2014 Fourth Quarter Briefing

March, 2015



Cathay Financial Holdings

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Agenda

2014 Business overview and 2015 outlook

2014 Business overview

Cathay United Bank Cathay Life Cathay Century

- Overseas expansion
- Cathay United Bank adopts the "Equator Principles"
- Appendix

2014 Business overview

Cathay United Bank	 Delivered 8% loan growth with benign asset quality Fee income grew by 26% YoY Continued to expand overseas footprints; offshore earnings accounted for 46% of pre-tax profits
Cathay Life	 Regular-paid dominated traditional life FYP, ranked No.1 by FYPE, VNB grew stably Maintained robust capital adequacy, RBC ratio reached 287% Overseas investment increased to 49.2%; hedging cost reduced to 0.34%; investment performance continued to improve
Cathay Century	 Premium income grew by 8% YoY, market share reached 14%, maintained No.2 market position Promoted high margin products; improved investment performance Continued overseas expansion to achieve economies of scale
Cathay SITE	 Ranked No.1 in terms of AUM, which amounted to NT\$429BN Continued to launch new products to develop retail & institutional clients business Highly regarded by clients, rewarded by "Asia Asset Management Journal" with "2014 Best Institutional House" and "2014 Best Domestic Equity Fund"
Cathay Securities	 Delivered significant growth with FY14 net profits. Earnings, EPS and ROE all reached historically high Each business line has performed steadily. The trading volumes of subbrokerage reached historically high, ranked No. 3 in market.

2015 Outlook

Cathay United Bank	 Maintain mild growth in loan, interest spreads and NIM with benign asset quality Increase fee income contribution Continue to grow offshore earnings and business coverage
Cathay Life	 Focus on sales of regular-paid products, foreign currency denominated policies and investment linked policies to improve value of new business Continue to increase overseas investment and maintain stable hedging cost
Cathay Century	 Enhance cross-selling synergy and utilize digital application to enhance service quality and competitiveness Promote productivity of current sales force, expand external channels to increase operating capacity Continue to expand overseas and develop quality channel to enhance efficiency
Cathay SITE	 Perform market segmentation strategy meanwhile offer complete product lines to meet customers' requirements Leverage group resources and expand external distribution channels to increase AUM
Cathay Securities	 Actively utilize digital technology to expand cross-selling opportunities Explore potential IPO opportunities of quality companies

Cathay FHC – Net income & EPS

Net income (NT\$BN)



EPS (NT\$)

Impact to EPS from fair value method on investment property



FY12 FY13 FY14 FY12 FY13 FY14

* FY13 figures were pro forma reflecting the impact from applying fair value method on investment property, starting 2014/1/1. The impact to FY13 net income and EPS of Cathay FHC was NT\$9.0BN and NT\$0.74, respectively.



- * FY13 figures were pro forma assuming the fair value method on investment property.
- **CUB and Cathay Life FY14 net income included appraisal gain from investment property of -NT\$0.07BN and NT\$13.8BN, respectively.
- * FY13 ROE was pro forma reflecting the impact from applying fair value method on investment property, starting 2014/1/1. The impact to FY13 ROE of Cathay FHC, CUB and Cathay Life was -0.1%, -0.1% and 0.1% respectively.

Cathay FHC – Book value & BVPS

Book value (NT\$BN)

Impact to book value from fair value method on investment property

BVPS (NT\$)

Impact to BVPS from fair value method on investment property



Note: (1)FY13 figures were pro forma adjusted numbers of fair value method on investment property. (2)Book value of FY12 & FY13 & 9M14 included minority interest, BVPS excluded minority interest. (3)Totals may not sum due to rounding.

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Cathay Life Cathay Century

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Cathay United Bank – Loan & deposit breakdown

Loan breakdown

- Credit Card related (NT\$BN) Consumer
- Mortgage
- Corporate



Deposit breakdown

Demand Deposit

(NT\$BN)

Time Deposit



Note: Totals may not sum due to rounding.

Cathay United Bank – Interest yields



Note: Credit card related loans are included in the calculation.

Cathay United Bank – SME & FX loans



Note: Total loans exclude credit card revolving balance.

Cathay United Bank – Offshore earnings



12

Cathay United Bank – Fee income

Fee income breakdown



Cathay United Bank – Wealth management fee breakdown

Wealth management fee breakdown



Note: (1)Wealth management fee excludes revenue from DCI, SI and others. (2)Totals may not sum due to rounding.

