

September 30, 2009

***Yuanta Financial Holdings announce change of its president.***

1. Date of the board of directors' resolution or date of occurrence of the change:  
2009/09/15
2. Name and resume of the replaced general manager: Felice Chen (president of Yuanta Financial Holdings)
3. Name and resume of the new general manager: Tony Shen (Executive vice president of Yuanta Financial Holdings, Chairman of Yuanta Securities)
4. Type of the change (please enter: "resignation", "position adjustment", "dismissal", "retirement", "death" or "new appointment" ):new appointment
5. Reason for the change: new appointment
6. Effective date of the new appointment: 2009/09/30
7. Any other matters that need to be specified: Approved by FSC on 2009/09/30