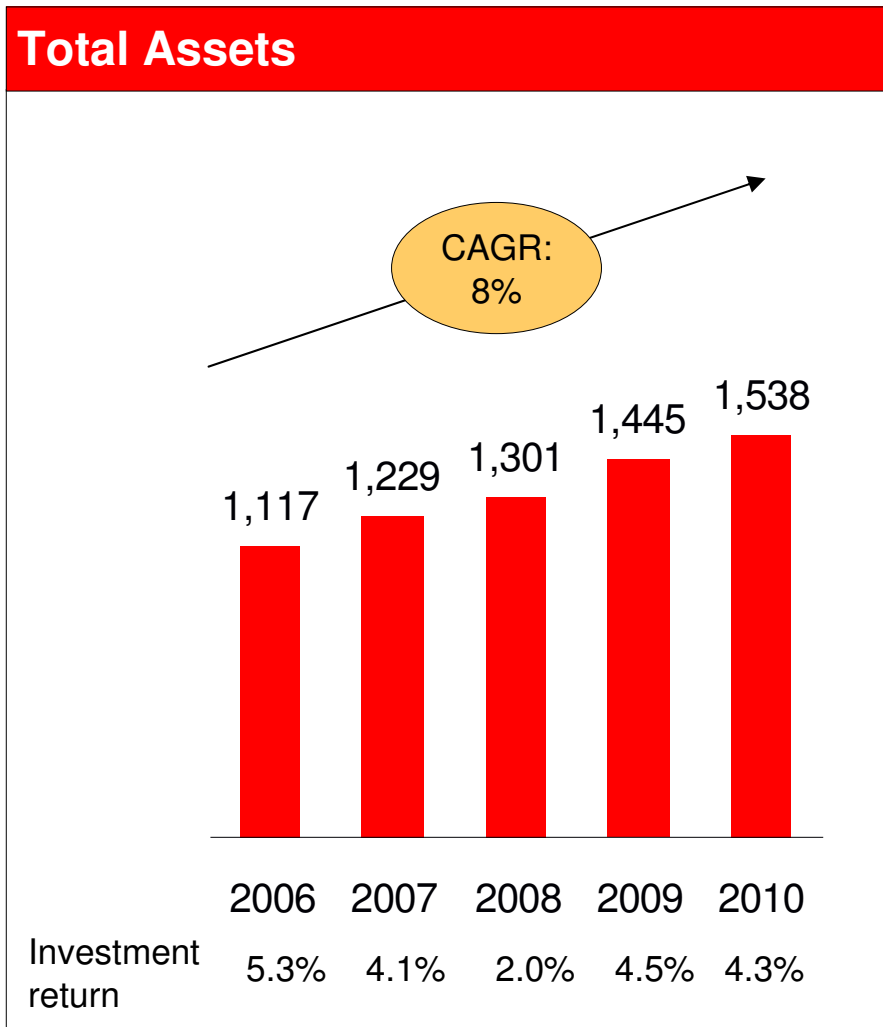
- FYP decreased 11% YoY (The industry total decreased 17.0% YoY)
- Traditional and investment-linked products contributed most significant shares (43% and 27% respectively) of FYP
- Long-term profit generation is the main consideration in product sales. Marketing focus remains on the traditional protection products and health insurance policies
- Sales of traditional products were 73% higher than 9M 2010, with FYP from regular premium products 63% higher YoY. Market demand on interest-sensitive products fell due to regulation changes

Persistence Ratio



Investment Portfolio

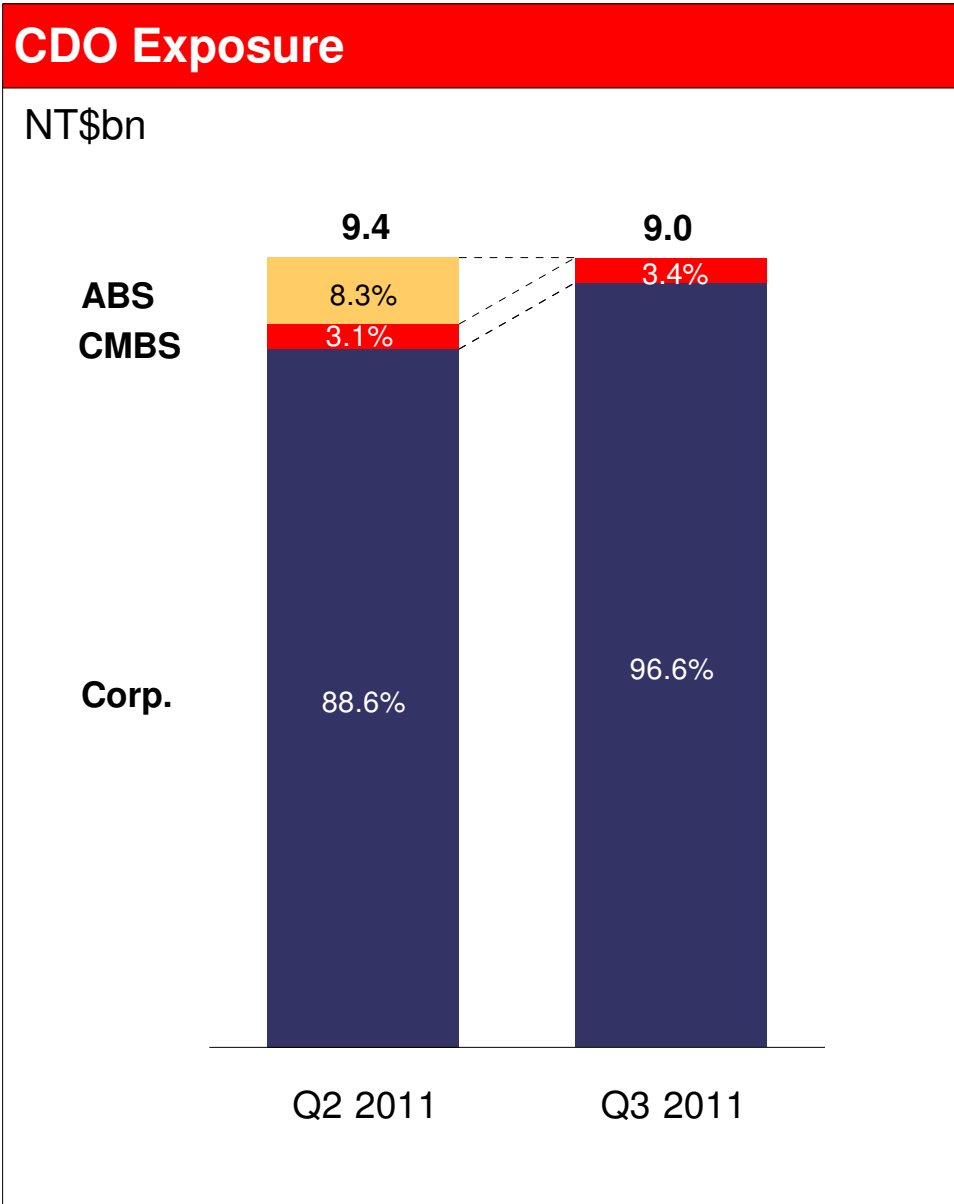
NT\$bn



Note:

- (1) Due to rounding, asset allocation figures may not add up to 100%
- (2) Includes capital gains and FX hedging cost

CDO Exposure

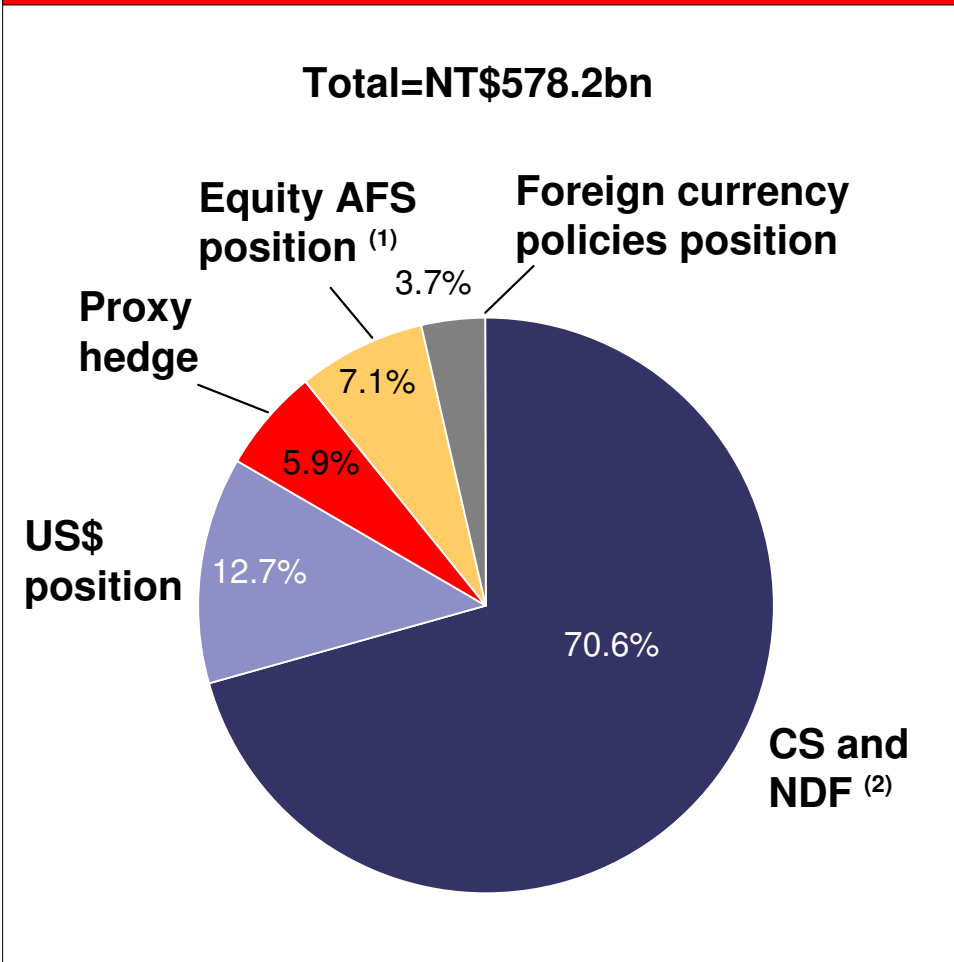


Comments

- Overall exposure was NT\$8.96bn
- Accounting treatment is 'no active market'
- Policy is to conduct impairment test when there is significant deterioration in credit quality (downgrade by more than 5 notches or to non-investment grade)
- After disposing ABS CDOs in amount of NT\$0.81bn in Q3 2011, SKL has no ABS CDO exposure

Hedging Strategy

Mix of Hedging Strategies Used



Comments

- FX gain of NT\$0.53bn recognized in Q3 lowered the annualized cumulative hedging cost to only 0.96% in 9M 2011
- Share of traditional hedges controlled within the target range of 70~90%
- Proxy hedging accounted for 5.9%
- Available for sale position in foreign equities accounted for 7.1% of the portfolio and was not marked to market in income statement

Note:

(1) Available for sale position

(2) Currency swaps and non-delivery forwards

Investment Strategy

Strong ALM Discipline

- Develop Strategic Asset Allocation based on liability profile and capital budget
- Build core portfolio of recurring income
- Achieve diversification and yield pick-up through overseas investments; share of overseas investment maintained between 35~40%

Well-diversified Portfolio

- Diversification by asset class (equity, credit, currency, commodity, real estate)
- Diversification by strategy for uncorrelated sources of alpha (high dividend yield, value, etc.)