Cathay United Bank – Credit quality



Agenda

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Cathay Century

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- Appendix

Cathay Life – Total premium





636.2

Cathay Life – FYP & FYPE

FYP

- Interest crediting annuity (NT\$BN) Investment-linked (non-VUL)
- Investment-linked (VUL)
- Health, accident and others
- Traditional life single paid
- Traditional life regular paid



FY13FY14Note: Totals may not sum due to rounding.

FYPE

- Interest crediting annuity (NT\$BN)
 - Investment-linked (non-VUL)
- Investment-linked (VUL)
- Health, accident and others
- Traditional life



Cathay Life – Regular paid policies remain as focus

Breakdown of Traditional FYP

VNB

- Traditional life single paid
- Traditional life 2 year regular paid
- Traditional life 3 year and above regular paid



Profit Margin	FY11	FY12	FY13	FY14
VNB/FYP	17%	19%	26%	23%
VNB/FYPE	55%	54%	70%	75%



Note : FY14 VNB is based on Cathay Life's 2013 EV actuarial assumptions.

Cathay Life – Cost of liability



Note: The figures of cost of liability are reserve-based.

Cathay Life – Investment portfolio

(NT\$BN)	4Q11	4Q12	4Q13		4Q′	14
Total investments ⁽³⁾	2,959.2	3,283.7		3,785.1		4,169.1
	Weight	Weight	Weight	Amount	Weight	Amount
Cash & Cash equivalents	8.6%	8.2%	3.7%	138.4	3.2%	131.6
Equity- Domestic	8.5%	8.1%	8.9%	337.3	8.4%	350.9
Equity-International	4.0%	4.3%	4.9%	186.5	5.0%	209.4
Bond- Domestic	16.4%	16.6%	14.4%	546.1	11.0%	459.2
Bond-International ⁽³⁾	38.6%	39.6%	38.9%	1,472.5	43.6%	1,816.7
Mortgage & Secured loans	10.2%	10.3%	12.2%	461.2	12.7%	529.6
Policy loans	6.4%	5.5%	4.7%	177.9	4.0%	166.4
Real estate	5.4%	5.6%	10.6%	402.2 ₍₁₎	10.5%	439.4 (1)(2)
Others	2.0%	1.8%	1.7%	62.9	1.6%	65.9

Note (1) Real estate included NT\$71.3BN of investment property appraisal gain from IFRS adoption and NT\$133.1BN of impact from fair value method on investment property.

(2) Real estate included NT\$16.6BN of appraisal gain from investment property.

(3) Total assets excluded separate account assets; international bond includes foreign currency deposit and related adjustments 2

Cathay Life – Investment performance highlight

After-hedging investment yield

Pre-hedging recurring yield



* FY13 (3.3%) were pro forma adjusted numbers of fair value method on investment property.

Note: Pre-hedging recurring income doesn't include capital gains but rental, interest revenue and cash dividend.





- * FY13 (4.4%) were pro forma adjusted numbers of fair value method on investment property.
- ** Cathay Life FY14 net income included appraisal gain from investment property of NT\$13.8BN.

Cathay Life – International bond investment highlight

Overseas Fixed Income by Region

Currency Hedging Structure





Cathay Life – Book value & Unrealized G/L of AFS financial assets



Note: (1)FY13 figures were pro forma adjusted numbers of fair value method on investment property. (2)Book value of FY12 & FY13 & FY14 included minority interest, BVPS excluded minority interest. (3)Totals may not sum due to rounding.

Cathay Life – Distribution channel



Cathay Life – Operational indicators



Agenda

- 2014 Business overview and 2015 outlook
- 2014 Business overview
 Cathay United Bank
 Cathay Life

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- Appendix

Cathay Century



Note: Totals may not sum due to rounding.

Cathay Century – Distribution channel

Gross combined ratio

Gross expense ratio Gross loss ratio



Retained combined ratio

Retained expense ratio

Retained loss ratio

Note : From 2014/1/1, the loss provisions rules on compulsory car insurance was changed and the loss ratio increased significantly compared to last year. However, the shortfall between retained earned pure premium and net loss provision plus claim payment was offset by recovery of special reserve and therefore has no impact on net profit.

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- 2014 Business overview and 2015 outlook
- 2014 Business overview

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- **Overseas expansion**
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- Appendix

Cathay FHC in South East Asia

	China	Vietnam	Cambodia	Hong Kong	Singapore	Malaysia	Laos	Philippines	Thailand	Myanmar	Indonesia
Bank	4	36	16	1	1	1	1	1	1	1	1*
Life	31	6				/					
P&C	21	2				,					
Asset Mgt	1			1							

* Footprints in Philippines, Thailand and Myanmar are representative offices. CUB is approved to set up a rep office in Indonesia.



