



Aesthetics Stunning Presence
Residence Heart's Desires
Gourmet Tasty Delicacies
Moving Books and Art of Wonder

2010



Colorful Life



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Preface

Reflecting on 2010, with continuous global recovery Taiwan's imports and exports enjoyed remarkable growths for 14 consecutive months, annual export volume surged 34.8% to reach historical high of US\$274.6 billion. Department of Statistics, Ministry of Economic Affairs indicated increasingly higher employment and registered in 2010 unemployment rate of 4.67%, lowest within the past two years. Furthermore, thanks to salary increase and steady growth of domestic spending, revenues of wholesale, retail and restaurants grew 9.6% to NT 13.7 trillion, the highest since 1999 (among which retail was up 6.56%). Moreover, sales revenues of local retail industry exceeded NT\$300 billion for three months on the roll.

On the other hand, from the perspective of the department stores, with evident domestic economic recovery in 2010, Taiwan's department stores welcomed six new competitors located at different commercial circles around the Island including Hankyu Department Stores, Taipei. While the addition of these new stores intensified existing market competition, economic rebound encouraged consumers to spend more and created revenues as high as NT\$251.1 billion for department stores throughout the Island, up 7.7% year on year.



董事長 徐旭東 Chairman Douglas Tong Hsu

It is worth mentioning that under the joint efforts from our colleagues, Far Eastern Department Stores (FEDS) recorded revenues of NT\$24.603 billion at a growth rate of 10.8%, (When combined with subsidiaries, consolidated revenues of the cross-strait Far Eastern Retail Group amounted to NT\$ 108.087 billion, up 8.2% year on year) and our anniversary sales exceeded NT\$6.8 billion, up 14% year on year, both marked new highs for the past 43 years. Aside from macro economic recovery, successful consolidating of our major customers and restructuring of existing brands have been more important key factors to trigger these growths. Furthermore, FE21' MegA Kaohsiung, FE21'

Taoyuan and FE21' Panchiao Stores are going through merchandise upgrade this year to maintain growth momentum of our current stores.

Looking into 2011, Ministry of Economic Affairs predicted steady economic growth, coupled with Taiwan stock index topped 9,000 point, all contributing to create wealth and stimulate private consumption. Given this optimistic outlook for domestic consumption and more evident recovery, local department stores and the retail industry are expected to achieve more outstanding performances. Director-General of Budget, Accounting and Statistics, Executive Yuan foresees 3.85% growth in private consumption, the highest since credit card debt crisis and financial tsunami. In addition, gradual increase of wages and the upcoming opening of Taiwan to individual Mainland tourists shall serve to further boost revenues of local retail industry.

Taiwan's department stores are keen to this upward trend and feel optimistic about their revenues for this year. They are ready and well prepared to welcome better opportunities. FEDS shall benefit from these favorable factors, in particular during 4Q of 2011 after the opening of Taichung and Panchiao Shopping Centers, the Company would expect to register more historical highs of its revenues.

Operations Report for 2010

During the year 2010, total FEDS revenues were recorded at NT\$24.63 billion, up 10.8% year-on-year. Net income after tax was NT\$2.567 billion and earnings per share was NT\$2.09. Total dividend payout for 2010 was NT\$1.6 per share, which included NT\$1.0 in cash and NT\$0.6 in stock dividends from capital surplus.

The performance of Far Eastern Retail Group in 2010 is summarized as follows:

1. Far Eastern Department Stores Ltd.

(1) Panchiao, Hsinchu and Kaohsiung Stores continue to review and readjust their merchandise mix, maintain profitable counters, and introduce new counters with growth potential (such as Din Tai Fung, J.G.T. Watches, Coach Store, etc.) to satisfy customer needs and elevate operating efficiency.

(2) To improve the quality of customer service, FE21'Taoyuan, Hsinchu, Tainan, Kaohsiung and Hualien Stores have launched VIP room services so that their major customers can enjoy free VIP service each month. In particular, FE21' MegA Hsinchu Store established exquisite V.VIP room to further enhance customer satisfaction.

(3) Taiwan's leading Vieshow Cinemas invested NT\$50 million to build the first IMAX cinema in southern Taiwan at FE21' MegA Kaohsiung Store to offer audiences superb fun.

(4) Sponsored “Holland: Unconventional Free Spirit” commodities exhibition in June 2010 to provide local customers with a variety of Dutch cuisines, household appliances as well as other innovative goods.

(5) To strengthen information security, FEDS completely renewed its network and reset its Virtual Private Network (VPN) to enhance the Company’s internal data safety and prevent outside hacker invasion.

(6) To continue to push ahead with ISO certification to standardize operational process at each store. After Paoching, Tainan and Kaohsiung Stores successfully obtained ISO certification in 2007 and 2008, Panchiao and Hsinchu Stores also obtained ISO9001 in September 2009: 2008 Department Store and Shopping Mall Quality Management System certification which not only established standardized operating, merchandising and service processes, but also ensured improvements of management efficiency and service quality.

2. Pacific SOGO Department Stores Co., Ltd.

(1) 2010 revenues were NT\$38.573 billion, up 9% year-on-year. Net income after tax was NT\$2.136 billion, up 37% from that of 2009.

(2) With joint efforts of management team and continuous strengthening of merchandise

mix, revenues of SOGO Fuxing Storer grew 17%, contributing to the historical highs for the Company’s total revenues and profit in 2010.

(3) Chungli Yuan Hua Store underwent the largest renovation and readjustment of its merchandise mix ever since its opening more than 10 years ago to emerge with fresh new look and register considerable growths in both revenues and profit.

(4) The Company won the bid for Windance Shopping Center in Hsinchu from Hsinchu District Court at NT\$5.8 billion to acquire over 100,000 pins of land and space, which will be redesigned into SOGO’s first shopping mall encompassing department store, hypermarket, supermarket, food court, cinemas and playground.

(5) Given domestic economic recovery and flexible marketing strategies, Pacific SOGO’s 23rd anniversary sale revenues exceeded NT\$8.69 billion, up 14% year-on-year, marking another all-time high of the Company’s anniversary sales.

(6) Continuing the expansion in China, FEDS Wuxi Store was opened on June 12, 2010.

(7) To comply with implementation of the International Financial Reporting Standards (IFRS), Pacific SOGO Department Stores has already been strengthening educational trainings of various levels of executives to form seamless connectivity with international operators.

3. Far Eastern AI-MAI Co., Ltd.

(1) 2010 revenues were NT\$18.981 billion, up 8.0% from that of 2009. This NT\$46 million net income was the first profit earning ever registered within the past decade.

(2) The 17th Far Eastern A-mart store was opened on January 15, 2010 in Keelung City, which is the first A-mart hypermarket store in Keelung area and made profit of NT\$40 million in the first year of its operation.

(3) The Company once again won the Annual Environmental Green Marketing Award in 2010, which makes Far Eastern A-mart not only the first eco company in Taiwan recognized by the Environmental Protection Administration, Executive Yuan, but also a model of hypermarkets that has won the Environmental Green Marketing Award for four consecutive years.

(4) To focus on promoting professional “Beauty & Health” products and launch the concept of “pharmaceutical drug and cosmetic store within store”.

(5) Taiwan’s first retail channel to wholly introduce MIT products, estimated to sell thousands of MIT merchandise items and lead the trend to support Taiwanese products.

Prospects for 2011

1. Far Eastern Department Stores Ltd.

(1) After years of elaborate preparations, the two heavy-weighted shopping center MegA Stores in Panchiao and Taichung are targeted to open in 4Q 2011, which will further expand market share and bring brand new shopping environment and experience to the consumers.

(2) To maintain market competitiveness and elevate operating performance, FEDS will continue to renovate and readjust each branch store’s counters and brands to ensure the leading position in showcasing the latest and most complete trendy collection.

(3) “German Commodities Exhibition” is to be held in September 2011 introducing a wide variety of fine German products to offer quality life enjoyment.

(4) In compliance with “Personal Data Protection Law” imposed by the government, the Company is strengthening security control of customer data and information.

(5) To continue to apply for ISO certifications and cultivate quality services. The certified ISO stores should conform to ISO standards and help promote applications of other branch stores. The set standard documents could be quickly duplicated to serve as reference base for operations of store expansion.

2. Pacific SOGO Department Stores Co., Ltd.

(1) Pacific SOGO Taipei Store has already operated for 23 years, always ranks top in terms of customer number and per customer transaction among Taiwan's department stores. To further improve customer service, this store will go through major renovations of its hardware facilities.

(2) Since its opening, revenues of SOGO Fuxing Store grew at an average rate of 16% per year due to its delightful shopping environment and attractive merchandise mix. In 2011, revenues of this store is expected to increase and become the Company's third mega store with NT\$10 billion plus annual revenue.

(3) After partial renovation of Chungli Yuan Hua Store in 2010, revenues enjoyed remarkable growth. The store will continue to readjust and strengthen its merchandise mix to maintain the growth momentum of both revenues and profit, and also to keep offering best services to the major customers left by Chungli New Hall which ceased to operate.

(4) Far Eastern Big City Shopping Center (formerly known as Windance Shopping Center Hsinchu) is now under fervent renovations and planning to incorporate SOGO department store, Far Eastern A.mart, Citysuper, international brand boutique, food court, cinemas and playground. It is expected to open in October 2011 to serve

consumers in Hsinchu, Taoyuan and Miaoli areas.