Cost-effective Currency Hedging

- Target share of traditional hedges at 70~90% in the medium/long term
- Target hedging cost at 200 bps or below in the medium/long term

Enhance Investment Risk Management

- Manage/control investment risk by prudent SAA and TAA ranges
- Utilize the Algo system for real-time investment risk management

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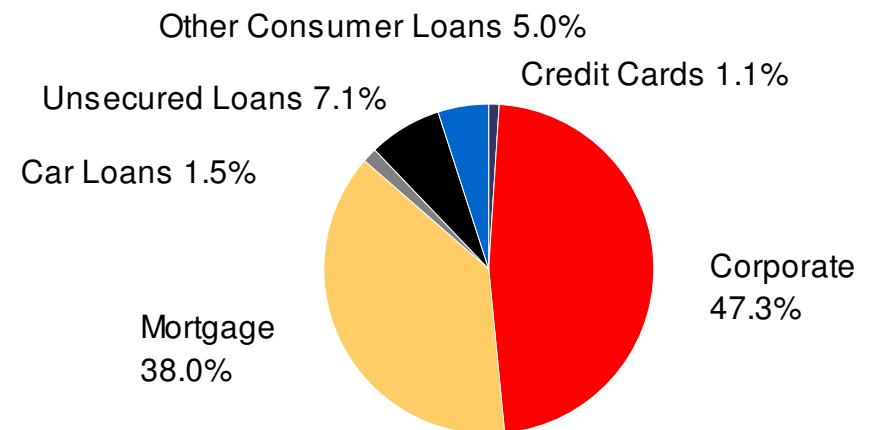
Shin Kong Bank

- 11th largest private bank by total assets in Taiwan
- Over 2 million customers and 105 branches with 51 located in the Greater Taipei area
- Offer a wide range of banking products including credit cards, mortgages, auto loans, deposits, other consumer finance and corporate products
- Established a representative office in Ho Chi Minh City, Vietnam in 2007.
- Hong Kong branch was officially opened for operations in May, 2011.

Financial Overview

NT\$bn	2008	2009	2010
Total Loans	283.99	287.03	329.76
Total Deposits	356.19	375.07	413.11
Net Income	0.23	0.56	2.00
Total Assets	404.03	422.86	470.19
Shareholders' Equity	20.61	22.26	24.52

2010 Loan Breakdown



Total Loan: NT\$329.76bn⁽¹⁾

Note:

(1) Includes credit cards revolving balance but excludes overdue receivables

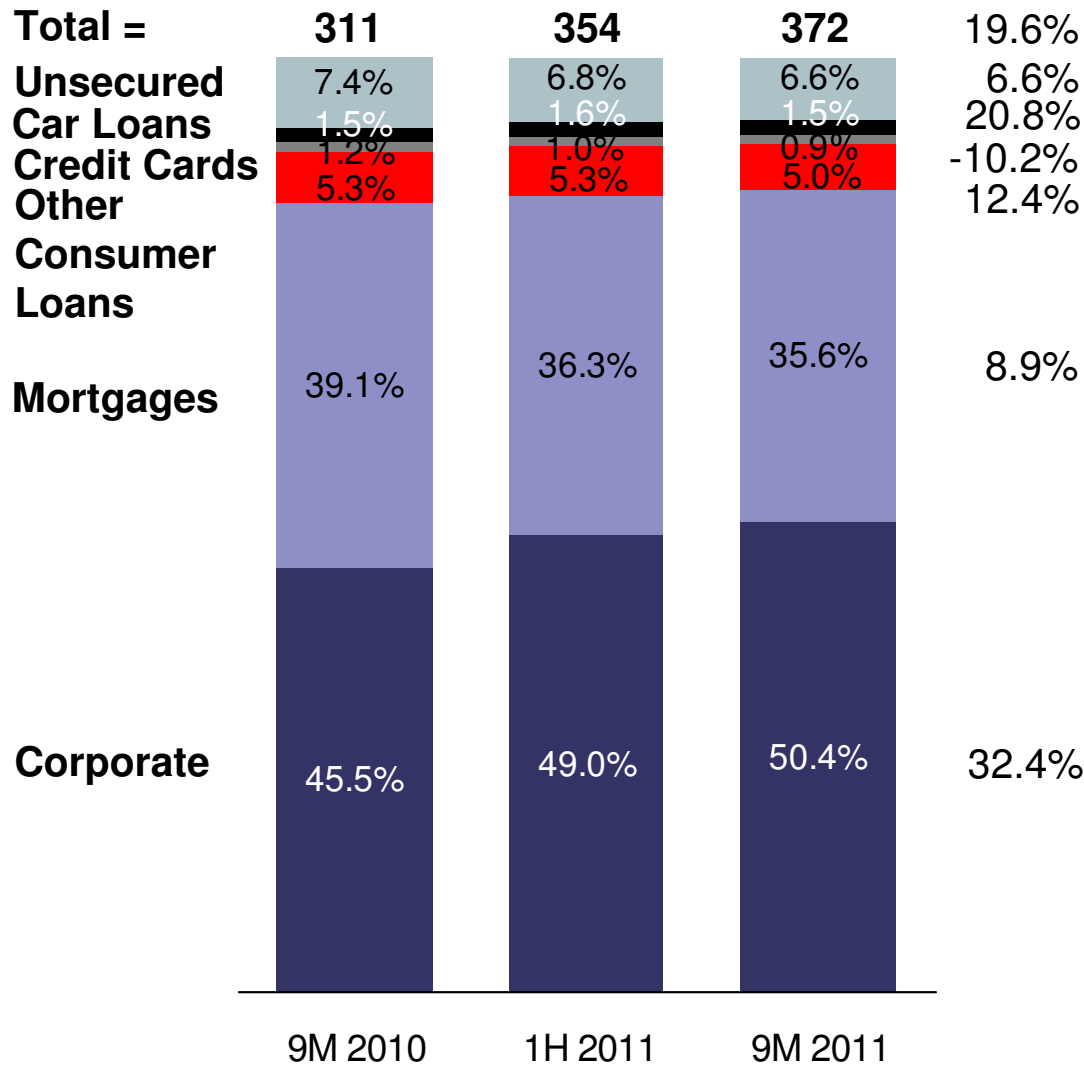
SKB – 9M 2011 Overview

- After-tax profit for 9M 2011 was NT\$2.96bn (up 108.6% YoY); net interest income for Q3 was NT\$1.89bn, up 25.4% YoY; pre-provision profit increased 16.8% QoQ to NT\$1.18bn.
- Loan balance increased to NT\$372.08bn (up 19.6% YoY); deposit balance increased to NT\$451.66bn (up 17.7% YoY). L/D ratio was 81.9% (incl. credit cards balance).
- NIM for Q3 2011 was 1.59%.
- Affected by continuous volatilities in global markets, wealth management income for 9M 2011 was NT\$615mn, slightly declined by 0.5% YoY. SKB achieved bancassurance cross-sales of NT\$11.26bn in 9M 2011, accounting for 46.8% of SKL bancassurance premium.
- Credit card NPL ratio slightly increased to 0.28%, and coverage ratio was 304.13%.
- Due to Prince Motors' default, NPL ratio increased to 0.81%, and coverage ratio decreased to 100.98%; however, the NT\$1.70bn loan to Prince Motors is fully collateralized with no loss expected. Excluding the loan, NPL and coverage ratios would improve to 0.35% and 234.69% respectively, indicating solid asset quality. NPL ratio for mortgages remained low at 0.25%.

Loan Mix

NT\$bn

YoY Growth



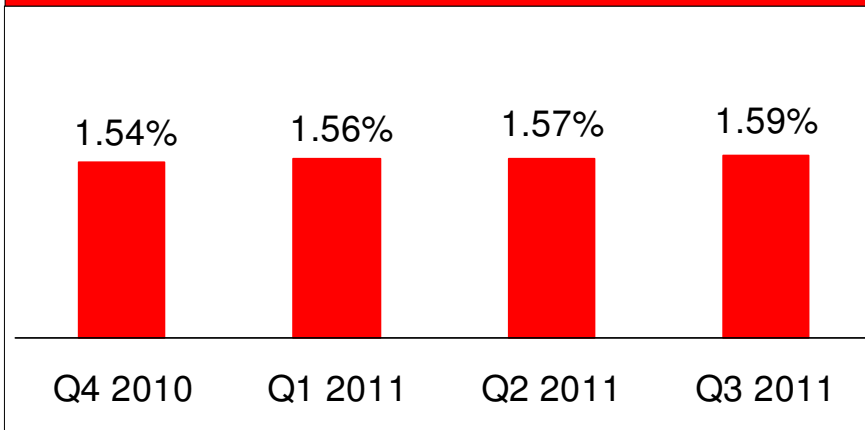
Comments

- Loan balance increased to NT\$372.08bn (up 19.6% YoY)
- Mortgages achieved stable growth under stringent credit policies; NPL ratio for mortgages was low at 0.25%
- L/D ratio was 81.9% (incl. credit cards balance)

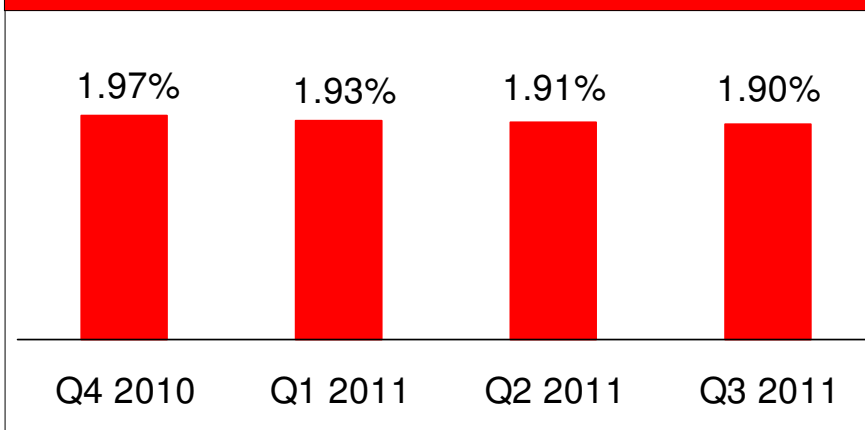
Note: Due to rounding, loan mix may not add up to 100%

Interest Income

Net Interest Margin



Net Interest Spread

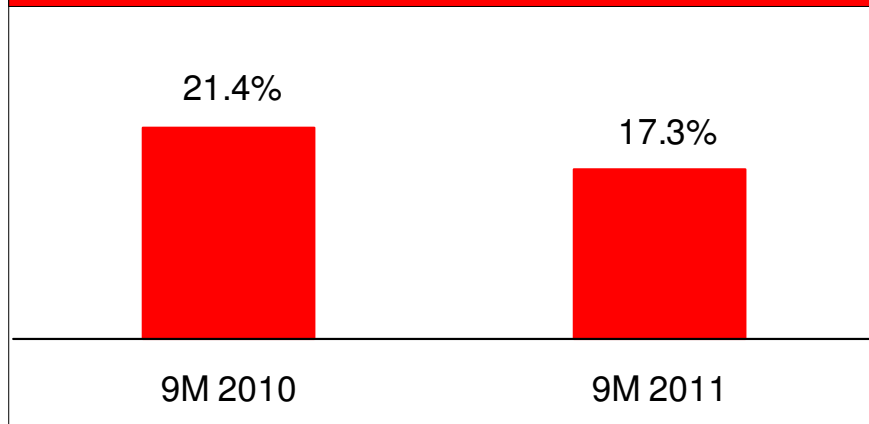


Comments

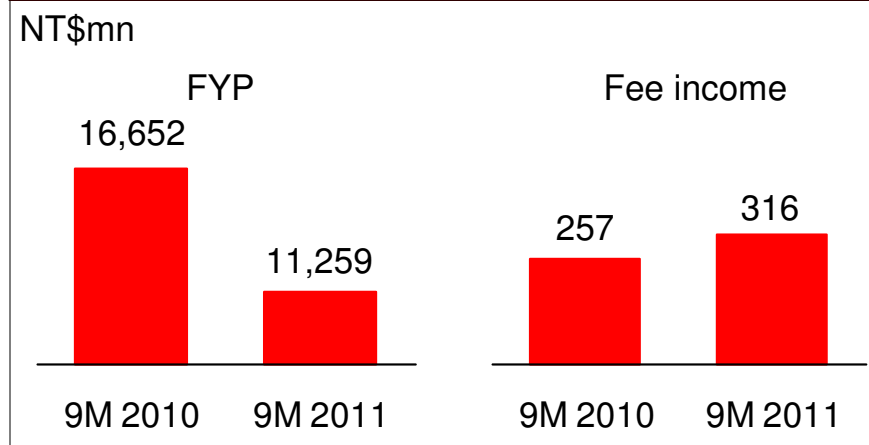
- NIM for Q3 2011 was 1.59%
- SKB will continue to :
 - Strengthen relations with corporate customers and increase fee income through GEB, TMU, syndicated loans and factoring business
 - Strengthen cash management business and act as the main settlement bank for MasterLink Securities to increase demand deposits and lower cost of funds , and
 - Develop SME and consumer loans with appropriate risk control to enhance interest income

