

January 26, 2010

Announced by Yuanta Financial Holdings on behalf of Yuanta Property Insurance Agent Co., Ltd., reassignment of president.

1. Date of the board of directors' resolution or date of occurrence of the change:
2010/01/26
2. Name and resume of the replaced general manager: WU, HUNG-LIN
(President of Yuanta Property Insurance Agent Co., Ltd.)
3. Name and resume of the new general manager: WANG, DER-SHAN
(Chairman of Yuanta Property Insurance Agent Co., Ltd.)
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: 2010/01/26
7. Any other matters that need to be specified: The Chairman acts for the
President