- Cathay United Bank
- Cathay Life
- Cathay Century

Cathay United Bank

- Business in Vietnam performed steadily with solid financial performance and superior asset quality
- Owns most footprints among Taiwanese banks in Cambodia
- Laos branch opened in 4Q14
- Planed to upgrade Philippines and Myanmar representative offices to branches

Cathay Life

- Applying to invest 20% stake in RCBC (Philippines) and 40% stake in Bank Mayapada (Indonesia)
- Planed to set up a subsidiary in Cambodia
- Cathay Life (Vietnam) FY14 net income reached NT\$160MN

Cathay Century

- Each business line has performed steadily

Cathay FHC in China



- Cathay Life (China)
- Cathay United Bank
- 🔺 Cathay Century (China)
- Cathay Conning Asset Management
- CDBS Cathay Asset Management Company

Cathay United Bank

- Qingdao Branch opened in 4Q14
- Plan to apply Shenzhen branch, Jiading Sub-branch and upgrade Shanghai branch into subsidiary

Cathay Life (China)

- Completed capital injection with 363% solvency ratio
- Agent productivity grew by 70% YoY in FY14

Cathay Century (China)

- Each business line has performed steadily

■ JV with Conning (CCAM)

- AUM amounted to USD\$1.06BN in FY14

Cathay Securities

 Applying to acquire Horizon Securities (Hong Kong) to enhance overseas capacity

JV with China Development Bank Securities (CDBS Cathay Asset Management)

- Continued to launch new products, mainly focus on fixed income funds

Agenda

- 2014 Business overview and 2015 outlook
- 2014 Business overview

Cathay United Bank Cathay Life Cathay Century

- Overseas expansion
 - Cathay United Bank adopts the "Equator Principles"
- Appendix

Equator Principles

Origin

In 2003, the Equator Principles (EPs) were established by World Bank, International Finance Corporation (IFC) and other leading financial institutions in the world. It is a risk management framework, adopted by financial institutions, for determining, assessing and managing environmental and social risk in projects and is primarily intended to provide a minimum standard for due diligence to support responsible risk decision-making.

Purpose

Members of the EPs commit to implementing the EPs in their internal environmental and social policies, procedures and standards for financing projects and will request clients to comply with the EPs. Therefore, it can promote responsible environmental stewardship and socially responsible development.

Connotation

The EP is a set of 10 voluntary principles. Equator Principles Financial Institutions (EPFIs) should only provide loans to projects which borrowers will comply with the EPs to protect the environment.

EPFIs in the World

EPFIs in the World

- 1. There are 80 financial institutions in more than 30 countries that adopt the EPs as of March, 2015.
- 2. EPFIs in Asia : Mizuho Bank, Bank of Tokyo-Mitsubishi UFJ, Sumitomo Mitsui Banking Corporation, Industrial Bank (China), IDFC(India) and Cathay United Bank.

Region	Europe	North America	Latin America	Africa	Oceania	Asia	Middle East
Member no.	34	14	10	9	5	6	2

CUB is the only EPFI in Taiwan

- **1. FSC encourages banks to adopt the EPs**: In April 2014, The Bankers Association of ROC added an article in its Credit Policy for Member Banks, stating that we should consider the borrower's records on Environmental Protection, Enterprise Credibility and Integrity, and Social Responsibility while examining and assessing its project finance.
- 2. Cathay United Bank is currently the first EPFI in Taiwan.
- 3. **Future planning:** Consulting professional institutions for assistance in planning the EPs system; Implement internal EPs training; Communicate with clients; Establish the EPs risk evaluation and management system for project financing; Plan to start cooperation with other EPFIs to participate in international project financing, etc.

Agenda

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Appendix

Capital adequacy



CUB Capital Adequacy (%)