Fee Income

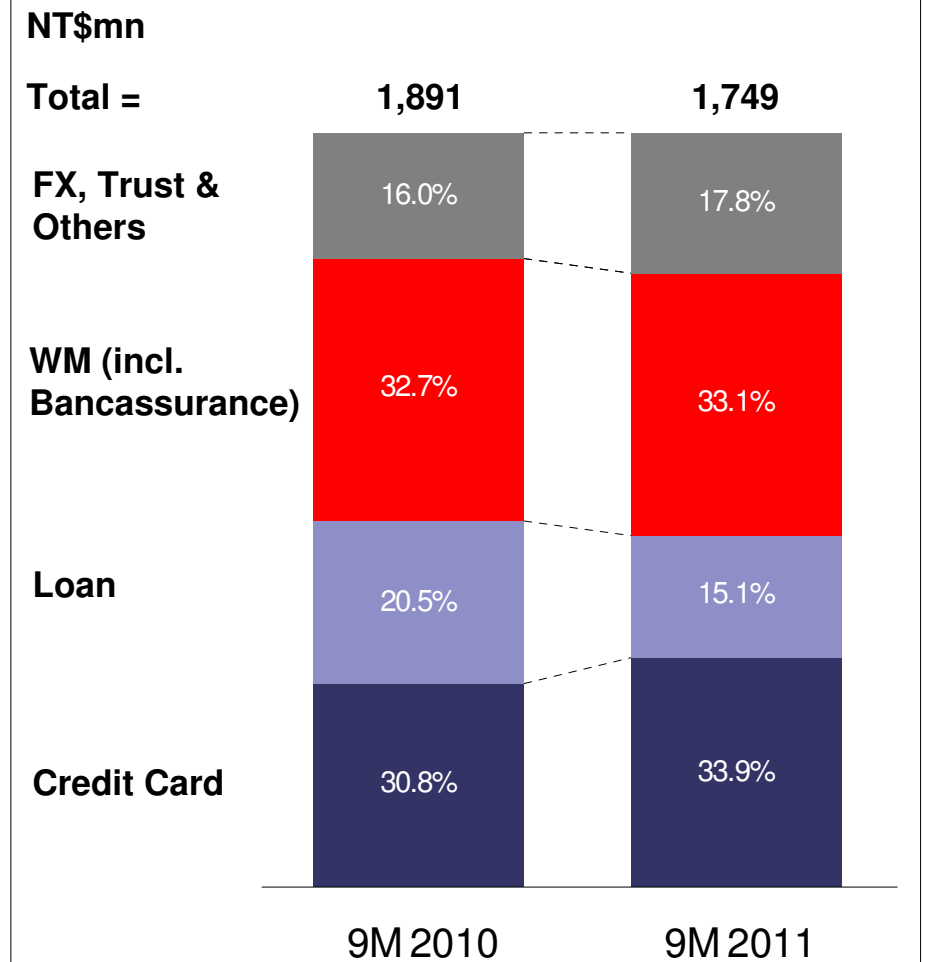
Net Fee Income / Total Income



Bancassurance (SKL)



Fee Income Breakdown

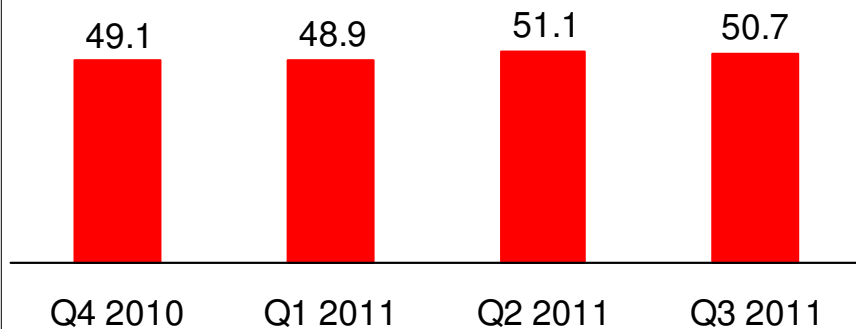


Note: Due to rounding, fee income breakdown may not add up to 100%

Wealth Management

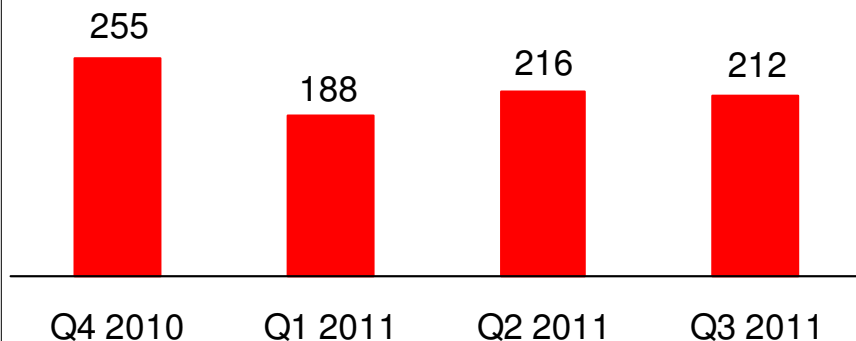
AUM

NT\$bn



WM Income

NT\$m



Note:

- (1) Wealth management income includes income from structured deposits
- (2) Income figure for each quarter is adjusted due to rounding

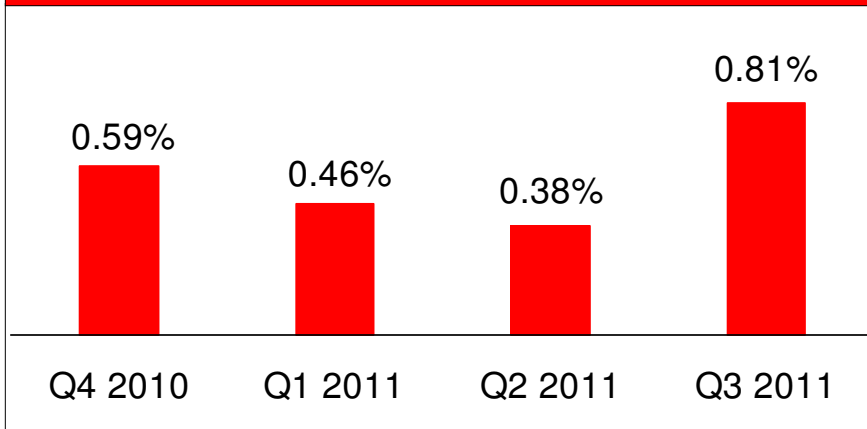
Wealth Management Center



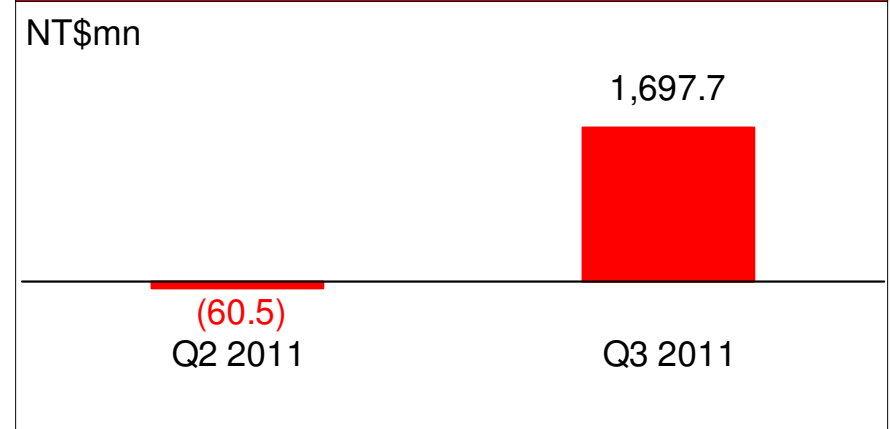
- Affected by continuous volatilities in global markets, wealth management income for 9M 2011 was NT\$615mn, slightly declined by 0.5% YoY
- Fee income from wealth management accounted for 33.1% of total fee income
- Sales focuses were on mutual funds, insurance, and foreign securities. Sales of mutual funds and foreign securities are expected to grow
- Foreign securities designed for high net worth clients have been launched in 2H, contributing to fee income growth

Asset Quality

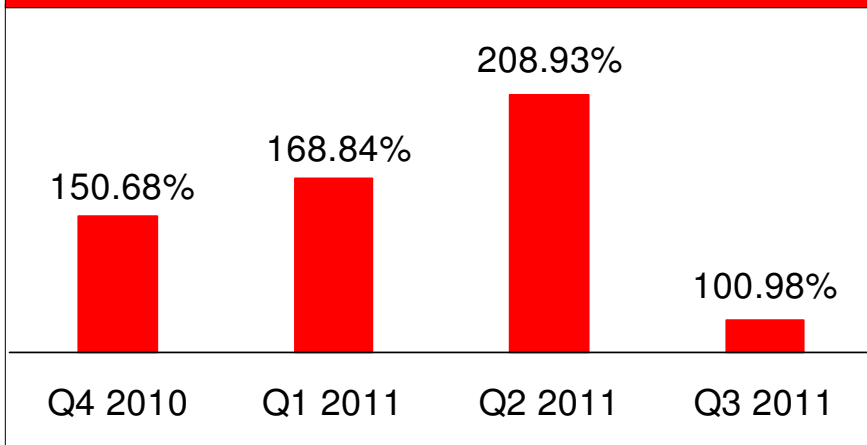
NPL Ratio



New NPL Generation



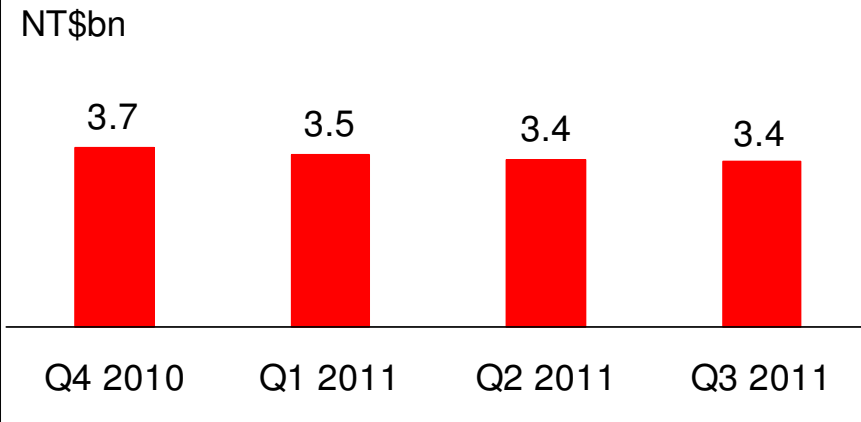
Coverage Ratio



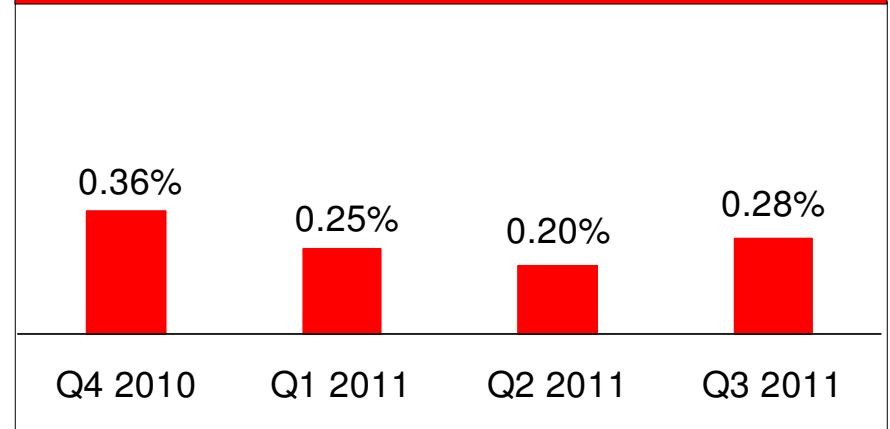
- NPL ratio increased to 0.81%, and coverage ratio decreased to 100.98% due to Prince Motors' default
 - The NT\$1.70bn loan to Prince Motors is fully collateralized with no loss expected
 - Excluding the loan, NPL and coverage ratios would improve to 0.35% and 234.69% respectively, indicating solid asset quality
- New NPL generated in Q3 2011 were NT\$1.70bn but would be only NT\$0.94mn excluding the exposure to Prince Motors
- NPL ratio for mortgages was low at 0.25%