(5) Speedy expansion into south-western Mainland China has been our company strategy. FEDS Chengdu Store combining international brand names and fresh supermarket located at Tianfu Square Central Metro Station is scheduled for its grand opening in June 2011.

(6) To continue to promote electronic sales voucher and on-line free gift programs to enhance management efficiency of sales, inventory and marketing operations.

3. Far Eastern AI-MAI Co., Ltd.

(1) To continue to enhance the image of Far Eastern A-mart being a "good localized enterprise" to actively promote Taiwan's farming products and care about the nation's environment protection.

(2) To apply Data Mining techniques to achieve precise marketing and elevate efficiency

(3) Further expansions -- Far Eastern A-mart's 18th store in Feng Yuan had its soft opening on January 5, 2011, expect to increase the 19th store in Hsinchu during 4Q of 2011.

(4) Sales revenues of Far Eastern A-mart stores are expected to exceed NT\$20 billion in 2011.

In summary, 2010 was an extraordinary year for FEDS, achieving all-time highs in both revenues and profit within the past 43 years of operation.

Of course, this is the result of the joint efforts from all our colleagues. We would also like to express special thanks to our shareholders and customers for their continuous support and recognition.

After 43 glamorous years, FEDS is the department store in Taiwan with the longest history. The Far Eastern Retail Group now operates with 47 stores across both sides of the Taiwan Straits comprising department stores, hypermarkets, and shopping centers. This year we are expanding new stores and further cultivating the Greater China market. Added with 5 new stores including Panchiao New City Shopping Center, Taichung Top City department store, Far Eastern Big City Shopping Center in Hsinchu, A-mart Big City Store and Chendu Tianfu Square Shopping Center, total store number will increase to 52. It is not only Taiwan's only listed department-store-chain company, but also the largest retail group in the Greater China area in 2012.

Reflecting back, we are not satisfied with our past achievements; looking into the future, we are

confident to welcome a better tomorrow. More importantly, FEDS needs to grow, to be strong and therefore we would urge all colleagues to exert best efforts to gain consumer confidence. To achieve this goal, we would call for the full support from our shareholders. We are determined to cultivate and expand the retail market in both China and Taiwan. Pursuant to the "consumer-oriented" founding spirit, the Far Eastern Retail Group believes that its wonderful management team shall continue to enhance customer satisfaction and create the highest growth value for our shareholders.

Sincerely yours,

Chairman

Douglas Tong Hsu



一、前言

回顧民國九十九年，在全球景氣的持續回溫下，帶動我國進出口業連續 14 個月的大幅成長。累計全年的出口總值達 2,746 億美元，成長 34.8%，創歷年新高。而在內需部份，根據經濟部統計處公布之訊息顯示：隨著景氣好轉，國內就業人數續增，去年底失業率 4.67%，已降至兩年來之新低，且在企業加薪及內需持續穩定成長下，批發零售與餐飲之營業額達 13 兆 7 仟億元，成長 9.6%，創民國八十八年以來之新高（其中零售業成長 6.56%）。而零售業營業額更罕見連 3 個月破 3,000 億元，刷新紀錄。

另一方面，從百貨業的角度來看，隨著民國九十九年國內景氣的有感復甦，全省各商圈都有新的競爭者加入，像是統一阪急台北店等 6 店。而新業者的加入雖然更激化了既有的市場競爭，但拜景氣回春之賜，卻讓消費者更敢花錢，創造了全台百貨業績高達 2,511 億元，成長 7.7%。

在此，必須一提的是：本公司在全體員工的努力下，民國九十九年度之營收為 246.03 億元，成長 10.8%（若加計子公司部分，遠百零售體系兩岸營業據點，合併總營收為 1,080 億 8 仟 7 佰萬元，較去年度成長 8.2%）。且遠百週年慶業績更突破新台幣 68 億元，成長率 14%；雙雙創下 43 年來的新高，不但符合公司內部預期且更刷新歷史紀錄。分析原因，除了大環境景氣外，最重要的關鍵是：對主顧客的鞏固經營及對既有品牌的汰舊換新。而為維持既有店的營收成長動能，

今年包括高雄分公司、桃園分公司、板橋分公司都將有商品升級的計劃。

展望民國一百年，經濟部表示：今年景氣仍將穩定升溫，加上股市突破 9 千點高檔，也將創造財富效果，帶動民間消費力。因此，內需前景看好，有感復甦將會更加明顯，而百貨零售業也應可再創新高交出亮麗成績。主計處預估，今年民間消費可望成長 3.85%，將是卡債風暴及金融海嘯後，表現最好的一年。且國內工資已有逐步上調之趨勢，再加上陸客自由行也即將成行，這對百貨零售業都將有顯著的額外加分效果。

百貨業者已有水暖先知的感受，對今年的業績都抱持審慎樂觀的態度，並已準備迎接更好的商機。而遠百零售體系也將受惠於這些有利因素，尤其是在今年年中及第 4 季新竹、板橋、台中以及成都四個購物中心型的大店開幕後，今年的業績應可再創歷史新高。

二、九十九年度營業報告

本公司九十九年度整體營運績效，在業績方面，全年度營業收入為 246 億 3 佰萬元，較去年度成長 10.8%。而在盈餘方面，本年度稅後淨利約 25 億 6 仟 7 佰萬元。每股稅後盈餘為 2.09 元。經第十五屆第十一次董事會議擬定，每股配發現金股息 1.0 元及股票股利 0.6 元。

以下謹就遠百零售體系九十九年度營運成果分述於後：

（一）遠東百貨

1. 板橋、新竹、高雄分公司不斷檢討調整商品結構，汰弱留強引進有業績潛力之新櫃（鼎泰豐、精光堂名錶、Coach 精品 .. 等）以滿足顧客需求，提昇營業績效。

2. 桃園、新竹、台南、高雄、花蓮分公司為提昇顧客服務之品質，陸續推出 VIP 室之服務，主顧客每月皆可來店免費享受貴賓服務；新竹分公司更打造豪華之 V.VIP 室提昇顧客滿意度。

3. 台灣電影市場之龍頭威秀影城耗資 5,000 萬元於高雄大遠百打造南台灣首座數位 IMAX 影廳，提供顧客體驗絕佳之觀影樂趣。

4. 六月舉辦「荷蘭展」，提供國人不出國亦可享受荷蘭美食及各式家電用品與創意商品。

5. 為因應資訊安全，全面更新網路設備，重新建置企業網路 (VPN) 架構，以提昇內部資料安全及防堵外部駭客入侵。

6. 推行 ISO 認證，建立標準化作業。繼 96 年寶慶分公司，97 年台南及高雄分公司取得 ISO 認證後，板橋及新竹分公司亦於 99 年 9 月順利取得 ISO9001:2008「百貨商場管理服務」認證，建立營運、商品及服務等各項標準化作業流程，有效提昇管理效率及服務品質。

（二）太平洋崇光百貨

1. 九十九年度營業收入為 385 億 7 仟 3 佰餘萬元，較九十八年度成長 9%。稅後純益為 21 億 3 仟 6 佰餘萬元，較九十八年度成長 37%。

2. 復興店在本公司全體經營團隊的努力下，不斷強化商品結構。因此，營收大幅成長 17%，

使得本公司九十九年度的營收再創新高，盈餘大幅成長。

3. 本公司中壢元化店進行了開店十餘年以來最大規模的改裝及商品結構之調整，使得消費者耳目一新也使得業績及獲利都大幅成長。

4. 本公司以 58 億餘元向新竹地方法院標得原新竹風城購物中心的土地及建物逾十萬坪，將重新規劃為本公司第一座結合百貨公司、量販店、超級市場、美食街、電影院、遊樂場於一體之購物中心。

5. 本公司 23 週年慶在國內經濟景氣好轉以及行銷策略靈活創新的運用下，營業收入超越 86.9 億元，較 98 年度成長 14%，再創週年慶業績之巔峰。

6. 持續大陸地區拓點計劃，無錫遠東百貨公司已於九十九年六月十二日開幕營運。

7. 配合國際財務報導準則 (IFRS) 之實施，已全面加強各級主管之教育訓練，以順利與國際接軌。

（三）愛買量販店

1. 本公司九十九年度營業收入為新台幣 189 億 8 仟 1 佰餘萬元，較九十八年度成長 8.0%。淨利為新台幣 4 仟 6 佰萬元，十年來首度轉虧為盈。

2. 第十七家店於九十九年一月十五日在基隆市隆重開出，這是愛買在基隆地區的第一家店，開店一年即獲利 4 仟萬元。

3. 再度榮獲九十九年度環保綠色行銷獎，使得愛買不但是全國第一家環保署認證的綠色商

店，亦是連續 4 年榮獲環保綠色行銷獎之公司，成為通路典範。

4. 提昇 Beauty & Health 商品的專業性，推出「藥妝店中店」之概念。

5. 為全台首家全面引進 MIT 商品之通路，預計銷售上千款 MIT 商品，帶動愛用國貨新風潮。

三、一百年度營業計畫概要

(一) 遠東百貨

1. 經過多年精心籌備之板橋大遠百及台中大遠百兩家重量級購物中心，將於第四季全新開幕。除可進一步提高本公司市場佔有率，並將帶給消費者全新的購物環境與體驗。

2. 為維持市場競爭力，今年度仍計劃對各分公司進行各項櫃位改裝與品牌調整，以確保持續不斷，提供消費者最新、最完整的流行訊息並提昇營業績效。

3. 9 月舉行「德國商品展」，以精緻豐富之德國商品提供顧客優質的生活享受。

4. 配合政府「客資法」之實施，加強顧客資料之相關資訊的安全控管機制。

5. 持續推動 ISO 認證，塑造優質服務。除持續要求取得認證之分公司落實 ISO 各項作業流程外，亦將繼續推動尚未認證之分公司的 ISO 認證作業。而已建立的各項標準文件，可快速複製成展店時各項管理營運的基礎。

