

Press Release

Taipei, July 20, 2017

FFHC Announced Ex-dividend Date as August 4th, 2017

First Financial Holding Board of Directors approved today to set August 12th 2017 as the record date for its common stock dividends. The ex-dividend date will be August 4th, 2017. FFHC shareholders will receive NT\$1.2 cash dividend and NT\$0.2 stock dividend per common share. A total of NT\$ 14,372,227,401 cash will be distributed. Current shares are 11,976,856,168; after issuance of 239,537,123 new shares, the number of outstanding shares will increase to 12,216,393,291.

As required by article 165 of the Company Law, the shareholders register will be closed for five days prior to the record date, i.e., from August 8th through August 12th, 2017, for registration transfer. Cash dividend is projected to be paid on August 24th 2017, and stock dividend is set to be delivered on September 11th 2017.

Company Profile

As of end of 2016, First Financial Holding Co., Ltd. (TWSE: 2892) is one of the largest financial groups in Taiwan, with an asset size of NT\$2.54 trillion. The Group, which totally has 39 overseas spots, provides corporate and individual clients with a full range of product mix including retail banking, stock brokerage, asset and wealth management, and corporate and investment banking. Subsidiary First Commercial Bank is the major profit driver and has maintained its leading positions in selected areas as the deposit and lending business, SME loans, home mortgages, mutual-fund distributions, and bancassurance. It currently owns 189 branches at home along with 35 overseas branches and representative offices, including US subsidiary of First Commercial Bank (USA). Subsidiary First Securities engages in brokerage, dealing, underwriting, and derivative products via its 24 operating offices around Taiwan. The assets under management by Subsidiary First Securities Investment Trust was over NT\$94.5 billion. Other subsidiaries include First-Aviva Life Insurance Co, First Financial Assets Management Co., First Venture Capital Co., and First Financial Management and Consulting Co.,.

For further information, please go to www.ffhc.com.tw