Credit Cards Metrics

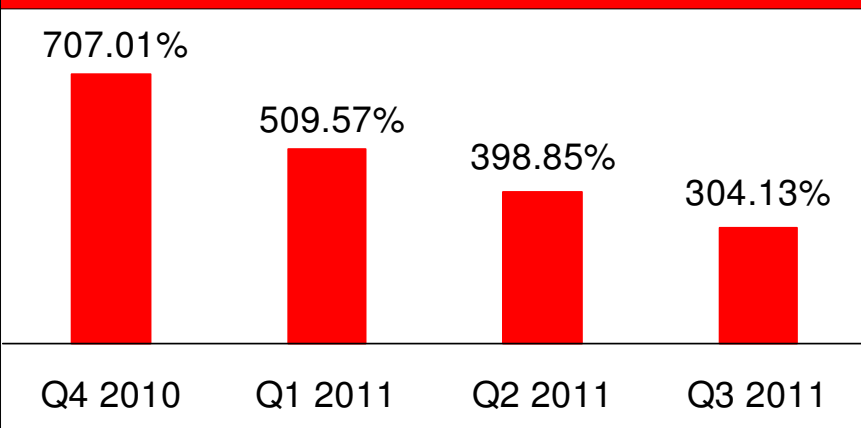
Revolving Balance



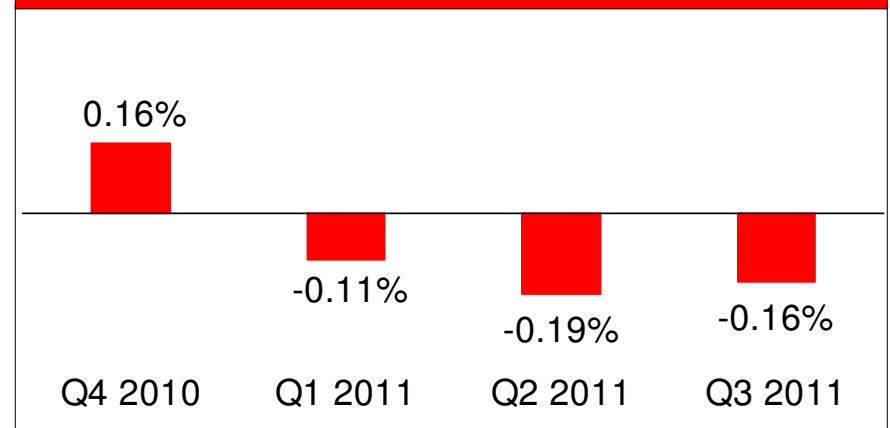
90-day NPL



Coverage Ratio (1)



Charge-off Ratio (2)



Note:

(1) Actual reserves / NPL

(2) Unannualized numbers

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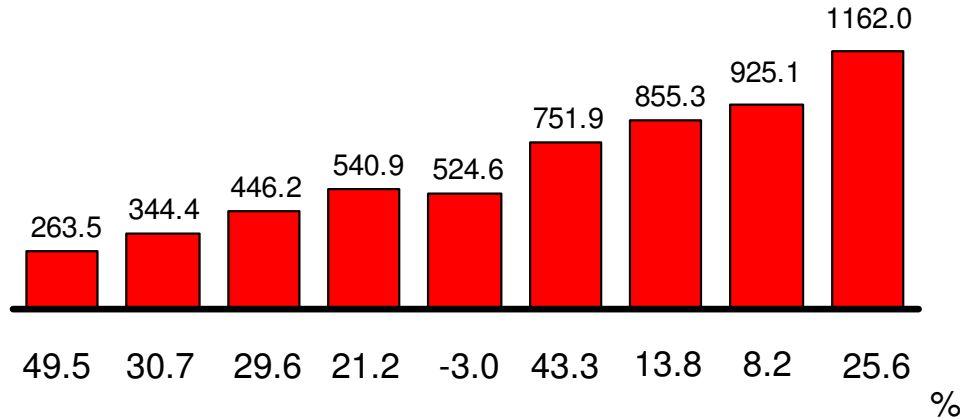
- **Market opportunities**
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Insurance opportunity:

High growth driven by new products and channels

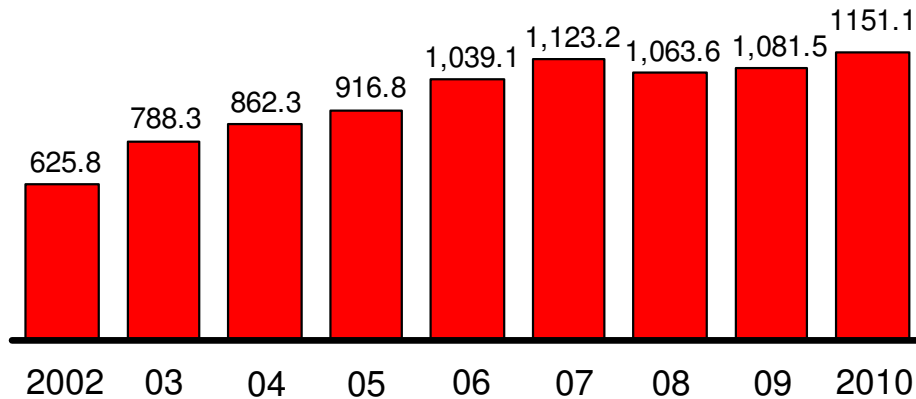
Life FYP

NT\$bn



Life renewal premium

NT\$bn



Growth

Percent

13.2 26.0 9.4 6.3 13.3 8.1 -5.3 1.7 6.4

Source: Insurance Institute

New business breakdown

Percentage

Variable interest rate linked

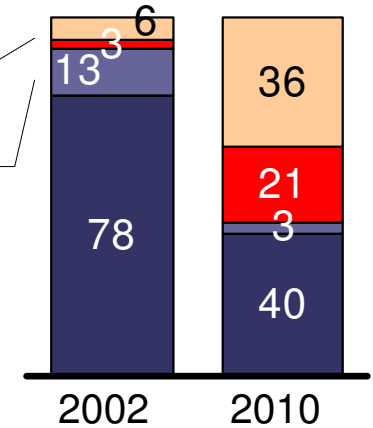
Investment linked

Accident and health

Traditional life

Traditional life

%



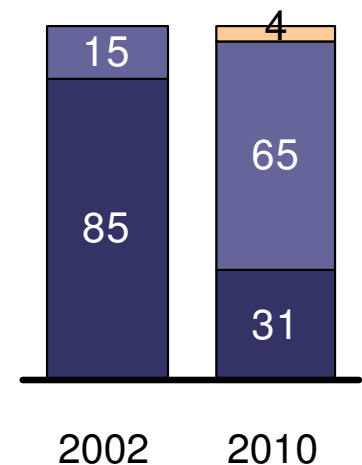
New business channel mix

Percentage

Others

Bancassurance

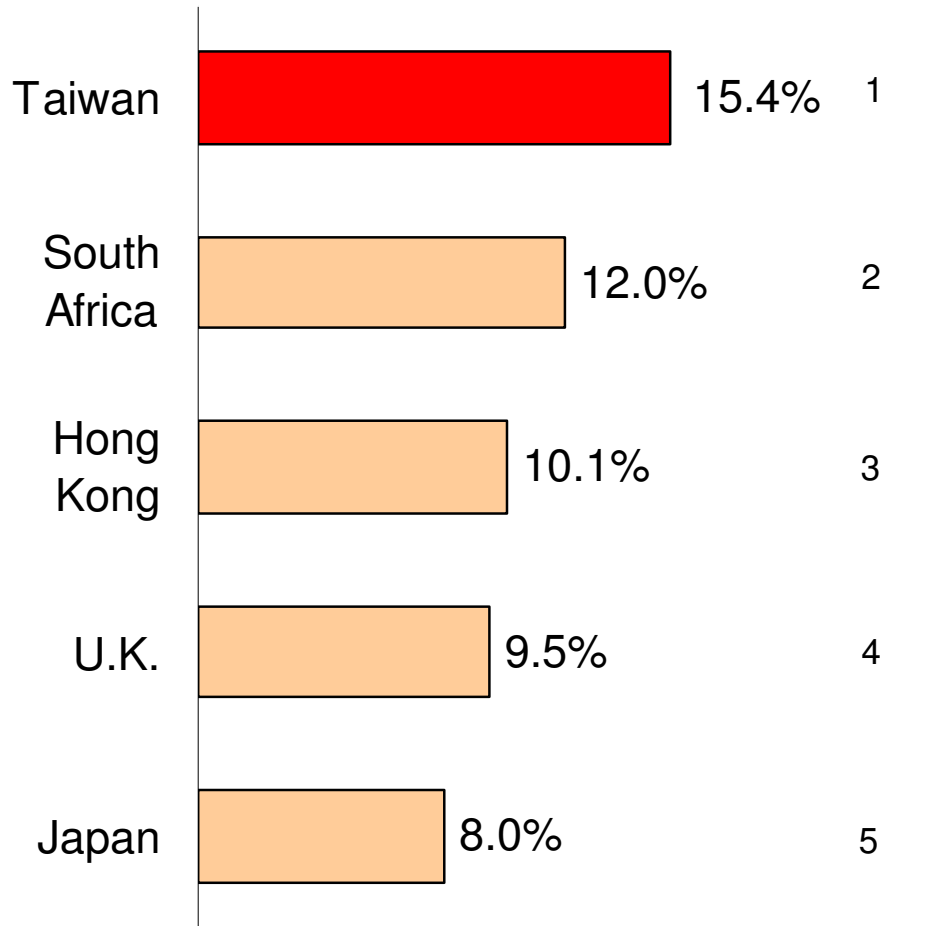
Traditional agents



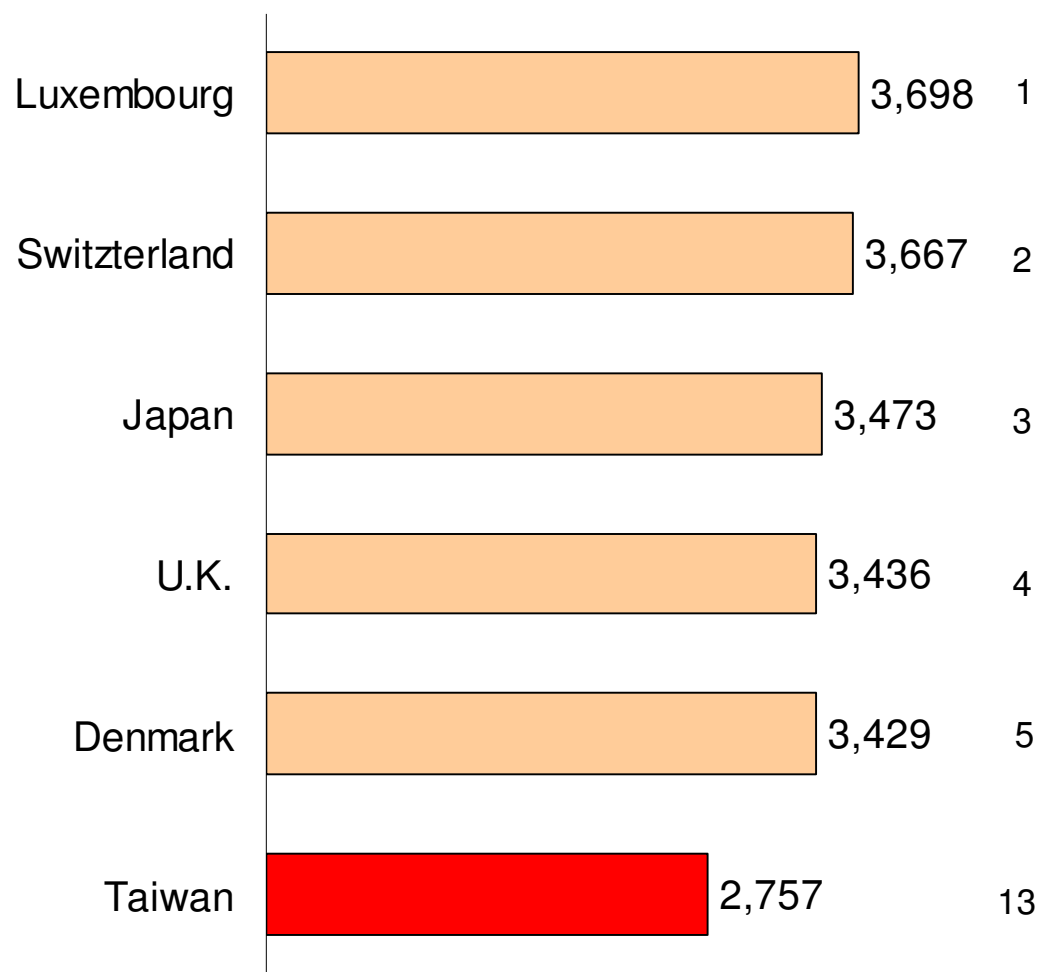
Insurance opportunity:

High penetration but low density

Life Insurance Premiums/GDP, % **Rank**



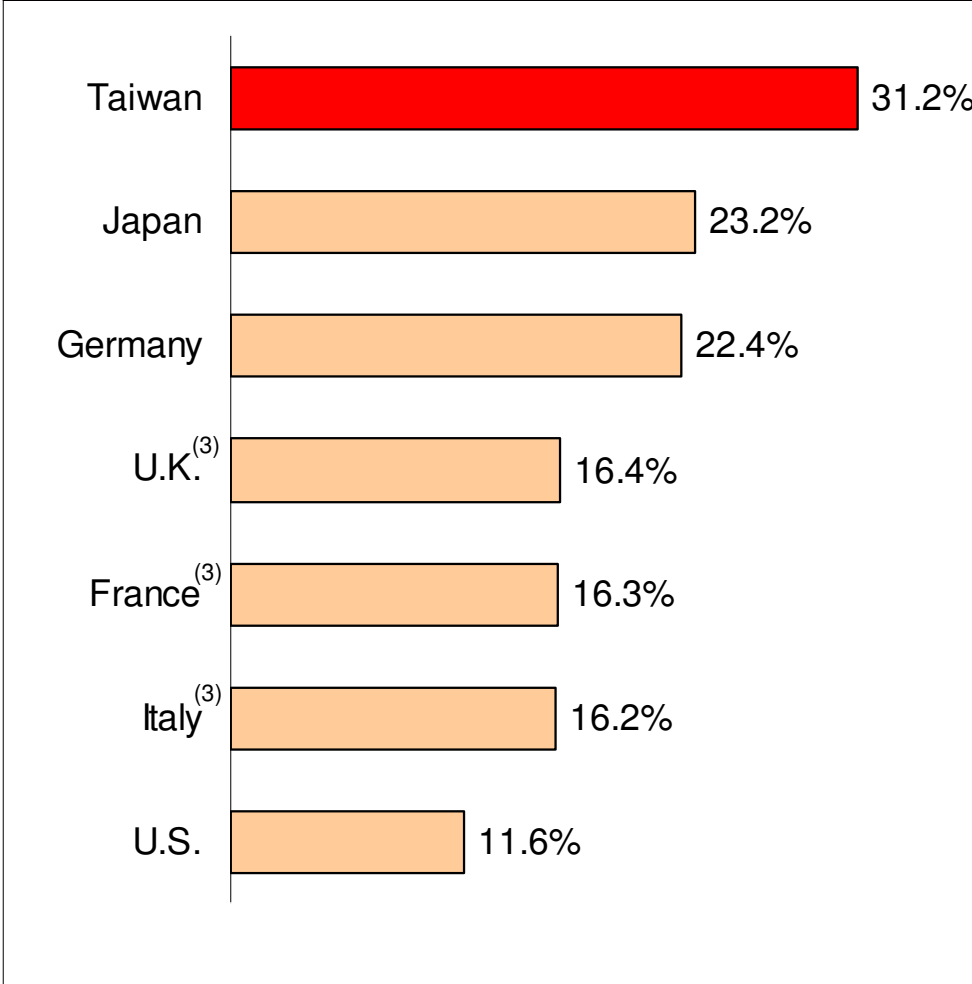
Life insurance expense per capita, US\$ **Rank**



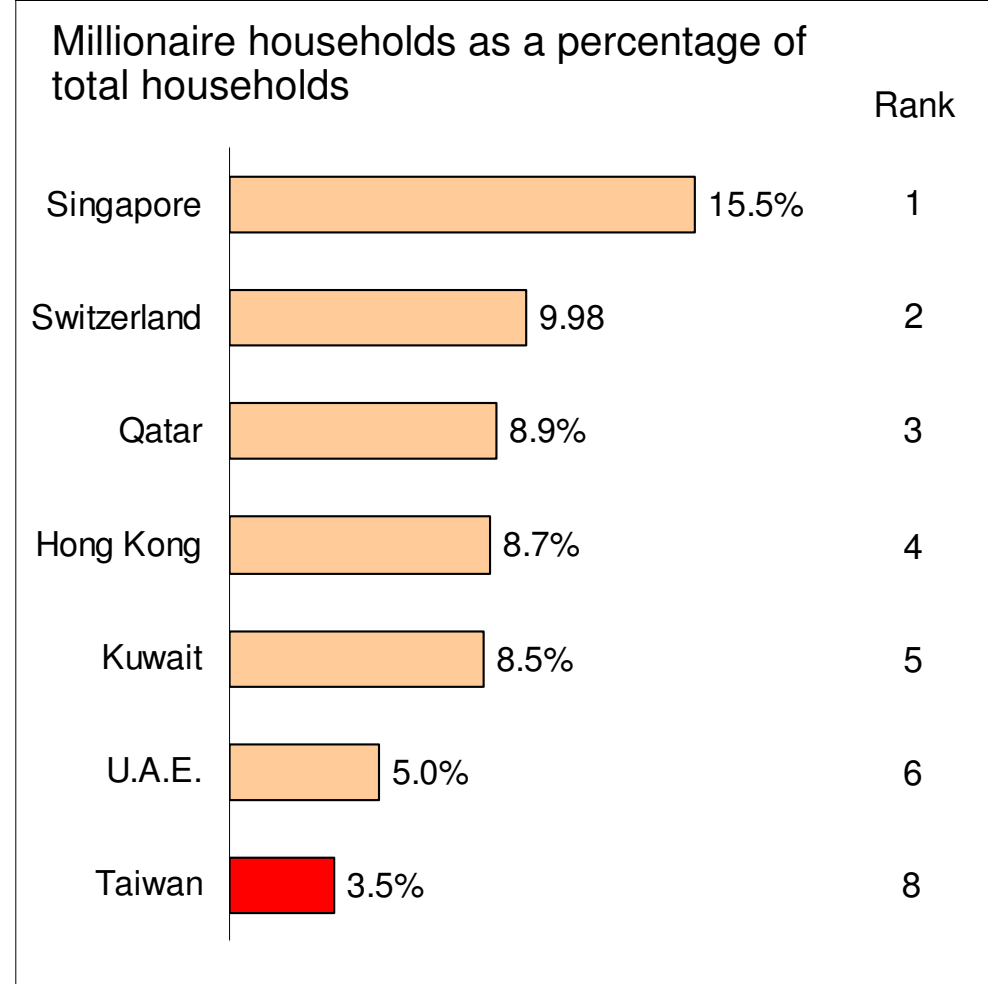
Wealth management opportunity:

High savings rate and wealth concentration

Savings rate ⁽¹⁾



Concentration of wealth ⁽²⁾



Footnote: (1) Source: National Statistics, Taiwan; BEA (USA), International Financial Statistics (IMF), Monthly Statistics of Japan, 2010

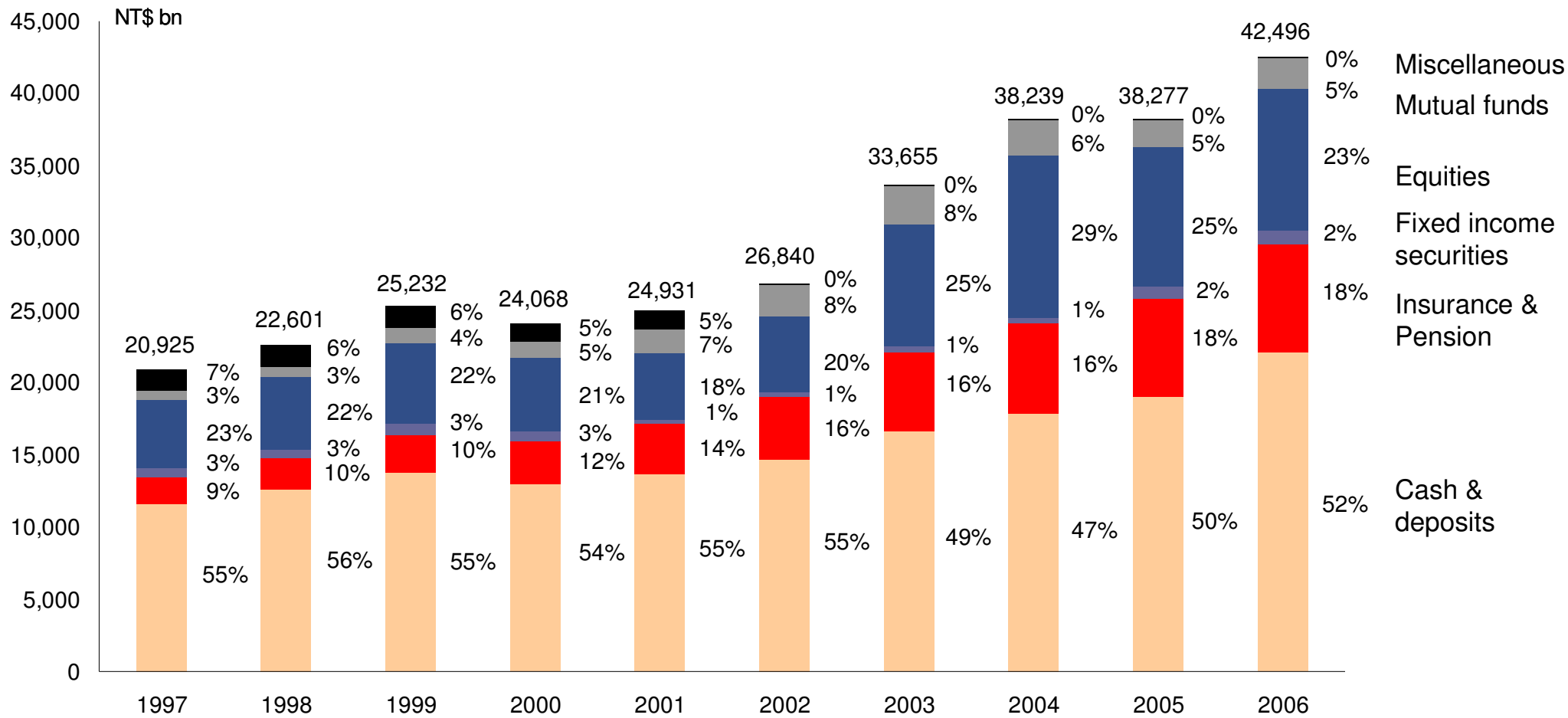
(2) Source: BCG global wealth market-sizing database, 2011

(3) 2009 data

Wealth management opportunity:

Asset migration away from deposits

Taiwanese household assets (NT\$bn, Percent)