(二) 太平洋崇光百貨

1. 忠孝店開店已屆滿 23 週年，來店客數及坪效一直都是全台百貨業之冠，有諸多硬體設施

將進行大規模更新，以提昇顧客服務之水平。

2. 復興店開幕以來購物環境及商品結構深獲顧客的喜愛，年營業收入平均成長 16%，今(100)年將可邁向全台第三家單店年營業收入超越百億的大店。

3. 中壢元化店自去(99)年局部改裝以後，業績突飛猛進，大幅成長。今(100)年將持續調整及強化商品結構，以保持業績及獲利的成長。同時亦可吸收中壢中央新館結束營業後之主顧客，繼續為其提供最好之服務。

4. 遠東巨城購物中心(原新竹風城)目前正加速整修及籌劃中，預定今(100)年中將匯集太平洋崇光百貨、愛買量販、citysuper、品牌大店、精緻餐飲美食、現代化影城及遊樂場，呈獻給新竹市及桃竹苗地區廣大的消費者。

5. 加速開發大陸西南地區是本公司既定策略，聚集國際精品及新鮮超市的成都遠東百貨有限公司，預定於今(100)年 6 月在成都天府廣場地鐵總站前隆重開幕。

6. 持續推動銷貨憑單及贈獎活動的電子化方案，以提昇銷貨及廣宣作業的管理效能。

(三) 愛買量販店

1. 持續強化愛買之「優良在地企業品牌」的形象，積極促銷台灣農產品、關心台灣環境保護。

2. 運用 Data Mining 技術以精準行銷來提昇行銷效益。

3. 積極展店 -- 豐原(第 18 家)已於今(100)年 1 月 5 日試賣，預期第四季將再增加新竹店(第 19 家)。

4. 愛買今(100)年銷售業績預估將突破 200 億元。

總結以上的營業報告，過去的一年對遠百而言，可說是非常精彩的一年。不論是業績或利益皆創下 43 年來之新高！當然，這是同仁們努力的成果，也應該是獲得股東們廣泛的支持與消費者的認同所呈現出來的結果。在此特別恭賀大家，也感謝大家。

風光走過 43 年，遠東百貨已是台灣百貨業中，經營時間最長久的公司，旗下零售版圖含括百貨、量販、購物中心等三大業態，橫跨兩岸已有 47 間店；而今年更將積極開拓兩岸消費市場，將新開板橋大遠百購物中心、台中大遠百購物中心、新竹巨城購物中心、愛買巨城店、成都天府店等 5 個店，總店數達 52 店，不但是國內唯一上市的連鎖百貨公司，預計 2012 年更將成為台灣最大的百貨零售集團。

回顧過去我們不會因此而滿足；展望未來，我們則有信心一定會更好！而最重要的是，遠百零售體系要成長、要茁壯，則一定需要每位同仁的努力與消費者的愛顧，更需要各位股東的全力支持。深耕兩岸市場，積極展店，就是我們的決心與目標。殷切期待遠百優異的經營團隊能在兩岸中，秉持著「以消費者的心願而經營」的創業精神，繼續為顧客創造滿意度最高百貨零售集團，也為股東創造最高的成長價值。

謹此

敬祝 各位股東

身體健康 萬事如意

董事長

徐旭東



 Chairman 徐旭東 Douglas Tong Hsu	 李靜芳 Philby Lee
 President 徐雪芳 Nancy Hsu	 羅仕青 Alex Ro
 葉清水 C. S. Yeh	 徐國玲 Nicole Hsu
 邵瑞蕙 Virginia Shao	 梁錦琳 Jin Lin Liang
 王嘉聰 Charles Wang	

For the years ended December 31, 2010 and 2009 民國 99 年度及 98 年度
(Expressed in Thousands of New Taiwan Dollars and U.S. Dollars, except per share of common stock)
(單位：新台幣千元及美金千元，除每股股票部份外)

	2010 (US\$)	2010 (NT\$)	2009 (NT\$)	change %
For the Year:				
全年度				
Revenues 收入	844,597	24,603,118	22,203,198	10.81
Income before income tax 稅前利益	94,988	2,767,005	2,030,246	36.29
Net income 純益	88,127	2,567,143	1,932,776	32.82
Percentage of revenues from net income 佔營業收入百分比	-	10.4%	8.7%	-
Per share of common stock:				
每股股票				
Net income 純益	0.072	2.09	1.58	32.28
Cash dividends 現金股利	0.034	1.00	0.75	33.33
Stock dividends 盈餘配股	0.021	0.60	0.25	140.00
Capitalization of capital surplus 資本公積配股	0.000	0.00	0.00	-
At year-end				
年底				
Total assets 總資產	1,702,630	49,597,618	46,354,951	7.00
Stockholders' equity 股東權益	894,033	26,043,179	24,276,801	7.28
Property & equipment 財產及設備	887,013	25,838,684	23,244,713	11.16
Shares outstanding (thousands) 流通在外股數 (仟股)	-	1,242,634	1,212,326	2.50
Number of employees 員工人數	-	1,394	1,337	4.26

Notes:

(A) U.S. dollar amounts in this annual report are calculated on a basis of NT\$29.13=US\$1.0 the approximate effective rate of exchange on December 31, 2010.

(B) Property & equipment included operating properties, rental properties and idle properties.

註：

1. 本年報美金金額計算基礎為 99 年 12 月 31 日的美金匯率 NT\$29.13=US\$1.0。

2. 財產及設備包括固定資產、出租資產及閒置資產。

Thanks to revitalized economy, Taiwan's post-financial tsunami economic performance registered positive growths for four consecutive quarters during 2010. While continuously lowering unemployment rate brought higher private consumptions, added with the injection of October anniversary sales and new stores opening, nation-wide sales revenues of department stores marked a historical high of NT\$31.3 billion. Aside from the usual remarkable anniversary sales, surging tourists from China, Hong Kong and Japan also contributed to retail revenues as high as NT\$251.1 billion for local department stores throughout the Island, up 7.7% year on year.

It is worth mentioning that as a result of the joint efforts of all our employees, together with excellent revenues registered from anniversary sales, in particular the record high anniversary sales revenues achieved by Hsinchu, Banchiao and Taoyuan Stores, 2010 revenues of Far Eastern Department Stores (FEDS) grew 10.8% to NT\$24.603 billion, demonstrating that our competitiveness was obviously higher than the average (7.7%) of other local department stores. After-tax profit was NT\$2.567 billion, a remarkable growth of 32.8% year-on-year; anniversary sales revenue was NT\$6.8 billion, up 14% than that of the previous year. All these three important revenue indexes marked historical new highs within the past 43 years. EPS also increased a considerable 32.28% to stand at NT\$2.09. Just like reviewing report from the physical examination of an adult, such KPI (Key Performance Index) indicates a robust operating condition. Furthermore, the NT\$6.1



總經理 徐雪芳 President Nancy Hsu

revenues recorded for the first quarter of 2011 also marked the best within 43 years. Given all these outstanding results, we would like to thank again for the efforts of our colleagues and the continuous support and patronage of our shareholders.

After thorough analysis, the above statistics indicate that FEDS has been dedicated to introducing into Taiwan new merchandise so as to satisfy customers' needs and expectations. Our efforts in launching innovative promotions have been well received by the consumers. That is to say the Company's overall competitiveness during the past year has gained obvious improvement to achieve expected result and target.

However we are not satisfied with these achievements. FEDS still needs to make further

progress and improvement. Our "operating target and sustainable growth strategies" include:

Operation-wise, we shall continue to enhance our "customer oriented services through listening to the hearts' desires of our clients" and always comply with wishes of our customers.

Merchandise-wise, we shall focus on:
1. Examine and review revenue performance of each counter, actively renewing to replace the old and poorly performed weak counters; **2.** To seek for the strongest differentiation, develop and introduce into our stores unique international brands with market potential; and **3.** Totally transform Banchiao and Taichung MegA Stores into large shopping centers plus boutique streets, and bring into Taiwan the world's most famous brand names.

Management-wise, we stick to the following major strategies: **1.** Restructuring Organization: streamline operating units and integrate functions to achieve flexible operations; **2.** Process Reform: Obtain ISO certification to implement standardization of each branch store's operating process; and **3.** Elevate IT System: Apply SAP ERP software to strengthen internal control management.

Furthermore, the New Taipei City and Taichung MegA Stores are scheduled to be opened in the fourth quarter of 2011. These two heavy-weight shopping centers are expected to greatly enhance our competitive edge.

