



董事長報告 Chairman's Statement



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2018年是本集團加入中國信達集團的第三年，面對複雜多變的外部環境，我們深耕商業銀行核心主業，積極打造「專業南商」的跨境業務特色、樹立「效率南商」的市場先進標準、創造「價值南商」的最大股東回報，繼續深化與信達集團的高效協同，在業務上取得了不少重要的突破和進展：

2018 was the third year since the Group has joined China Cinda Group. Facing the complicated and changing external environment, we deeply developed our core business, cultivated the “professional NCB” cross-border business, set the “efficient NCB” market-leading standard, created the “valuable NCB” to bring maximum returns to the shareholders and continued to deepen the efficient collaboration with Cinda Group, through which we achieved many significant breakthroughs and progresses:



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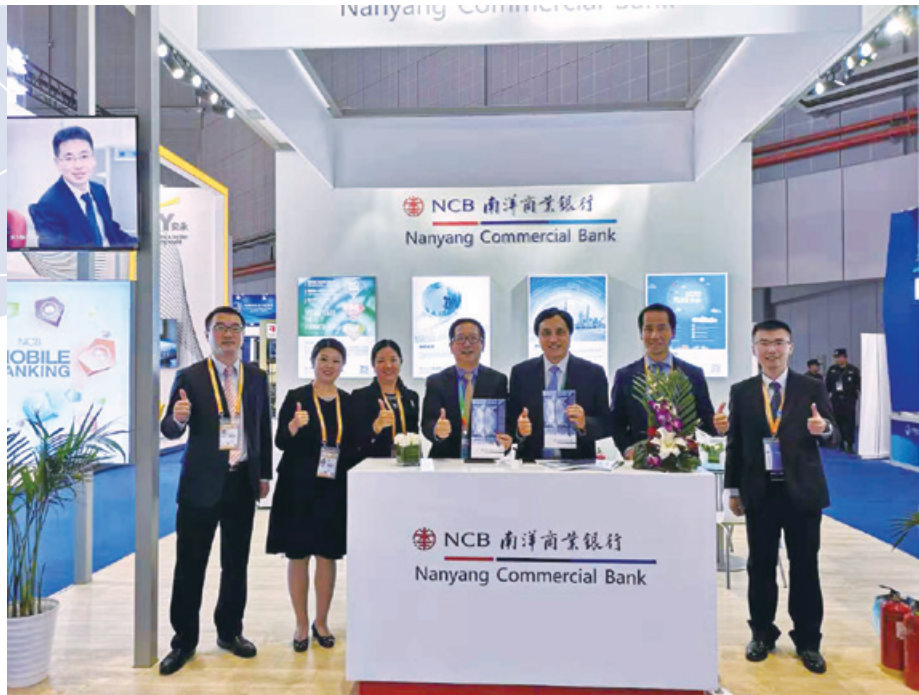
- 截至2018年12月底，南商集團總資產港幣4,660.22億元，同比增長7.12%；客戶存款港幣3,442.05億元，同比增長5.77%；客戶放款港幣2,549.93億元，同比增長8.41%，整體規模持續健康增長。本集團2018年稅後盈利達港幣39.78億元，同比增長了22.15%；
- 不斷完善協同模式，為客戶提供專業服務，有力推動集團全年業績的增長。2018年6月，由信達集團組織、南商（中國）牽頭的「信達財富中心」正式開業，借助信達集團優質的客戶資源，繼續發掘資質優良、具有發展潛力的客戶。此外，也為信達集團旗下多家子公司提供金融服務，提升協同效率；
- As at the end of December 2018, the total assets of the Group amounted to HK\$466,022 million, up by 7.12% year-on-year; deposits from customers amounted to HK\$344,205 million, up by 5.77% year-on-year; customers loans amounted to HK\$254,993 million, up by 8.41% year-on-year. The overall assets size maintained healthy growth. Meanwhile, the Group's profit after tax of 2018 amounted to HK\$3,978 million, up by 22.15% year-on-year;
- We kept improving our collaboration mode with an aim to provide customers with professional services, thus effectively promoting the growth of the Group's annual results. In June 2018, "Cinda Wealth Center", sponsored by Cinda Group and led by NCB (China), commenced operation. Capitalising on the excellent customer resources of Cinda Group, the center continued to explore customers with high qualifications and potential for development. In addition, it also provided financial services to a number of subsidiaries of Cinda Group to improve synergy;