Source: CBC, Citigroup Investment Research

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SP / RP Breakdown

NT\$bn

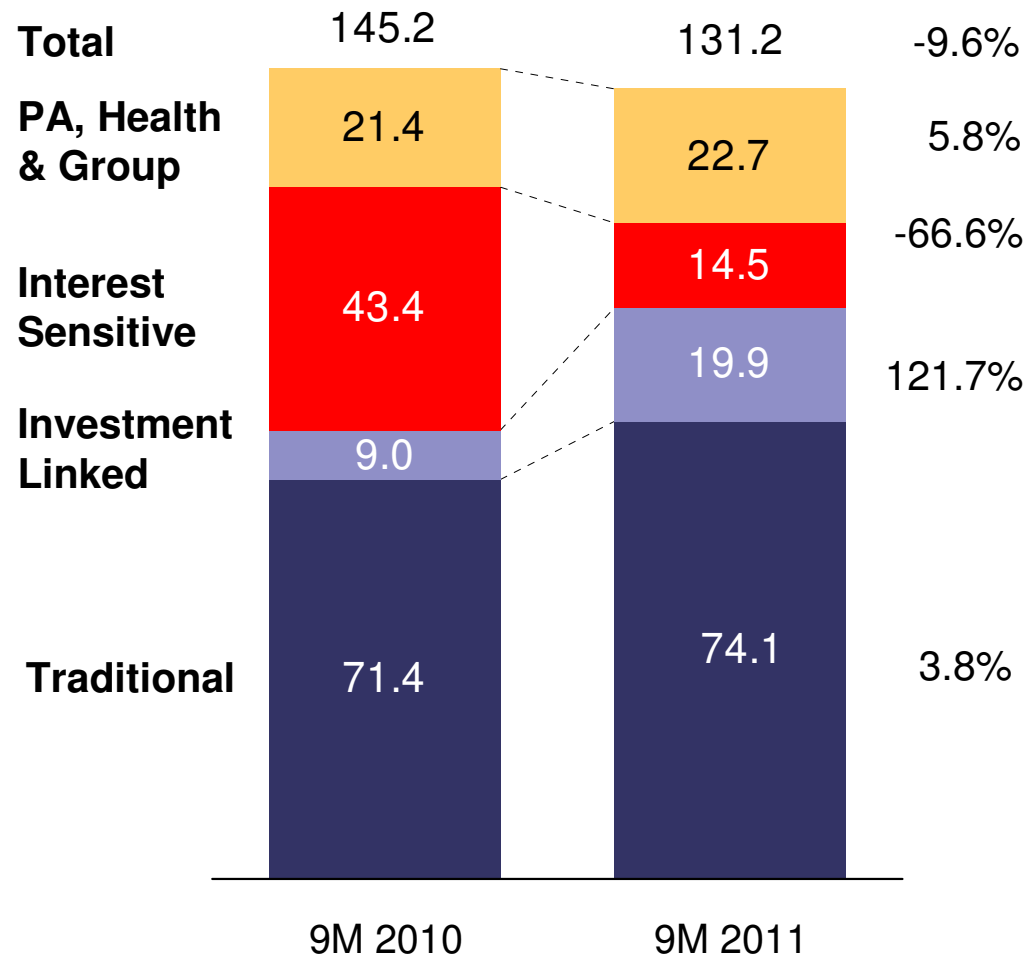
9M 2011 FYP	Single Premium	Regular Premium	Flexible Payment	Total
Traditional	17.74	7.17		24.90
Investment-linked				
VUL			1.14	1.14
Structured note	14.58			14.58
Interest Sensitive				
Annuity	13.40		0.05	13.45
Life			1.05	1.05
PA, health and others		2.81		2.81
Total	45.72	9.98	2.24	57.94
Share	78.9%	17.2%	3.9%	100.0%

Total Premium – 9M 2011

NT\$bn

Market Share = 8.0%

Growth

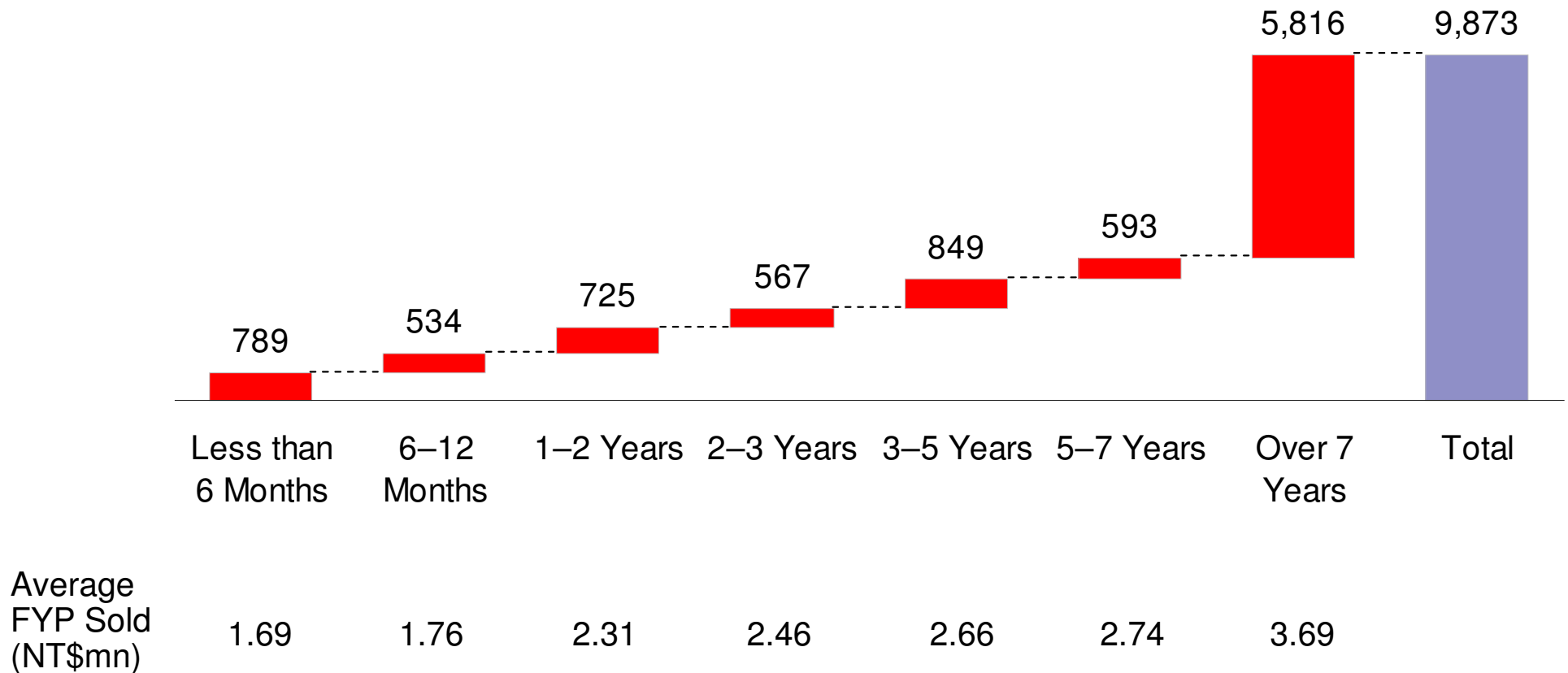


Comments

- Total premium went down 9.6% YoY
- Total premium of interest-sensitive product declined due to regulation changes caused market demand fell
- PA, Health & Group and investment-linked products grew compared to 9M 2010

Agent Number and Productivity by Tenure

2010



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Summary of CDO/CBO Losses

Reflected in Income Statement

Impairment Loss Recognized (NT\$bn)	2007	1H 2008	2H 2008	1H 2009	2H 2009	1H 2010	2H 2010	1H 2011	3Q 2011	Total
ABS CDOs	1.88	3.20	0.74	1.75	0.09	0.64	-	-	0.11	8.41
CBOs	1.03	1.37	-	-	0.70	-	-	-	-	3.10
CMBS CDOs	-	0.13	-	0.97	-	-	-	-	-	1.10
Corporate CDOs	-	-	1.40	0.09	-	0.29	0.13	-	-	1.91
Total	2.91	4.70	2.14	2.81	0.79	0.93	0.13	-	0.11	14.52

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SKL - EV & AV Results

Unit : NT\$bn

	2009.12	2010.12	YoY growth
Adjusted NAV	97.7	148.5	52.0%
VIF	43.7	62.3	42.6%
COC	31.3	34.8	11.2%
EV	110.1	176.0	59.9%
EV / per share (SKL / SKFH)	22.1 / 14.0	32.3 / 20.9	-
V1NB	13.1	12.6	-3.8%
AV – 5 years NB	158.4	219.8	38.8%
5-year AV / per share (SKL / SKFH)	31.8 / 20.1	40.3 / 26.1	-
AV – 20 years NB	220.7	281.6	27.6%
20-year AV / per share (SKL / SKFH)	44.3 / 28.0	51.6 / 33.4	-

Note:

(1) Based on SKFH's outstanding shares of 8.44bn as of the end of 2010

SKL - Estimate of Embedded/Appraisal Value

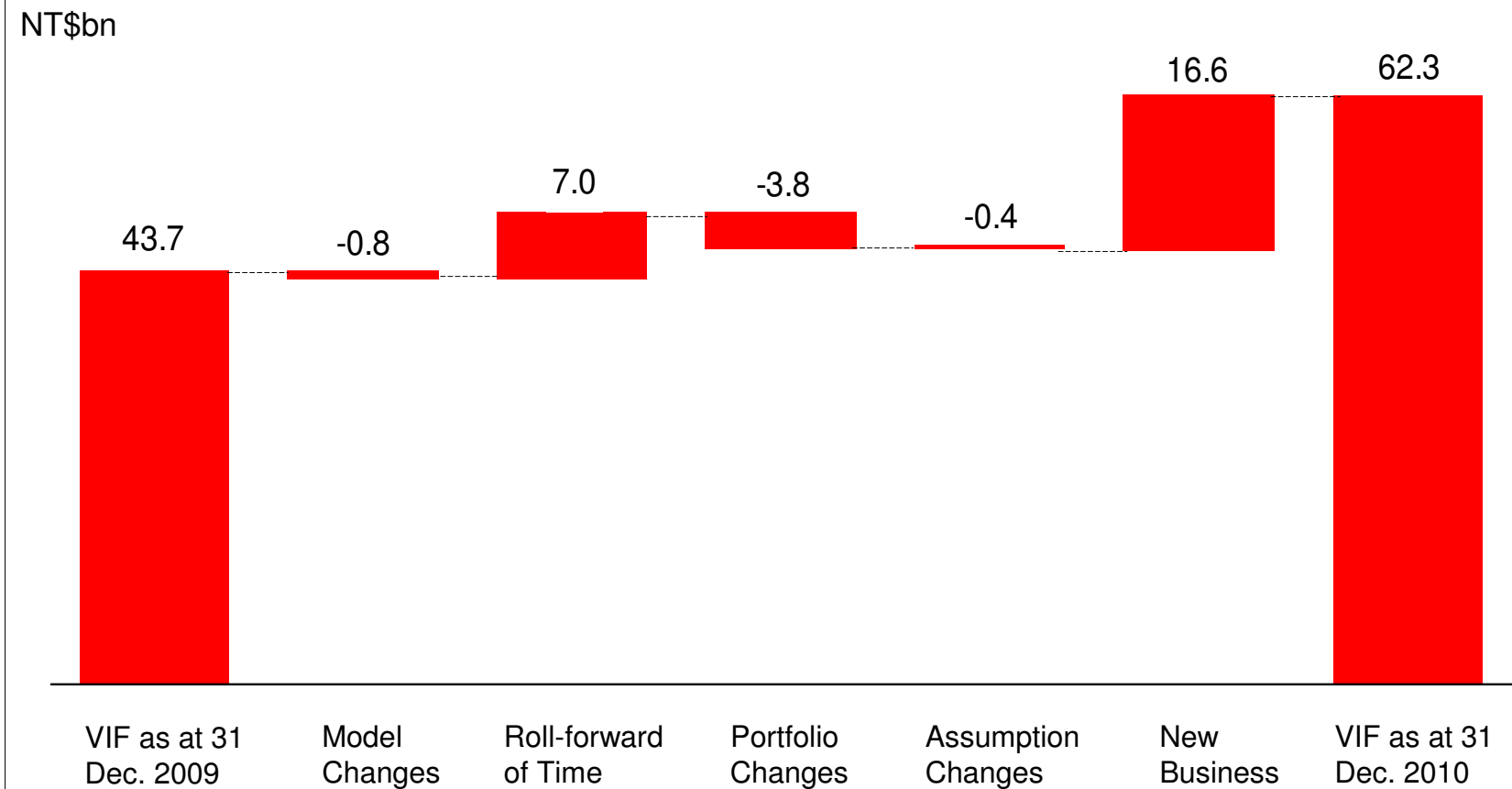
Unit: NT\$bn Valn Date: 31 Dec, 10 Solvency Basis: 200% RBC			Base Case Scenario		
	All else equal except		Inv Return 3.90% ~ 5.43% (Interest Sensitive Business 3.53% ~ 5.04%) RDR 10%	All else equal except	
	Inv Return - 0.25%	Inv Return + 0.25%		RDR - 1.0%	RDR + 1.0%
Adjusted NAV	148.5	148.5	148.5	148.5	148.5
VIF	28.2	95.9	62.3	73.6	53.5
Cost of Capital (COC)	37.2	32.5	34.8	31.8	37.1
EV after COC	139.5	211.9	176.0	190.2	164.9
V1NB after COC	11.7	13.5	12.6	14.2	11.3
AV (5 years NB)	179.8	259.1	219.8	241.2	202.7
AV (20 years NB)	236.4	326.1	281.6	319.7	251.6

Note:

(1) Figures may not add up exactly due to rounding.