Looking into the 2011 retail market, with the recovery of the overall economy and stabilized

consumer confidence, local department stores would be optimistic yet would also remain cautious. While the many newly added operators under the same market scale did intensify acute competition, Far Eastern Department Stores feels confident about the prospects of the government's determination to improve the economy. Therefore, we will continue to invest and expand more new stores in the Taiwan market in view that the speedy increase of visitors and the opening of free tourists from Mainland China are both positive factors to spur revenue growth in our department store business. Given these favorable factors, FEDS is confident to perform well in 2011.

In conclusion, we are not only convinced for the smooth opening of two large shopping centers in Taiwan within the next two years, but also confident to achieve new record-high revenues under Chairman Hsu's leadership and with the full support of our shareholders.

President
Nancy Hsu

由於景氣的回春，2010年台灣的經濟表現為自金融海嘯後，連續4季的正成長。又因失業率持續降低，使得民間消費更加熱絡。其中，10月份全國的百貨銷售業績在週年慶及新百貨開張之雙重利多的加持下，首度突破300億大關，創下313億元，是歷史新高。而其關鍵，除了拜百貨周年慶之賜；來自中、港、日的觀光客，一起瘋台灣特有的週年慶，也是其中的一項助力。在此諸多有利的條件下，2010年全國的百貨公司創造了高達2,511億元的業績，成長7.7%。

在此，必須一提的是：本公司在全體員工的努力下，由於週年慶的營收表現亮眼，而且又有新竹、板橋、桃園三店創下週年慶之業績新高，因此2010年度之營收為246.03億元，成長10.8%，這表示遠百的競爭力明顯高於同業的平均(7.7%)；且稅後淨利約25億6仟7佰萬元，成長32.8%；同時週年慶的業績更突破新台幣68億元，成長率14%。這三項重要的業績指標同時創下43年來的新高，不但符合公司內部的預期且更刷新歷史紀錄。而稅後EPS也大幅成長32.28%，達到每股盈餘為2.09元。若以成人的健診表來說，從這個KPI值(關鍵經營績效)的比較可看出是一個非常健康的經營狀況。而今年的第一季業績61億元，也是43年來最好的。在此必須特別感謝同仁們的努力及各位股東們的廣泛支持與愛護。

深入分析，這些數據表示：本公司在商品面上積極引進新商品，以滿足消費者的需求與期待，並在創新行銷活動的努力上，都已獲得消費者的肯定，也就是說本公司的總體競爭力在這一年的努力中已是很明顯向上提昇，而獲得的成果也都達到本公司所預期的目標。

但是我們並不因此滿足，遠百仍需努力，再創高峰。而我們的「永續經營之目標及成長策略」是：

在營業面上，我們要強調的是：“站在顧客的立場，傾聽顧客的聲音。”貫徹這個“以消費者的心願而經營”的創業宗旨。

而在商品面上，我們有3個重點：1.落實檢討各櫃績效，積極汰舊換新。2.為追求最強的差異化競爭，開發引進有特色、有市場潛力之國際性品牌。3.將板橋、台中兩個大店徹底轉型為購物中心、精品街，積極引進國際一線品牌。

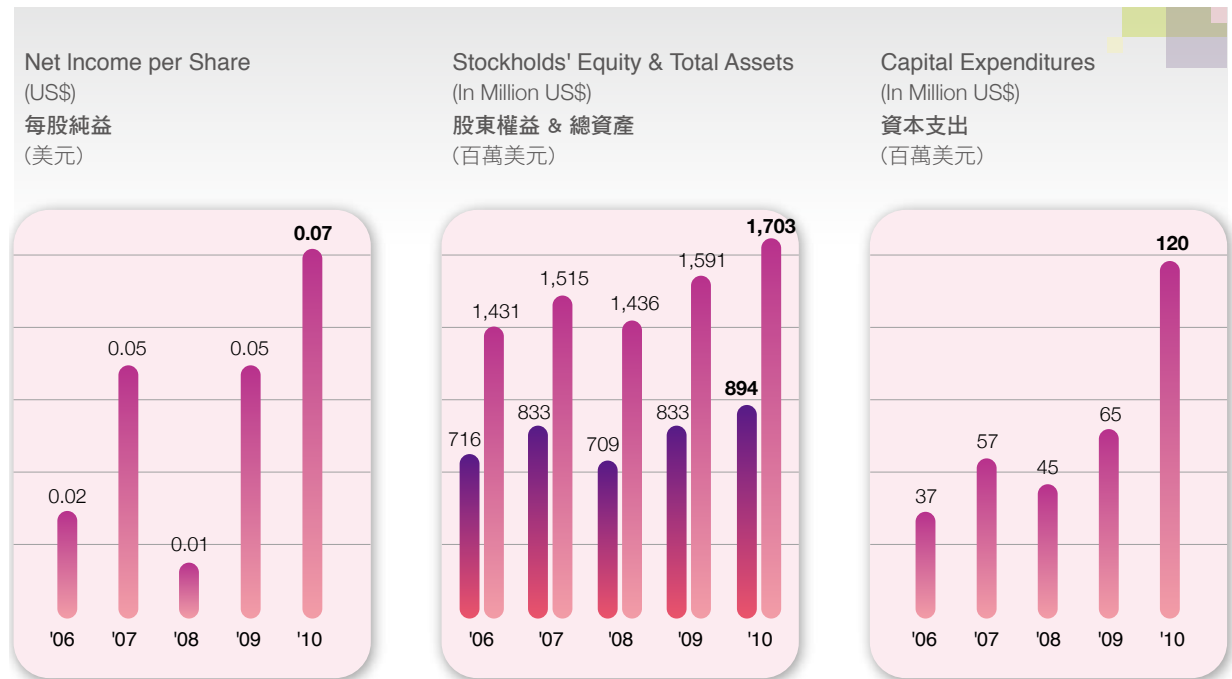
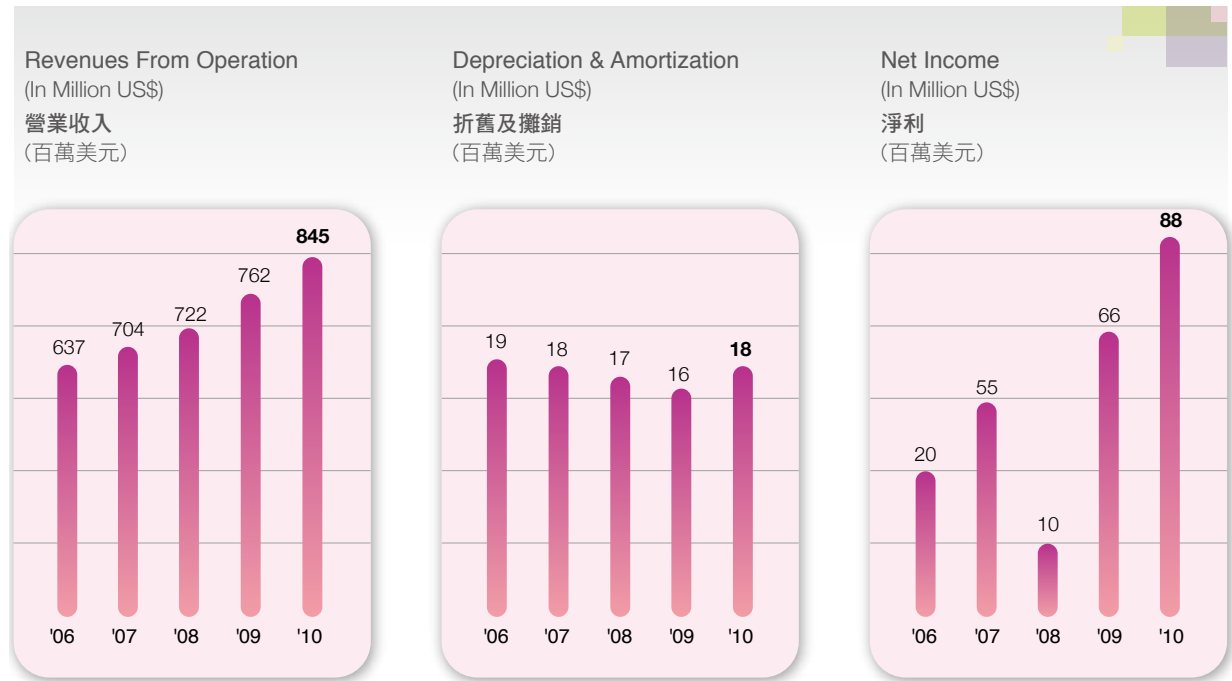
至於管理面，我們的策略重點是：1.組織調整：單位簡化，功能整併，以靈活組織運作。2.流程改造：實施ISO認證，統一各店營運作業之標準。3.提昇資訊系統：導入SAP、ERP，強化內控管理。

而在今年第4季即將陸續開幕的新北市大遠百及台中大遠百兩家重量級的購物中心也都將大幅提昇我們的競爭力。

展望2011年的百貨市場，由於總體經濟的景氣回升，加上消費者信心的回穩，百業者普遍都抱持審慎樂觀的態度。但是，台灣的百貨經營在市場規模不變而加入者眾的狀況下，的確激化了競爭。雖然如此，本公司仍相當看好政府拚經濟的決心與前景，積極投資台灣，深耕市場，持續展店。而陸客來台人數的快速增加，及陸客自由行的開放，對百貨業之業績成長，都是可樂觀期待的利多。因此在這些利多的加持下，本公司對2011年的業績表現充滿信心。