3.4

10.1

FY13

16.2

4.7

11.5

FY14





Thank You



Cathay Financial Holdings

FY14/ 4Q14/ **FY13** (NT\$MN) 4Q13 Income Statement Data (Consolidated) **FY13 FY14** % Chg 4Q13 4Q14 % Chg **FY12 Operating Income** Net interest income 112,727 114,558 125.083 9% 29,190 32,546 11% 6% Net commission and fee 2.207 791 369 -53% (1,258)(1,331)Net earned premium 457,392 441,427 488,327 11% 150,468 149,408 -1% Change in liability reserve (290, 800)-7% (306,443) (293,570) -1% (105, 979)(98, 180)Net claims payment (230.508)(228.125)(285.869)25% (63.205)(72.474)15% Investment income 26,780 56.350 75,849 35% 16.852 14,126 -16% Contribution from associates-equity method (50)157 168 7% 102 48 -53% Other net non-interest income 8.554 6.972 3.449 -51% 367 (373) -202% Bad debt expense (1, 484)(2,982)101% (199)(1,793)802% (3, 173)Operating expense (51,772)(54, 277)(57, 350)6% (16, 317)(16,074)-1% Income before taxes 42.799 31% 10.021 5,903 -41% 15.715 56.243 Income taxes -17% 457 (4,779)(6.458)35% (1.035)(863)Net income 38,020 49,785 8,986 5,040 -44% 16.172 31% EPS (NT\$) 1.41 3.12 3.94 0.72 0.40 **Dividend Payout** Cash dividend per share 0.70 1.50 Stock dividend per share 0.70 0.50 Weighted average outstanding shares 11.412 12,124 12,563 (Millions of shares) **Balance Sheet Data** Total assets 5,510,953 6,177,273 6,945,002 Total shareholders' equity 248.149 379.510 438,321 **Operating Metrics** ROAE (Consolidated) 6.92% 10.82% 12.17% ROAA (Consolidated) 0.31% 0.65% 0.76% Double leverage ratio(inc. preferred stock) 116% 111% 113% **Capital Adequacy Metrics** (2)

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113%

119%

144%

For more details, please refer to our official financial reports.

(2) Capital Adequacy Ratio of FY12 are based on ROC GAAP. The rest are based on IFRS.

(3) Total may not sum due to rounding.

Capital Adequacy Ratio



Cathay Life

Catnay Life							
				FY14/			4Q14/
(NT\$MN)			-	FY13	1010		4Q13
Income Statement Data (Consolidated)	FY12	FY13	FY14	% Chg	4Q13	4Q14	% Chg
Net written premium	445,658	426,804	472,630	11%	146,406	145,197	-1%
Net earned premium	445,573	418,262	471,849	13%	143,217	144,784	1%
Reinsurance commission earned	14,371	11,610	4,740	-59%	2,877	19	-99%
Fee income	2,581	3,090	5,943	92%	700	1,353	93%
Recurring investment income Gain on disposal of investment	109,976	113,932	124,152	9%	26,570	29,433	11%
Realized gain (loss)-Equity	8,122	16,586	23,357	41%	5,417	3,972	-27%
Realized gain (loss)-Debt	12,362	14,604	12,828	-12%	1,615	3,726	131%
Investment property appraisal gains	-	13,045	16,579	27%	6,289	212	-97%
FX and others, net	(11,384)	(4,197)	(7,166)	71%	(314)	637	-303%
Investment income, net	119,076	153,970	169,750	10%	39,577	37,980	-4%
Other operating income	1,610	1,275	9	-99%	263	3	-99%
Separate account revenues	104,180	90,719	115,040	27%	22,020	14,826	-33%
Net claims payment	(222,173)	(210,029)	(275,195)	31%	(57,517)	(68,849)	20%
Changes in liability reserves	(306,151)	(292,978)	(290,109)	-1%	(105,749)	(98,520)	-7%
Acquisition and commission expense	(33,722)	(34,188)	(32,405)	-5%	(9,430)	(8,057)	-15%
Other operating costs	(4,842)	(5,570)	(4,544)	-18%	(1,573)	(1,209)	-23%
Financial cost	745	303	(106)	-135%	(82)	(39)	-53%
Separate account expense	(104,180)	(90,719)	(115,040)	27%	(22,020)	(14,826)	-33%
Operating expense	(17,801)	(15,677)	(16,724)	7%	(4,671)	(5,243)	12%
Net non-operating income	965	1,156	1,482	28%	312	355	14%
Income taxes	2,286	(3,657)	(2,834)	-22%	(789)	(86)	-89%
Net income	2,519	27,569	31,854	16%	7,133	2,491	-65%
Balance Sheet Data							
Total assets	3,717,231	4,195,229	4,705,262				
General account	3,387,674	3,818,977	4,242,995				
Separate account	329,557	376,253	462,267				
Reserves for life insurance liabilities	3,148,281	3,448,659	3,770,679				
Total liabilities	3,579,018	3,923,923	4,378,266				
Total shareholders' equity	138,213	271,306	326,996				
Operating Metrics							
First Year Premium(FYP)	267,169	200,419	233,379				
First Year Premium Equivalent(FYPE)	91,773	73,461	71,138				
Expense ratio	10.6%	11.5%	9.9%				
13-M persistency ratio	97.9%	98.2%	97.9%				
25-M persistency ratio	93.3%	94.7%	94.9%				
ROAE	1.97%	10.92%	10.65%				
ROAA	0.07%	0.69%	0.72%				
Capital Adequacy Metrics	(2)						
RBC ratio (Standalone)	214%	224%	287%				

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(2) FY13 RBC ratio is based on IFRS, while FY12 are based on ROC GAAP.