SKL - Analysis of Change in VIF

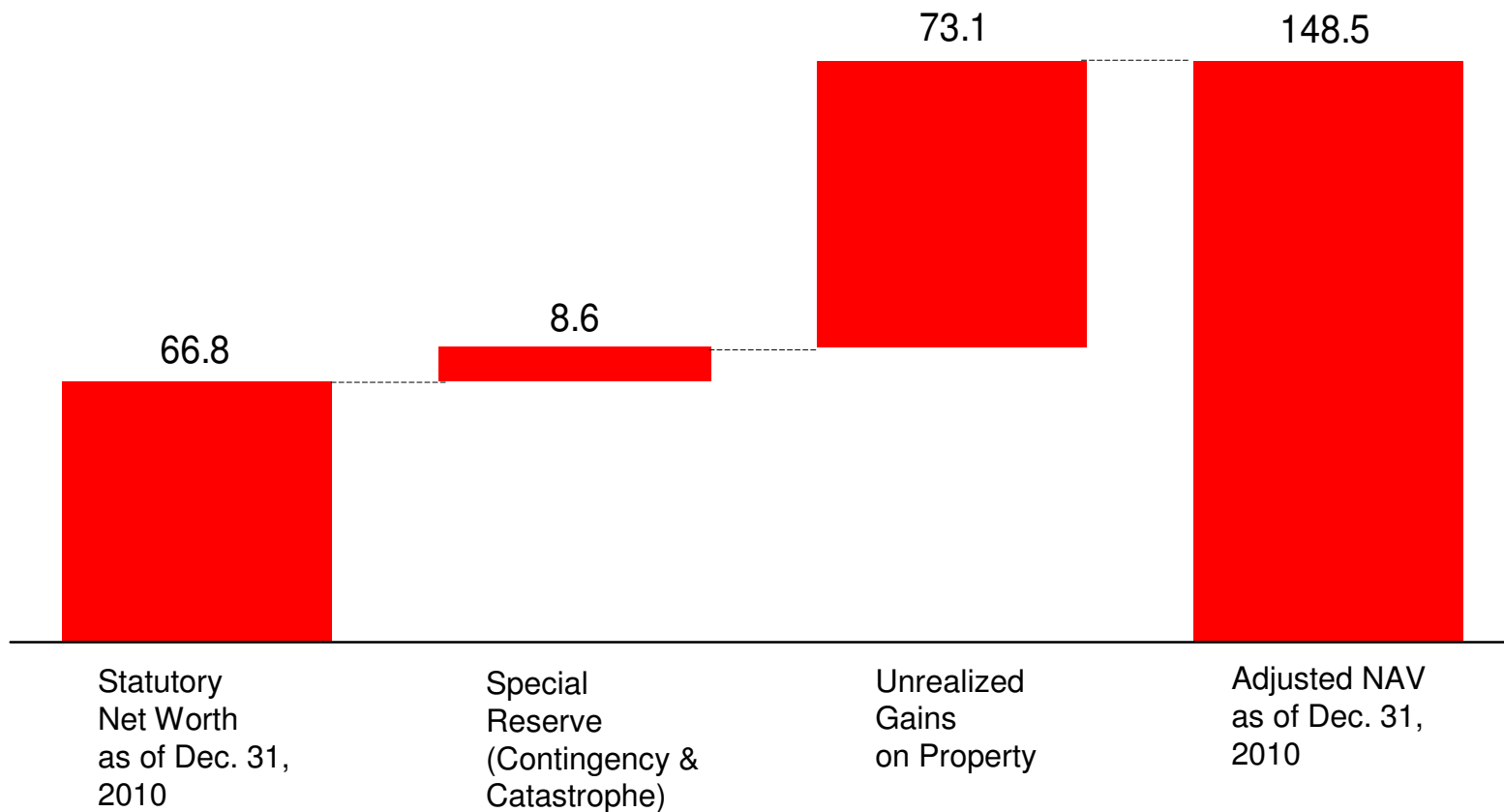
Changes between 31 Dec. 2009 and 31 Dec. 2010 broken down by components



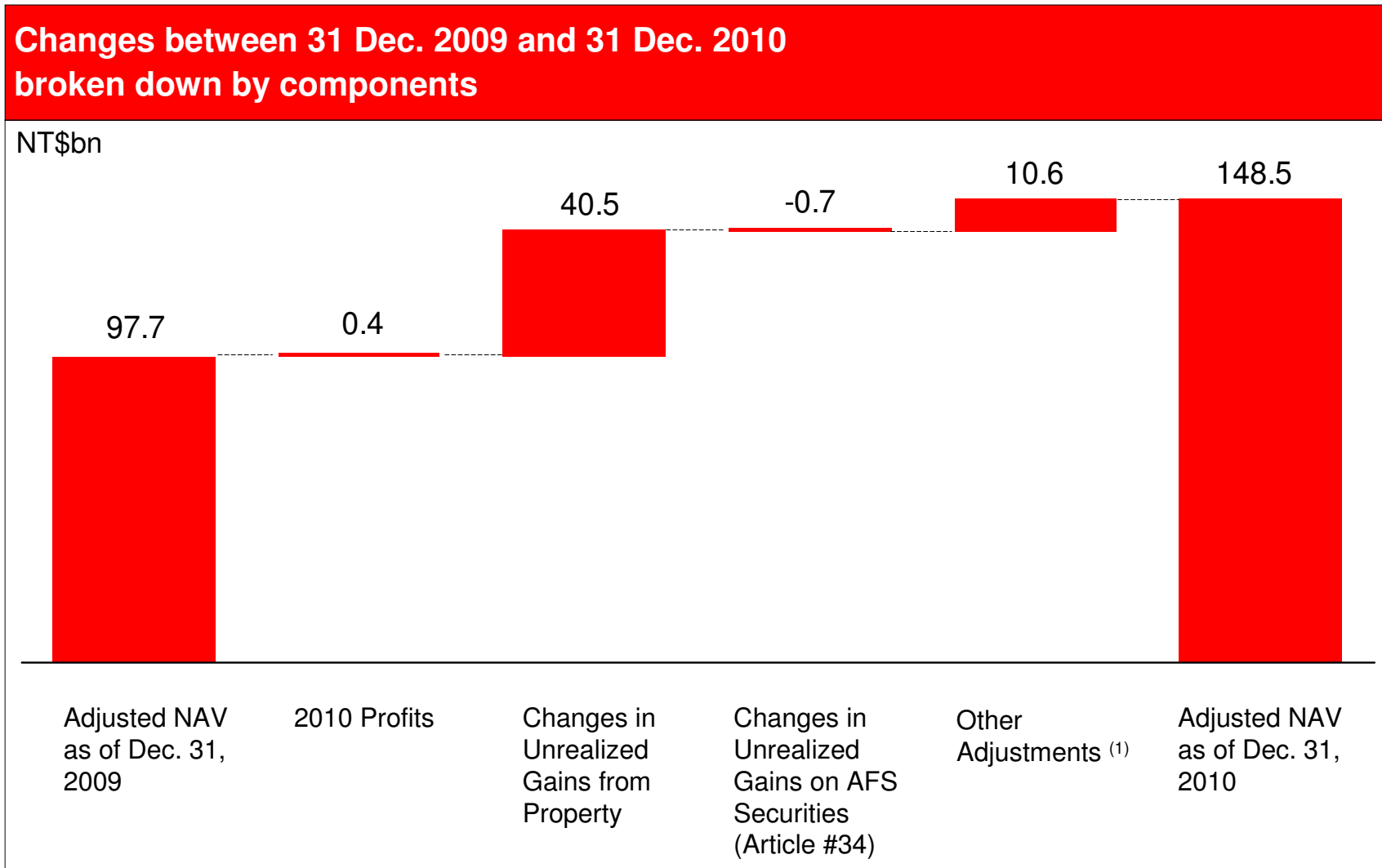
SKL - Adjusted NAV

Adjustments to Statutory Net Worth at 31 Dec. 2010

NT\$bn



SKL - Analysis of Change in NAV



Note:

(1) Included capital injection, changes in special reserve (contingency & catastrophe), and other items.

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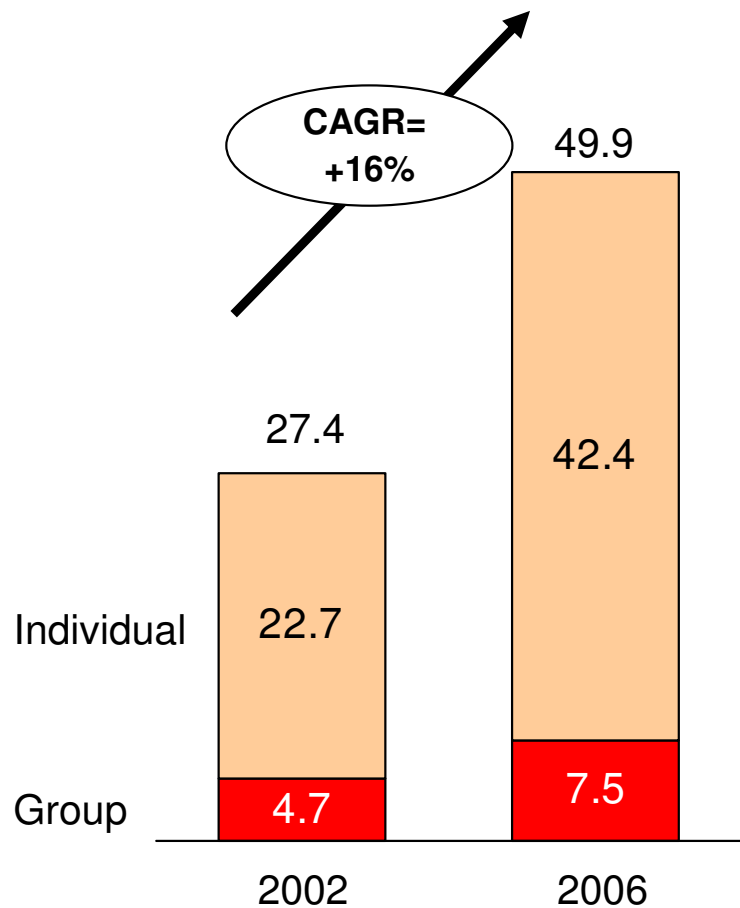
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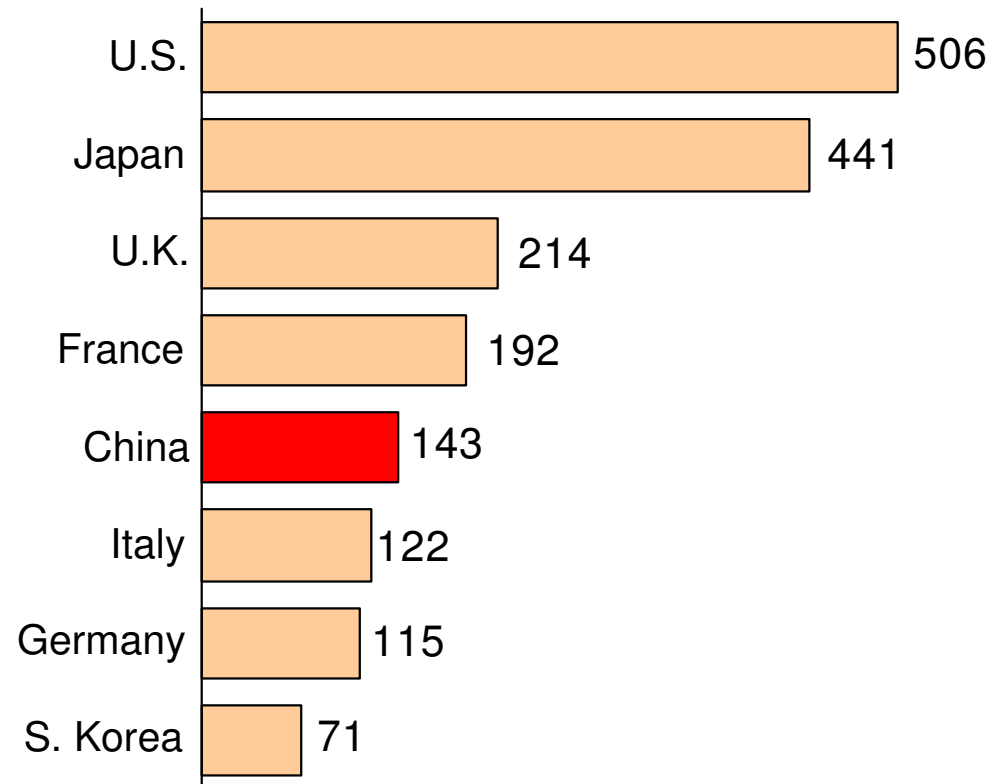
China insurance market is growing rapidly and ranked number 5 in the world