綜合以上的報告，我們不但有把握可在今年內在台灣順利開出兩個購物中心型的大店，更有信心在董事長的領導及各位股東的全力支持下再創業績高峰。

總經理

■ Stockholders' Equity 股東權益
■ Total Assets 總資產

唯美

驚艷呈獻

AESTHETICS
STUNNING PRESENCE



璀璨耀眼 · 經典不敗
Glamorous Radiance · Everlasting Classics



AESTHETICS

STUNNING PRESENCE

唯美 驚艷呈獻



居所 心之所嚮

RESIDENCE
HEART'S DESIRES

Fissler



品味之重 · 生活之輕
Exquisite Taste · Easy Lifestyle

dyson



曜瑪 AMA



RESIDENCE

HEART'S DESIRES

居所 心之所嚮



SONY



OSIM



食語

味 蓄 情 挑

GOURMET
TASTY DELICACIES



動人氣味 · 自然芳菲
Moving Smell · Natural Fragrance



移動

書藝祕境

MOVING
BOOKS AND ART OF WONDER



文字魅力 · 無限夢幻
Written Charm · Infinite Fantasy



Colorful Activities / 活動集錦

01 6月10日徐總經理(中)與荷蘭貿易暨投資辦事處代表胡浩德Mr. Menno Goedhart(左三)、經濟部次長梁國新(右三)及與會貴賓共同剪綵，為「玩味創意愛上荷蘭」國際展開幕。

01 On June 10, 2010, FEDS President Nancy Hsu (c), Mr. Menno Goedhart, Director of the Netherlands Trade and Investment Office (NTIO) in Taipei (3rd l), Vice Economics Minister Mr. Kuo-hsing Liang (3rd r) and honorable guests cut ribbon to inaugurate "Holland: Unconventional Free Spirit" international exhibition.

02 徐董事長(左二)、徐總經理(右一)，荷蘭貿易暨投資辦事處代表胡浩德Mr. Menno Goedhart(左一)在「玩味創意愛上荷蘭」國際展現場，和Miffy米飛兔開心合影。

02 Chairman Douglas Hsu (2nd l), President Nancy Hsu (r) and NTIO Director Menno Goedhart take a delightful picture with Miffy at the "Holland: Unconventional Free Spirit" international exhibition.

03 徐董事長、徐總經理在10月5日廠商聯誼會上，率領各單位副總、分公司店長為週年慶業績長紅誓師。

03 Chairman Douglas Hsu and President Nancy Hsu lead FEDS management team to launch anniversary sales campaign.

04 遠東百貨「有您真好」感謝卡友特召會記者會6月2日在高雄大遠百舉行，由總經理徐雪芳、謝寬文副總，財金公司林孟津總經理、合作金庫林鴻琛副總共同參與。

04 FEDS held press conference on June 2, 2010 at FE21' Mega Kaohsiung Store to jointly promote Smart Pay and HAPPY GO cardholders with the presence of President Nancy Hsu, VP Kuan-wen Hsieh, Mr. Lin Meng-jin, President of Financial Information Service Co., Mr. Lin Hung-chen, VP of Taiwan Cooperative Bank.

05 遠東百貨企業公仔「太陽寶寶」6月24日舉行誕生見面會，並和小朋友合跳「遠百Good Life好心情」專屬歌曲，徐總經理、劉副總也和太陽寶寶合影留念。

05 Introducing FEDS mascot figurine "Sun Baby" with exclusive theme song "FEDS Good Life and Good Mood" to meet and dance with children on June 24, 2010. President Nancy Hsu and VP Chris Liu are also seen here in the picture.

06 6月24日高雄大遠百 COACH 專櫃開幕，COACH 總經理陳欽(左三)、遠東百貨總經理徐雪芳(右四)、遠東百貨劉志成副總(左起)、林彰豐協理、謝寬文副總一起合影留念。

06 COACH President Xin Chen (3rd l), FEDS President Nancy Hsu, VP Chris Liu, VP Hsieh Kuan-wen and Lin Chang-feng at the inauguration of COACH counter at FE21' Mega Kaohsiung on June 24, 2010.

07 鼎泰豐跨出台北的第一店櫃開在新竹大遠百，7月2日開幕由新竹市長許明財(中)、遠東百貨公司總經理徐雪芳、遠東百貨公司副總經理劉志成、鼎泰豐總經理楊紀華共同參加。

07 Din Tai Fung opened its first store outside of Taipei at FE21' Mega Hsinchu Store. On July 2, 2010, Hsinchu Mayor Hsu Ming-tsai (c), FEDS President Nancy Hsu, VP Chris Liu and Din Tai Fung President Yang Chi-hua attended the inauguration.

08 「遠東60·熱血60點滴都是愛」活動高雄場，徐總經理(左四)率領大家串聯呼口號。

08 "Far Eastern 60, Hot Blood 60, Each Drop Represents Love" was also held at FE21' Mega Kaohsiung Store. FEDS President Nancy Hsu led managers to echo the Group's call for blood donation.



Colorful Activities / 活動集錦

09 高雄市長陳菊、遠東百貨總經理徐雪芳於4月29日一同為威秀IMAX影廳開幕活動剪綵。

09 On April 29, 2010, Kaohsiung City Mayor Chen Chu, FEDS President Nancy Hsu jointly presided over the inauguration of IMAX Vieshow Cinemas.

10 12月19日在台南大遠百1樓百老匯廣場所舉辦的「芝麻街耶誕Party show」，聚集許多小朋友朋友同樂。

10 On December 19, 2010, "Sesame Christmas Party Show" was held at FE21' MegA Tainan to welcome and celebrate the Holiday Seasons with friends and children.

11 台北花博流行館FE EcoARK「花現時尚」服裝秀，12月11日晚間在台南大遠百加碼再秀一場，結合義賣活動，所得捐助家扶中心。

11 "Discovering Fashion Show" held at Taipei International Floral Expo's Pavilion of New Fashion "FE EcoARK" reappeared on Dec. 11, 2010 evening at FE21' MegA Tainan to combine with charity sales so as to sponsor Taiwan Fund for Children and Families.

12 遠東百貨11月27日力邀國內重量級22位知名設計師以「花現時尚」為發想，設計台北花博流行館FE EcoARK紀念款，以手工精緻創意服飾，集結在流行館內跨品牌展演走秀。

12 On Nov. 27, 2010, FEDS invited 22 renowned heavy-weight local designers to design fine hand-made creative costumes for catwalk show held at Taipei International Floral Expo's Pavilion of New Fashion "FE EcoARK".

13 達欣虎SBL職籃明星林宜輝(後排左起)、遠東百貨劉志成副總、遠東集團—徐元智紀念基金會執行長黃茂德律師、遠東百貨畢監永協理、達欣虎SBL職籃明星羅鈺群和岳瀛立，以及遠百盃Hot Girl活動代言人共同宣佈「遠百盃」3on3籃球賽正式啟動。

13 Dacin Tiger Stars, FEDS VP Chris Liu, FEG-Far Eastern Memorial Foundation Exec. Director Morton Huang, Store Manager Jacky Pi, and FEDS Hot Girls jointly launched the "FEDS Cup 3-on-3 Basketball Tournament".

14 8月1日於高雄大遠百所舉辦之第二屆遠百盃3ON3籃球賽上，充滿爆發力的灌籃大賽吸引無數目光。

14 On August 1, 2010, the second "FEDS Cup 3-on-3 Basketball Tournament" was held at FE21' MegA Kaohsiung. Explosive slam dunks were most eye catching.

15 寶慶FE21於10月16日舉辦「南瓜料理小小達人」活動，所有親子隊伍皆熱情參與。

15 On October 16, 2010, "Pumpkin Cookings by Little Chefs" was held at FE21' Paoching Store with fervent participation of both parents and children.

16 過年推出的新春福袋活動，聚集廣大顧客排隊搶購，一博好彩頭、大吉大利。

16 Swarming customers lined up to buy lucky bags for Chinese New Year offered by Far Eastern Department Stores.



Colorful Activities / 活動集錦

- 17 板橋FE21於2月20日舉辦的「楊丞琳雨愛改版簽唱會」，現場歌迷影迷齊聚、掌聲不斷。
- 18 每年週年慶所推出的各式特惠商品，總能吸引廣大消費者排隊搶購。
- 19 高雄大遠百經常舉辦各式趣味活動，在「機車定期檢、鐵馬歡樂抽」活動上，電音三太子可愛的動作，讓現場民眾不停拍照留念。
- 20 在感恩的聖誕節慶，花蓮FE21為大家舉辦祈福晚會，傳遞喜樂與平安。
- 17 Crowds gathered at pop singer Rainie Yang's autograph session held at FE21' Panchiao Store on February 20, 2010 for the release of new edition of her CD titled "Rainie & Love".
- 18 Far Eastern Department Stores' anniversary sales each year always bring innumerable crowds and customers.
- 19 FE21' MegA Kaohsiung often sponsors a variety of fun events such as "Regular Checkup of Motorcycles and Lucky Draw of Bicycles" where the performance of Techno Prince Nezha Dance Group attracted crowds to take pictures.
- 20 During Holiday Seasons, FE21' Hualien Store held Christmas blessing evening party for joy and peace.



遠東百貨股份有限公司
Far Eastern Department Stores Ltd.

