

January 19, 2010

***Announced by Yuanta Financial Holdings on behalf of Yuanta Life Insurance Agent Company Limited, reassignment of president.***

1. Date of the board of directors' resolution or date of occurrence of the change:  
2010/01/19
2. Name and resume of the replaced general manager: WU, HUNG-LIN  
(President of Yuanta Life Insurance Agent Company Limited)
3. Name and resume of the new general manager: WANG, DER-SHAN  
(Chairman of Yuanta Life Insurance Agent Company Limited)
4. Type of the change (please enter: "resignation", "position adjustment", "dismissal", "retirement", "death" or "new appointment" ):position change
5. Reason for the change: For business needs
6. Effective date of the new appointment: 2010/01/19
7. Any other matters that need to be specified: The Chairman acts for the President