(3) Total may not sum due to rounding.



Cathay United Bank

,				FY14/			4Q14/
(NT\$MN)				FY13			4Q13
Income Statement Data (Consolidated)	FY12	FY13	FY14	% Chg	4Q13	4Q14	% Chg
Operating Income							
Net interest income	21,284	21,915	25,779	18%	5,615	6,733	20%
Fee income	7,330	9,204	11,806	28%	2,405	3,142	31%
Investment income	5,366	5,650	7,384	31%	1,529	1,068	-30%
other income	966	956	1,064	11%	239	182	-24%
Net operating income	34,947	37,725	46,033	22%	9,788	11,125	14%
Operating expenses	(17,840)	(20,216)	(22,822)	13%	(6,063)	(6,285)	4%
Pre-provision profit	17,107	17,509	23,211	33%	3,726	4,840	30%
Net provisions for possible losses	(2,126)	(542)	(2,471)	356%	(352)	(1,726)	390%
Income before taxes	14,981	16,967	20,741	22%	3,374	3,114	-8%
Income tax	(1,715)	(2,188)	(2,892)	32%	(434)	(498)	15%
Net income	13,266	14,780	17,848	21%	2,939	2,616	-11%
Balance Sheet Data							
Total assets	1,817,369	1,988,774	2,243,847				
Loans, net	1,003,183	1,031,105	1,119,281				
Financial assets	560,469	646,503	730,885				
Total liability	1,712,364	1,855,610	2,095,690				
Deposits	1,539,774	1,615,860	1,739,023				
Financial Debenture Payable	42,519	52,417	67,614				
Total shareholders' equity	105,005	133,164	148,157				
Operating Metrics							
Cost income ratio	51.1%						
ROAE	12.97%	12.33%					
ROAA	0.75%	0.78%	0.84%				
Assets Quality							
NPL	3,373	3,013	3,277				
NPL ratio	0.34%	0.29%					
NPL provisions	13,037	14,494	15,782				
Coverage ratio	386%	478%					
	00070	77070	00070				
Capital Adequacy Metrics	(2)						
BIS ratio (Standalone)	12.4%	13.5%	16.2%				
Tier I Ratio (Standalone)	9.0%	10.1%	11.5%				
. ,							

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(2) BIS and Tier 1 ratio of FY12 are based on ROC GAAP. The rest are based on IFRS.

(3) Total may not sum due to rounding.



Cathay Century

				FY14/			4Q14/
(NT\$MM)				FY13			4Q13
Income Statement Data (Consolidated)	FY12	FY13	FY14	% Chg	4Q13	4Q14	% Chg
Premium income	17,040	19,727	21,279	8%	5,276	5,759	9%
Net written premium	12,614	15,280	16,080	5%	4,139	4,303	4%
Net earned premium	11,724	14,156	15,626	10%	4,031	3,941	-2%
Reinsurance commission earned	464	470	683	45%	107	173	62%
Fee income	33	36	45	27%	9	13	55%
Investment	595	715	918	28%	141	189	34%
Interest income	387	444	569	28%	135	174	29%
Other investment income, net	208	271	348	29%	6	15	159%
Net claims payment	(6,669)	(7,835)	(8,747)	12%	(2,202)	(2,630)	19%
Changes in liability reserves	(369)	(592)	(691)	17%	(230)	340	-248%
Commissions and other operating costs	(774)	(1,083)	(1,210)	12%	(301)	(309)	3%
Operating expenses	(4,427)	(5,328)	(5,824)	9%	(1,500)	(1,526)	2%
Operating income	576	538	800	49%	55	192	252%
Net non-operating income	(9)	9	29	238%	2	(2)	-171%
Income taxes	(196)	(218)	(174)	-20%	(65)	(76)	18%
Net income	371	329	656	99%	(8)	115	-1578%
Balance Sheet Data							
Total assets	29,188	31,709	35,855				
Total stockholders' equity	4,817	5,511	6,868				
Operating Metrics							
Gross Combined ratio	82.6%	80.0%	90.7%				
Net Combined ratio	93.7%	92.6%	99.3%				
ROAE	8.10%	6.37%	10.59%				
ROAA	1.32%	1.08%	1.94%				
Capital Adequacy Metrics	(3)						
RBC ratio (Standalone)	314%	312%	324%				

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