民國九十九年及九十八年度 財務報表及查核報告書

Financial Statements For the years Ended December 31, 2010 and 2009
Together with Independent Auditors' Report

2010

CONSOLIDATED BALANCE SHEETS 合併資產負債表

DECEMBER 31, 2010 AND 2009 民國九十九年及九十八年十二月三十一日

(In Thousands, Except Par Value) 單位：新台幣仟元，惟每股面額為元

ASSETS	資產	2010			2009		
		九十九年十二月三十一日			九十八年十二月三十一日		
		New Taiwan Dollars	U.S. Dollars	%	New Taiwan Dollars	U.S. Dollars	%
CURRENT ASSETS	流動資產						
Cash and cash equivalents	現金及約當現金	\$ 10,622,565	\$ 364,661	11	\$ 9,645,109	\$ 331,106	11
Financial assets at fair value through profit or loss - current	公平價值變動列入損益之金融資產－流動	1,465,478	50,308	1	808,548	27,757	1
Available-for-sale financial assets - current	備供出售金融資產－流動	581,938	19,977	1	458,502	15,740	1
Notes and accounts receivable, net of allowance for doubtful accounts of NT\$226,430 thousand (US\$7,773 thousand) in 2010 and NT\$224,671 thousand (US\$7,713 thousand) in 2009	應收票據及帳款－減備抵呆帳九十九年 226,430 仟元及九十八年 224,671 仟元後之淨額	538,971	18,502	1	530,877	18,224	1
Other receivables	其他應收款	405,899	13,934	-	646,443	22,192	1
Inventories	存貨	2,519,667	86,497	3	2,234,539	76,709	2
Prepayments	預付款項	1,427,824	49,016	1	1,327,832	45,583	1
Noncurrent assets classified as held for sale	待出售非流動資產	1,128,997	38,757	1	89,461	3,071	-
Deferred tax assets	遞延所得稅資產	170,443	5,851	-	257,972	8,856	-
Pledged time deposits	質押定存單	390,782	13,415	-	1,036,375	35,577	1
Refundable deposits - current	存出保證金－流動	-	-	-	155,000	5,321	-
Other current assets	其他流動資產	35,293	1,212	-	32,503	1,116	-
Total current assets	流動資產合計	19,287,857	662,130	19	17,223,161	591,252	19
LONG-TERM INVESTMENTS	長期投資						
Investments accounted for by the equity method	採權益法之長期股權投資	8,563,729	293,983	9	8,540,823	293,197	9
Real estate, net	不動產投資－淨額	93,600	3,213	-	93,600	3,213	-
Available-for-sale financial assets - noncurrent	備供出售金融資產－非流動	5,548,553	190,475	6	5,530,892	189,869	6
Financial assets carried at cost - noncurrent	以成本衡量之金融資產－非流動	423,014	14,522	-	848,258	29,120	1
Total long-term investments	長期投資合計	14,628,896	502,193	15	15,013,573	515,399	16
PROPERTY	固定資產						
Cost	成本						
Land	土地	6,419,803	220,384	6	6,591,450	226,277	7
Buildings and equipment	房屋及設備	20,378,005	699,554	21	20,632,355	708,285	23
Furniture and equipment	器具及設備	8,521,739	292,542	9	8,880,899	304,871	10
Leasehold improvements	租賃改良	1,279,701	43,931	1	1,232,392	42,307	1
Total cost	成本合計	36,599,248	1,256,411	37	37,337,096	1,281,740	41
Revaluation increment	重估增值	1,231,856	42,288	1	1,212,414	41,621	1
Cost and appreciation	成本及重估增值	37,831,104	1,298,699	38	38,549,510	1,323,361	42
Less: Accumulated depreciation	減：累積折舊	14,286,145	490,427	14	13,801,662	473,795	15
Less: Accumulated impairment	減：累積減損	34,263	1,176	-	-	-	-
Construction in progress and prepayments for equipment	未完工程及預付設備款	23,510,696	807,096	24	24,747,848	849,566	27
Leasehold rights, net	租賃權益－淨額	11,897,570	408,430	12	6,002,151	206,047	7
Properties leased to others, net	租賃權益－淨額	10,362,857	355,745	10	8,616,015	295,778	9
Properties leased to others, net	出租資產－淨額	844,731	28,999	1	882,934	30,310	1
Net properties	固定資產淨額	46,615,854	1,600,270	47	40,248,948	1,381,701	44
INTANGIBLE ASSETS	無形資產						
Computer Software	電腦軟體成本	42,008	1,442	-	-	-	-
Goodwill	商譽	6,769,876	232,402	7	7,269,670	249,559	8
Deferred pension costs	遞延退休金成本	130,693	4,487	-	133,554	4,585	-
Total intangible assets	無形資產合計	6,942,577	238,331	7	7,403,224	254,144	8
OTHER ASSETS	其他資產						
Refundable deposits - noncurrent	存出保證金－非流動	1,743,076	59,838	2	1,406,719	48,291	2
Idle assets, net	閒置資產－淨額	574,975	19,738	1	381,675	13,103	1
Long-term prepayments	長期預付款	6,962,329	239,009	7	7,243,514	248,662	8
Prepaid pension cost	預付退休金	215,728	7,406	-	194,847	6,689	-
Deferred tax assets	遞延所得稅資產	76,030	2,610	-	90,328	3,101	-
Restricted assets	受限制資產	2,251,603	77,295	2	2,184,876	75,004	2
Miscellaneous	其他資產－其他	67,710	2,324	-	70,854	2,432	-
Total other assets	其他資產合計	11,891,451	408,220	12	11,572,813	397,282	13
TOTAL	資產總計	\$99,366,635	\$ 3,411,144	100	\$91,461,719	\$ 3,139,778	100

LIABILITIES AND STOCKHOLDERS' EQUITY	負債及股東權益	2010			2009		
		九十九年十二月三十一日			九十八年十二月三十一日		
		New Taiwan Dollars	U.S. Dollars	%	New Taiwan Dollars	U.S. Dollars	%
CURRENT LIABILITIES	流動負債						
Short-term debts	銀行短期借款	\$ 6,696,420	\$ 229,881	7	\$ 7,186,057	\$ 246,689	8
Short-term notes and bills payable	應付短期票券	3,977,425	136,541	4	3,534,116	121,322	4
Notes and accounts payable	應付票據及帳款	17,261,837	592,579	17	16,011,351	549,651	17
Income tax payable	應付所得稅	1,040,886	35,732	1	675,839	23,201	1
Accrued expenses	應付費用	2,630,714	90,309	2	2,834,015	97,289	3
Other payables	其他應付款	3,088,977	106,041	3	3,231,371	110,929	3
Balance payable - property	應付工程設備款	671,871	23,065	1	799,243	27,437	1
Advanced receipts	預收款項	4,994,462	171,454	5	4,736,156	162,587	5
Current portion of bonds issued	一年內到期之應付公司債	-	-	-	500,000	17,164	1
Current portion of long-term borrowings	一年內到期之長期借款	2,738,898	94,023	3	2,845,577	97,686	3
Other current liabilities	其他流動負債	836,525	28,717	1	673,420	23,118	1
Total current liabilities	流動負債合計	43,938,015	1,508,342	44	43,027,145	1,477,073	47
LONG-TERM LIABILITIES, NET OF CURRENT PORTION	長期負債						
Bonds issued	應付公司債	2,200,000	75,524	2	1,200,000	41,195	1
Long-term borrowings	長期借款	19,615,597	673,381	20	16,060,039	551,323	18
Total long-term liabilities	長期負債合計	21,815,597	748,905	22	17,260,039	592,518	19
RESERVE	各項準備						
Reserve for land revaluation increment tax	土地增值稅準備	508,719	17,464	1	575,490	19,756	1
OTHER LIABILITIES	其他負債						
Accrued pension costs	應計退休金負債	229,474	7,878	-	226,556	7,778	-
Deposits received	存入保證金	495,512	17,010	1	485,076	16,652	1
Deferred tax liabilities	遞延所得稅負債	328,667	11,283	-	239,056	8,207	-
Miscellaneous	其他負債－其他	59,542	2,044	-	31,792	1,091	-
Total other liabilities	其他負債合計	1,113,195	38,215	1	982,480	33,728	1
Total liabilities	負債合計	67,375,526	2,312,926	68	61,845,154	2,123,075	68
STOCKHOLDERS' EQUITY	股東權益						
STOCKHOLDERS' EQUITY OF PARENT COMPANY	母公司股東權益						
Capital stock, NT\$10.00 par value	股本						
Authorized - 1,350,000 thousand shares	普通股－每股面額 10 元，額定						
Issued and outstanding - 1,242,634 thousand shares in 2010 and 1,212,326 thousand shares in 2009	1,350,000 仟股，發行：九十九年 1,242,634 仟股及九十八年 1,212,326 仟股	12,426,341	426,582	12	12,123,259	416,178	13
Capital surplus:	資本公積						
Additional paid-in capital - share issuance in excess of par	股票發行溢價	2,175,718	74,690	2	2,175,718	74,690	2
Treasury stock transactions	庫藏股票交易	1,213,526	41,659	1	964,467	33,109	1
Long-term investments	長期投資	375,941	12,906	1	384,643	13,204	1
Total capital surplus	資本公積合計	3,765,185	129,255	4	3,524,828	121,003	4
Retained earnings:	保留盈餘						
Legal reserve	法定盈餘公積	1,718,606	58,998	2	1,525,328	52,363	2
Special reserve	特別盈餘公積	1,000,564	34,348	2	1,000,564	34,348	1
Unappropriated earnings	未分配盈餘	3,129,751	107,441	-	1,968,212	67,567	-
Total retained earnings	保留盈餘合計	5,848,921	200,787	4	4,494,104	154,278	5
Other equity adjustments	股東權益其他項目						
Cumulative translation adjustments	累積換算調整數	(374,215)	(12,846)	-	139,364	4,784	-
Net losses not recognized as pension costs	未認列為退休金成本之淨損失	(8,300)	(285)	-	(10,386)	(357)	-
Unrealized valuation gains on financial instruments	金融商品未實現利益	3,578,911	122,860	3	3,192,918	109,609	3
Unrealized asset revaluation increment	未實現重估增值	843,106	28,942	1	883,944	30,345	1
Treasury stock - 7,086 thousand shares in 2010 and 13,392 thousand shares in 2009	庫藏股票－九十九年 7,086 仟股及九十八年 13,392 仟股	(36,770)	(1,262)	-	(71,230)	(2,445)	-
Total other equity adjustments	股東權益其他項目合計	4,002,732	137,409	4	4,134,610	141,936	4
Total stockholders' equity of parent company	母公司股東權益合計	26,043,179	894,033	26	24,276,801	833,395	26
Minority interests	少數股權	5,947,930	204,185	6	5,339,764	183,308	6
Total stockholders' equity	股東權益合計	31,991,109	1,098,218	32	29,616,565	1,016,703	32
TOTAL	負債及股東權益合計	\$99,366,635	\$ 3,411,144	100	\$91,461,719	\$ 3,139,778	100