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- 本集團的銀團業務逐見成效，主導或參與了若干在香港和內地市場具有重要影響的銀團項目，南商在銀團貸款市場的發展邁向了新的階段；
- 年內，南商銀行參加國內「首屆中國國際進口博覽會」，成為進場參展的五家外資銀行之一，並在期間完成多筆戰略合作。在2018第三屆中國交易銀行年會暨第8屆中國經貿企業最信賴的金融服務商「金質獎」評選中，本集團內地子公司南商（中國）榮獲「最佳貿易金融外資銀行」稱號，該獎項在國內貿易金融及交易銀行業界廣為認可；
- Syndication loan business of the Group recorded initial success. The Group has led or participated in several syndication loan projects with significant influence in markets of Hong Kong and the Mainland, bringing its development in the syndication loan market into a new stage;
- During the year, NCB participated in the 1st China International Import Expo as one of the five foreign-funded banks participating in the expo, during which, it completed a number of strategic cooperation. At the 3rd China Transaction Bank Annual Meeting and the 8th "Finance and Trade Award" for Financial Service Providers of Chinese Trade Enterprises (2018第三屆中國交易銀行年會暨第8屆中國經貿企業最信賴的金融服務商「金質獎」), NCB (China), one of our subsidiaries in the Mainland was honored as "Best Foreign-funded Bank of Trade Finance (最佳貿易金融外資銀行)", an award widely recognized by the domestic trade finance sector and transaction banks;



- 我們高度重視整體信貸資產質量。截至2018年12月底，本集團整體特定分類貸款比率0.63%，整體信貸資產質素維持良好。
- We highly valued the overall quality of credit assets. As at the end of December 2018, the Group recorded overall classified loan ratio of 0.63%, maintaining a good overall quality of credit assets.



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在業務發展的同時，我們不忘積極履行企業社會責任。南商於2018年3月3日舉行「小小銀行家」活動日，以「理財教育」為主題，向參加活動的小朋友和家長灌輸投資理財的概念。該活動推出後，參加者踴躍，也得到家長及教育機構的積極評價。此外，南商於2018年全力支持和配合政府旗下香港按揭證券有限公司全資擁有的香港年金有限公司（「香港年金公司」）推出本港首創的終身年金計劃「香港年金計劃」，為香港退休人士提供多一項理財選擇，讓他們安心地享受退休生活。本行特別安排港島、九龍、新界開放22間分行，方便長者可到就近提交認購意向表格及辦理銷售會面以投保此計劃。本行將繼續致力協助推動香港地區退休理財產品，為香港市民安居樂業更好地做好退休保障奠下基礎。

展望2019年，銀行業機遇與挑戰並存。首先，外部環境持續動蕩：一方面，2019年美國經濟延續增長勢頭的難度加大，歐盟進入「後QE時代」、日本經濟持續弱復甦以及英國脫歐等因素催生了全球經濟走弱的風險；另一方面，在中美貿易爭端背景下，互加關稅對全球經濟的負面影響將在今年逐漸顯現。其次，從國內來看，穩增長與調結構的內在壓力可能突顯；金融業供給側結構性改革深入推進，銀行業差異化競爭進一步激烈。與此同時，「粵港澳大灣區」及「一帶一路」等國家戰略的順利推進，給擁有陸港兩地牌照的南商帶來蓬勃的發展機遇。

2019年正值本集團成立七十周年，南商的歷史積澱，市場口碑和過往業績令人驕傲，衷心期盼社會各界一如既往地關心、支持本集團的發展，我們將繼續不遺餘力承上啟下，通過更優異的服務促進業務發展，獻禮南商七十華誕。

While pursuing business development, we have also discharged our corporate social responsibility energetically. On 3 March 2018, NCB held a "Little Banker" activity themed as "Wealth Management Education", with an aim to educate children and parents participating in the activity with the concept of investment and wealth management. The activity received enthusiastic response from participants and also positive feedback from parents and educational institutions. In addition, in 2018, NCB fully supported and cooperated with HKMC Annuity Limited ("HKMCA"), a wholly-owned subsidiary of Hong Kong Mortgage Corporation Limited of the government, to launch the HKMC Annuity Plan, the first life annuity plan in Hong Kong that offers another option of financial arrangement for retired people so that they can better enjoy their retirement lives. We specially arranged 22 branches in Hong Kong Island, Kowloon and the New Territories to facilitate the elderly to submit the Subscription Intention Form at the nearest banks, and organized sales meetings for applying for the plan. We will continue to help promote wealth management products in Hong Kong to lay a foundation for Hong Kong people to live and work better with retirement protection.

Looking forward to 2019, there will be both opportunities and challenges for the banking industry. Firstly, the external environment will continue to be turbulent: on the one hand, in 2019, the increased difficulty for American economy to maintain the growth momentum, the coming of "Post-QE Era" for EU, the lingering weak recovery of Japanese economy, the Brexit and other factors have fostered risk of a weakening global economy; on the other hand, on the backdrop of trade disputes between the Mainland China and the United States, the negative impact of mutual tariffs raises on the global economy will gradually emerge this year. Secondly, from the domestic perspective, the internal pressure of stable growth and restructuring may be highlighted; and the differentiated competition in the banking industry will be further intensified as the supply-side structural reform of the financial industry further advances. At the same time, the smooth implementation of national strategies such as the "Guangdong-Hong Kong-Macau Greater Bay Area" and the "Belt and Road" has brought vigorous development opportunities to NCB which was granted with licences in both Hong Kong and the Mainland.

2019 is the 70th anniversary of the founding of the Group. We are proud of our history, market reputation and past performance, and sincerely hope that the society and community will continue to care for and support the development of the Group. We will continue to spare no effort to build on past achievements and open up the future, and promote business development through better services, as a gift for the 70th anniversary of NCB.