US\$bn

Total life premium



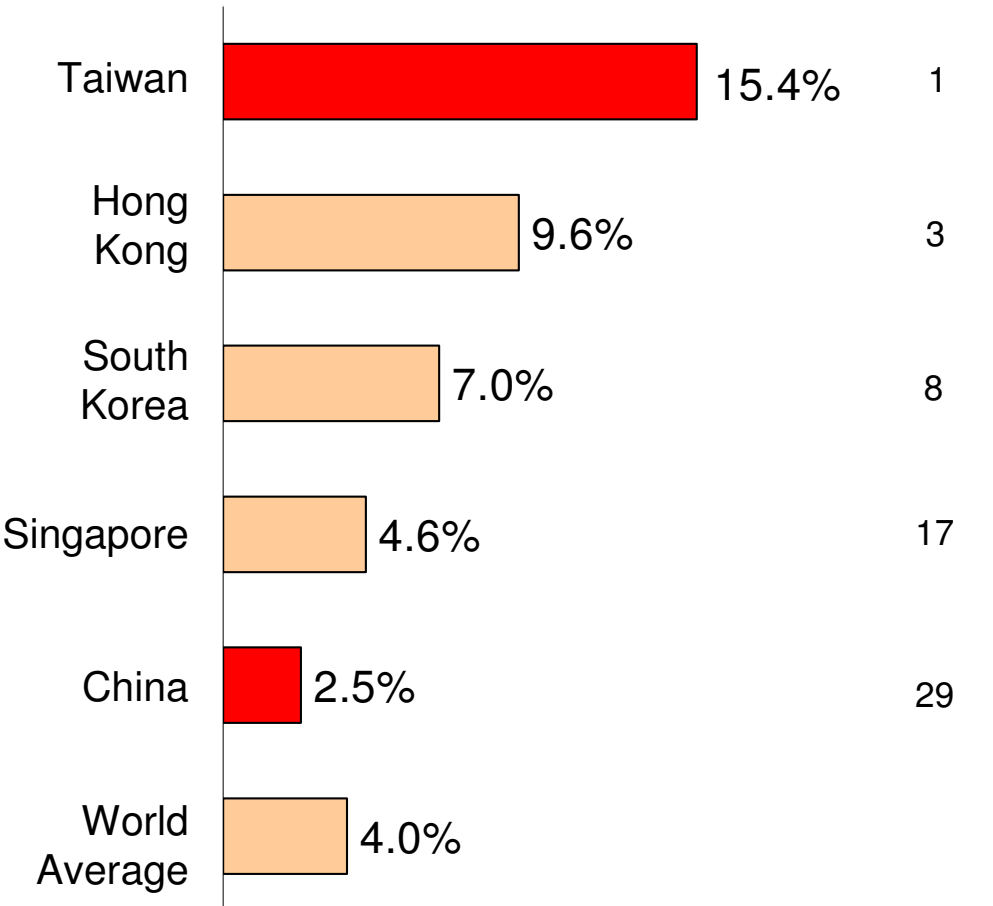
Total life premium 2010



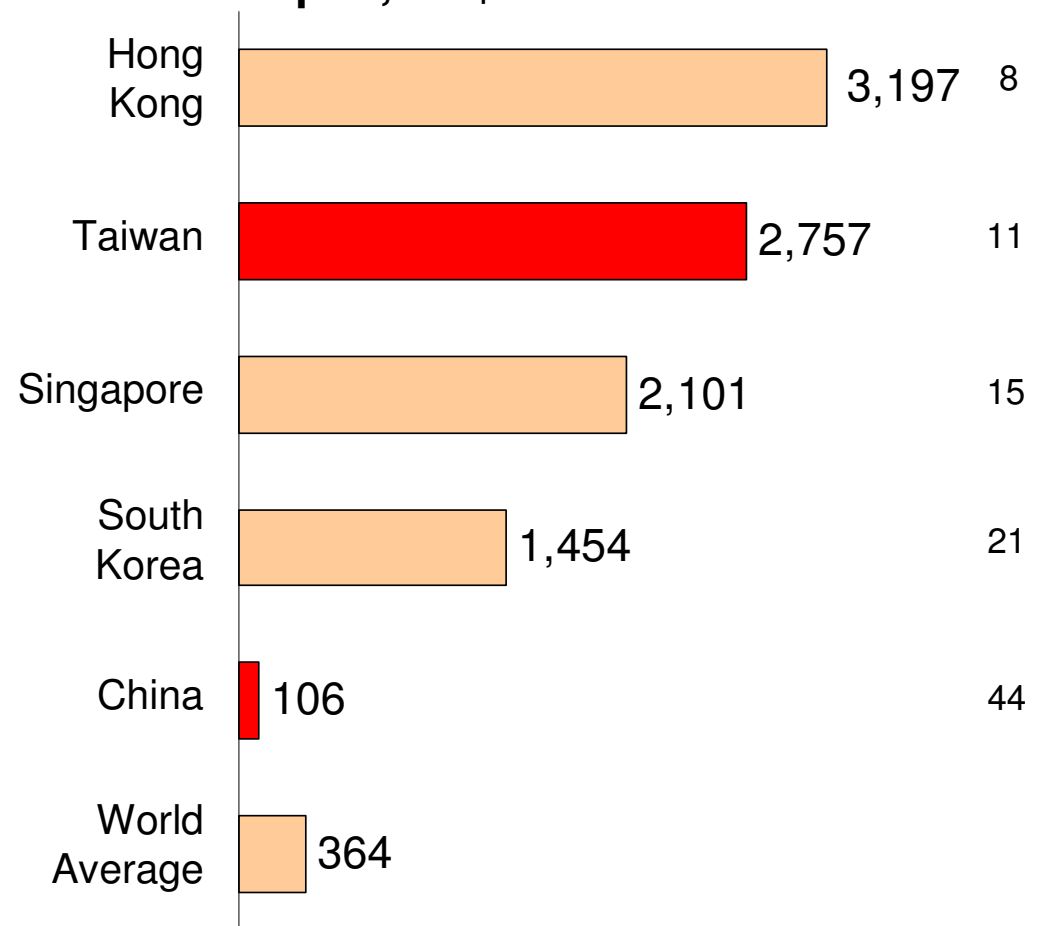
Source: China Insurance Year Book, Swiss Re, Sigma No.2/2011

Low Penetration and Density

Life Insurance Premium/GDP, % Rank

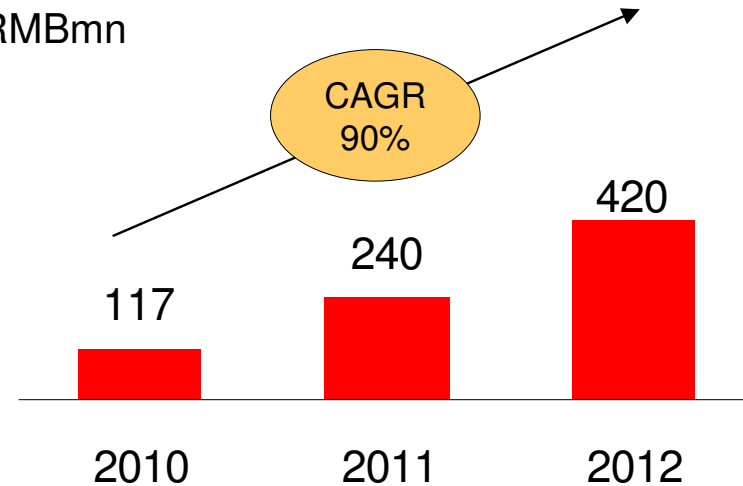


Life Insurance Premium per capita, US\$ Rank



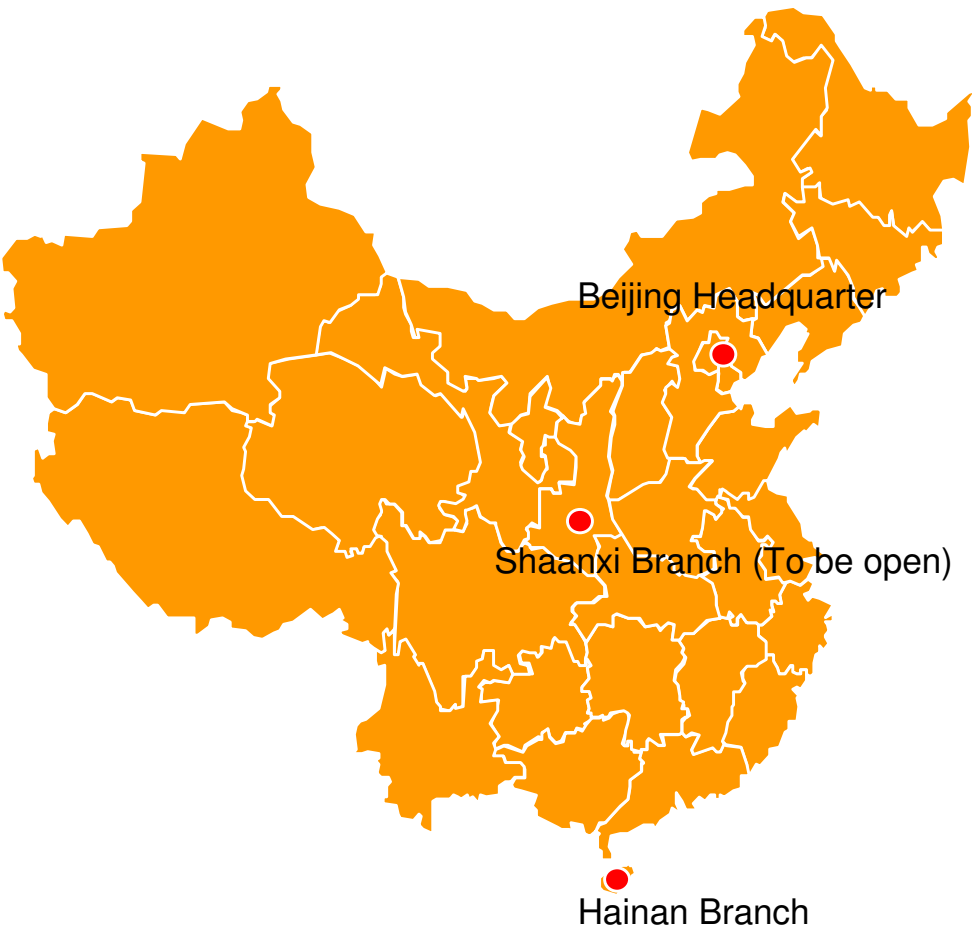
Shin Kong - HNA Life Started Operation

3 Year Total Premium Target
RMBmn



SKHNA Life Started Operation in April 2009

- Focus on agency and bancassurance channels:
 - Around 150 agents as of Dec. 2010
 - Signed bancassurance agreements with Shanghai Pudong Development Bank, ICBC, and others to kick-start the bancassurance channel
- Target to establish one new branch per year:
 - Cities with direct flights to Taiwan are prioritized
 - Cities with airports managed by HNA will provide additional advantage
 - In December 2010, Hainan branch was officially opened for operations in Haikou City.
 - In May 2011, SKHNA Life obtained approval from the China Insurance Regulatory Commission to launch Shaanxi branch operations
- Leverage tourism to Taiwan and Shin Kong Group's medical/entertainment resources



Joint Venture Partner – HNA Group



- Hainan Airlines Group (HNA Group) is one of China's top-four aviation consortiums. In addition to its core Hainan airlines business, the group is involved in China Xinhua Airlines, Changan Airlines, and Shanxi Airlines
- As of the end of 2010, total assets was about RMB 201.5 billion yuan
- Hainan Airlines' B shares were listed in the Shanghai Stock Exchange in 1997, while its A shares were listed in 1999
- Total employees are above 90,000 in HNA Group
- Group headquarters is in Haikou and Beijing will be the future operation center
- HNA Group brings together air transport, airport management, hotel, travel, retail and other related businesses, with operations in Hainan, Beijing, Shanghai, Guangzhou, Xian, and Tianjin

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