CONSOLIDATED STATEMENTS OF INCOME 合併損益表

YEARS ENDED DECEMBER 31, 2010 AND 2009 民國九十九年及九十八年一月一日至十二月三十一日
(In Thousands, Except Consolidated Earnings Per Share) 單位：新台幣仟元，惟每股合併盈餘為元

		2010 九十九年度			2009 九十八年度		
		New Taiwan Dollars 新台幣	U.S. Dollars 美金	%	New Taiwan Dollars 新台幣	U.S. Dollars 美金	%
		REVENUES	營業收入				
Sales	銷貨收入	\$ 106,051,692	\$ 3,640,635	98	\$ 98,056,240	\$ 3,366,160	98
Other operating revenues	其他營業收入	2,035,616	69,880	2	1,813,404	62,252	2
Total revenues	營業收入合計	108,087,308	3,710,515	100	99,869,644	3,428,412	100
COSTS	營業成本						
Cost of goods sold	銷貨成本	84,690,623	2,907,333	79	78,334,800	2,689,145	79
Other operating costs	其他營業成本	177,244	6,085	-	214,373	7,359	-
Total costs	營業成本合計	84,867,867	2,913,418	79	78,549,173	2,696,504	79
GROSS PROFIT	營業毛利	23,219,441	797,097	21	21,320,471	731,908	21
OPERATING EXPENSES	營業費用						
Selling	推銷費用	12,612,052	432,957	11	12,113,101	415,829	12
General and administrative	管理及總務費用	6,128,256	210,376	6	5,704,505	195,829	5
Total operating expenses	營業費用合計	18,740,308	643,333	17	17,817,606	611,658	17
OPERATING INCOME	營業利益	4,479,133	153,764	4	3,502,865	120,250	4
NONOPERATING INCOME AND GAINS	營業外收入及利益						
Equity in earnings of equity-method investees, net	採權益法認列之投資淨益	339,127	11,642	1	406,795	13,965	1
Dividend income	股利收入	273,131	9,376	-	246,795	8,472	-
Gains on disposal of investments, net	處分投資淨益	133,156	4,571	-	297,172	10,202	-
Interest income	利息收入	91,950	3,157	-	98,878	3,394	-
Gain on disposal of property and idle assets	處分及報廢固定及閒置資產淨益	60,369	2,072	-	-	-	-
Exchange gain, net	兌換淨益	17,072	586	-	-	-	-
Valuation gain on financial assets	金融資產評價利益	11,948	410	-	83,435	2,864	-
Other income	什項收入	669,301	22,977	1	349,713	12,005	-
Total nonoperating income and gains	營業外收入及利益合計	1,596,054	54,791	2	1,482,788	50,902	1
NONOPERATING EXPENSES AND LOSSES	營業外費用及損失						
Interest expenses	利息費用	480,098	16,481	1	347,987	11,946	1
Impairment loss on property and idle assets	固定及閒置資產減損損失	67,194	2,307	-	-	-	-
Impairment loss on Financial assets	金融資產減損損失	21,426	736	-	39,927	1,371	-
Loss on disposal of property and idle assets, net	處分及報廢固定及閒置資產淨損	-	-	-	16,412	563	-
Exchange loss, net	兌換淨損	-	-	-	5,523	190	-
Other expenses	什項支出	398,444	13,678	-	199,545	6,850	-
Total nonoperating expenses and losses	營業外費用及損失合計	967,162	33,202	1	609,394	20,920	1

(Continued)

		2010 九十九年度			2009 九十八年度		
		New Taiwan Dollars 新台幣	U.S. Dollars 美金	%	New Taiwan Dollars 新台幣	U.S. Dollars 美金	%
		INCOME BEFORE INCOME TAX	稅前利益	\$ 5,108,025	\$ 175,353	5	\$ 4,376,259
INCOME TAX	所得稅費用	1,247,845	42,837	1	1,459,681	50,109	1
NET INCOME	合併總純益	\$ 3,860,180	\$ 132,516	4	\$ 2,916,578	\$ 100,123	3
ATTRIBUTED TO:	歸屬予：						
Stockholders of the parent	母公司股東權益	\$ 2,567,143	\$ 88,127	3	\$ 1,932,776	\$ 66,350	2
Minority interests	少數股權	1,293,037	44,389	1	983,802	33,773	1
		\$ 3,860,180	\$ 132,516	4	\$ 2,916,578	\$ 100,123	3
		2010 九十九年度		2009 九十八年度			
		Before Tax 稅前	After Tax 稅後	Before Tax 稅前	After Tax 稅後		
		New Taiwan Dollars 新台幣	U.S. Dollars 美金	New Taiwan Dollars 新台幣	U.S. Dollars 美金	New Taiwan Dollars 新台幣	U.S. Dollars 美金
CONSOLIDATED EARNINGS PER SHARE	每股合併盈餘						
Basic	基本每股合併盈餘	\$ 2.25	\$ 0.08	\$ 2.09	\$ 0.07	\$ 1.66	\$ 0.06
Diluted	稀釋每股合併盈餘	\$ 2.25	\$ 0.08	\$ 2.08	\$ 0.07	\$ 1.65	\$ 0.06

(Concluded)

BALANCE SHEETS 資產負債表

DECEMBER 31, 2010 AND 2009 民國九十九年及九十八年十二月三十一日

(In Thousands of New Taiwan Dollars, Except Par Value) (單位：除每股面額為新台幣外，餘係新台幣千元)

ASSETS	資產	2010 九十九年十二月三十一日		2009 九十八年十二月三十一日	
		Amount 金額	%	Amount 金額	%
CURRENT ASSETS	流動資產				
Cash	現金	\$ 289,824	1	\$ 278,918	1
Available-for-sale financial assets - current	備供出售金融資產－流動	291,224	1	228,938	1
Receivables:					
Notes	應收票據	15,516	-	13,320	-
Accounts, net of allowance for doubtful accounts of \$3,550 thousand in 2010 and \$4,133 thousand in 2009	應收帳款－減備抵呆帳九十九年 3,550 仟元及九十八年 4,133 仟元後之淨額	181,765	-	180,841	-
Related parties - notes and receivables	應收關係人款項－帳款及票據	41,090	-	36,616	-
Related parties - others	應收關係人款項－其他	272,246	1	303,436	1
Others	其他應收款	100,659	-	114,730	-
Inventories	存貨	207,597	-	216,316	1
Prepayments	預付款項	262,435	-	149,264	-
Deferred tax assets- current	遞延所得稅資產－流動	30,654	-	31,322	-
Noncurrent assets classified as held for sale	待出售非流動資產	-	-	89,461	-
Other current assets	其他流動資產	15,004	-	16,433	-
Total current assets	流動資產合計	1,708,014	3	1,659,595	4
LONG-TERM INVESTMENTS	長期股權投資				
Investments accounted for by the equity method	採權益法之長期股權投資	18,884,849	38	18,395,707	40
Available-for-sale financial assets - noncurrent	備供出售金融資產－非流動	2,682,262	6	2,576,840	5
Financial assets carried at cost	以成本衡量之金融資產	102,540	-	116,728	-
Total long-term investments	長期股權投資合計	21,669,651	44	21,089,275	45
PROPERTY	固定資產				
Cost	成本				
Land	土地	3,951,477	8	4,118,124	9
Buildings and equipment	房屋及設備	6,746,476	14	6,972,872	15
Furniture and equipment	器具及設備	3,418,045	7	3,400,286	7
Total cost	成本合計	14,115,998	29	14,491,282	31
Revaluation increment	重估增值	1,213,827	2	1,212,414	3
Cost and appreciation	成本及重估增值	15,329,825	31	15,703,696	34
Less: Accumulated depreciation	減：累積折舊	4,708,986	10	4,732,105	10
		10,620,839	21	10,971,591	24
Construction in progress and prepayments for equipment	未完工程及預付設備款	7,015,101	14	5,946,369	13
Leasehold rights, net	租賃權益－淨額	6,390,537	13	4,457,349	9
Properties leased to others, net	出租資產－淨額	1,237,289	3	1,487,794	3
Net property	固定資產淨額	25,263,766	51	22,863,103	49
OTHER ASSETS	其他資產				
Idle assets, net	閒置資產－淨額	574,918	1	381,610	1
Refundable deposits	存出保證金	159,143	-	159,028	-
Prepaid pension costs	預付退休金	215,728	1	194,847	1
Miscellaneous	其他資產－其他	6,398	-	7,493	-
Total other assets	其他資產合計	956,187	2	742,978	2
TOTAL	資產總計	\$ 49,597,618	100	\$ 46,354,951	100

LIABILITIES AND STOCKHOLDERS' EQUITY	負債及股東權益	2010 九十九年十二月三十一日		2009 九十八年十二月三十一日	
		Amount 金額	%	Amount 金額	%
CURRENT LIABILITIES	流動負債				
Short-term debts	短期借款	\$ 3,150,000	6	\$ 2,650,000	6
Short-term notes and bills payable	應付短期票券	1,299,456	3	1,448,934	3
Accounts payable	應付帳款	2,331,803	5	2,238,613	5
Related parties - payables	應付關係人款項－帳款	61,385	-	54,555	-
Related parties - others	應付關係人款項－其他	130,918	-	95,609	-
Income tax payable	應付所得稅	198,220	-	-	-
Accrued expenses	應付費用	818,438	2	704,181	2
Balance payable - property	應付工程設備款	88,909	-	259,058	1
Other payables	其他應付款	93,543	-	94,953	-
Advance receipts	預收款項	1,541,631	3	1,430,724	3
Current portion of bonds issued	一年內到期之應付公司債	-	-	500,000	1
Current portion of long-term borrowings	一年內到期之長期借款	995,898	2	-	-
Other current liabilities	其他流動負債	744,721	2	583,984	1
Total current liabilities	流動負債合計	11,454,922	23	10,060,611	22
LONG-TERM LIABILITIES, NET OF CURRENT PORTION	長期負債				
Bonds issued	應付公司債	2,200,000	4	1,200,000	2
Long-term borrowings	長期借款	9,220,000	19	10,078,147	22
Total long-term liabilities	長期負債合計	11,420,000	23	11,278,147	24
RESERVES	各項準備				
Reserve for land revaluation increment tax	土地增值稅準備	508,719	1	575,490	1
OTHER LIABILITIES	其他負債				
Deposits received	存入保證金	37,949	-	38,872	-
Deferred tax liabilities - noncurrent	遞延所得稅負債－非流動	106,894	-	105,921	1
Deferred credits - gains on related-party transactions	遞延盈餘	11,366	-	11,366	-
Miscellaneous	其他負債－其他	14,589	-	7,743	-
Total other liabilities	其他負債合計	170,798	-	163,902	1
Total liabilities	負債合計	23,554,439	47	22,078,150	48
STOCKHOLDERS' EQUITY	股東權益				
Capital stock NT\$10.00 par value	股本				
Authorized - 1,350,000 thousand shares Issued and outstanding - 1,242,634 thousand shares in 2010 and 1,212,326 thousand shares in 2009	普通股股本－每股面額 10 元，額定：1,350,000 仟股，發行：九十九年 1,242,634 仟股及九十八年 1,212,326 仟股	12,426,341	25	12,123,259	26
Capital surplus:	資本公積				
Additional paid-in capital - share issuance in excess of par	股票發行溢價	2,175,718	4	2,175,718	4
Treasury stock transactions	庫藏股票交易	1,213,526	3	964,467	2
Long-term investments	長期投資	375,941	1	384,643	1
Total capital surplus	資本公積合計	3,765,185	8	3,524,828	7
Retained earnings:	保留盈餘				
Legal reserve	法定盈餘公積	1,718,606	4	1,525,328	4
Special reserve	特別盈餘公積	1,000,564	2	1,000,564	2
Unappropriated earnings	未分配盈餘	3,129,751	6	1,968,212	4
Total retained earnings	保留盈餘合計	5,848,921	12	4,494,104	10
Other equity adjustments	股東權益其他項目				
Cumulative translation adjustments	累積換算調整數	(374,215)	(1)	139,364	-
Net loss not recognized as pension costs	未認列為退休金成本之淨損失	(8,300)	-	(10,386)	-
Unrealized valuation gains on financial instruments	金融商品未實現利益	3,578,911	7	3,192,917	7
Unrealized for asset revaluation increment	未實現重估增值	843,106	2	883,944	2
Treasury stock - 7,086 thousand shares in 2010 and 13,392 thousand shares in 2009	庫藏股票－九十九年 7,086 仟股及九十八年 13,392 仟股	(36,770)	-	(71,230)	-
Total other equity adjustments	股東權益其他項目合計	4,002,732	8	4,134,610	9
Total stockholders' equity	股東權益合計	26,043,179	53	24,276,801	52
TOTAL	負債及股東權益總計	\$ 49,597,618	100	\$ 46,354,951	100

STATEMENTS OF INCOME 損益表

YEARS ENDED DECEMBER 31, 2010 AND 2009 民國九十九年及九十八年一月一日至十二月三十一日

(In Thousands of New Taiwan Dollars, Except Earnings Per Share) (單位：除每股盈餘為新台幣元外，餘係新台幣仟元)

		2010 九十九年度		2009 九十八年度	
		Amount 金額	%	Amount 金額	%
REVENUES	營業收入				
Sales	銷貨收入	\$ 24,320,923	99	\$ 21,988,908	99
Other operating revenues	其他營業收入	282,195	1	214,290	1
Total revenues	營業收入合計	24,603,118	100	22,203,198	100
COSTS	營業成本				
Cost of goods sold	銷貨成本	19,592,662	80	17,735,782	80
Other operating costs	其他營業成本	59,820	-	50,119	-
Total costs	營業成本合計	19,652,482	80	17,785,901	80
GROSS PROFIT	營業毛利	4,950,636	20	4,417,297	20
OPERATING EXPENSES	營業費用				
Selling	推銷費用	970,771	4	876,528	4
General and administrative	管理及總務費用	2,995,888	12	2,850,456	13
Total operating expenses	營業費用合計	3,966,659	16	3,726,984	17
OPERATING INCOME	營業淨利	983,977	4	690,313	3
NONOPERATING INCOME AND GAINS	營業外收入及利益				
Equity in earning of equity-method investees, net	採權益法認列之投資淨益	1,669,760	7	1,316,910	6
Dividend income	股利收入	122,387	1	108,663	-
Gain on disposal of property and idle assets, net	處分及報廢固定及閒置資產淨益	72,531	-	-	-
Interest income	利息收入	1,212	-	2,010	-
Other income	什項收入	97,335	-	116,077	1
Total nonoperating income and gains	營業外收入及利益合計	1,963,225	8	1,543,660	7
NONOPERATING EXPENSES AND LOSSES	營業外費用及損失				
Interest expense	利息費用	50,913	-	61,612	-
Impairment loss on Financial assets carried at cost	以成本衡量之金融資產減損損失	12,470	-	39,927	-
Impairment loss on idle assets	閒置資產減損損失	32,913	-	-	-
Loss on disposal of property and idle assets	處分及報廢固定及閒置資產淨損失	-	-	3,201	-
Other expenses	什項支出	83,883	1	98,987	1
Total nonoperating expenses and losses	營業外費用及損失合計	180,197	1	203,727	1
INCOME BEFORE INCOME TAX	稅前淨利	2,767,005	11	2,030,246	9
INCOME TAX EXPENSE	所得稅費用	199,862	1	97,470	-
NET INCOME	淨利	\$ 2,567,143	10	\$ 1,932,776	9

(Continued)

		2010 九十九年度		2009 九十八年度	
		Before Tax 稅前	After Tax 稅後	Before Tax 稅前	After Tax 稅後
EARNINGS PER SHARE	每股盈餘				
Basic	基本每股盈餘	\$ 2.25	\$ 2.09	\$ 1.66	\$ 1.58
Diluted	稀釋每股盈餘	\$ 2.25	\$ 2.08	\$ 1.65	\$ 1.57

Pro forma information on the assumption that the Company's shares traded or held by subsidiaries are treated as investments instead of treasury stocks:
假設子公司持有母公司股票不視為庫藏股票而作為投資時之擬制資料稅後金額

		2010 九十九年度		2009 九十八年度	
		Before Tax 稅前	After Tax 稅後	Before Tax 稅前	After Tax 稅後
EARNINGS PER SHARE	每股盈餘				
Basic	基本每股盈餘	\$ 2.43	\$ 2.27	\$ 1.74	\$ 1.66
Diluted	稀釋每股盈餘	\$ 2.42	\$ 2.26	\$ 1.73	\$ 1.66

(Concluded)

STATEMENTS OF CHANGES IN STOCKHOLDERS' EQUITY 股東權益變動表

YEARS ENDED DECEMBER 31, 2010 AND 2009 民國九十九年及九十八年一月一日至十二月三十一日

(In Thousands of New Taiwan Dollars, Except Dividends Per Share) (單位：除每股現金股利為新台幣元外，係新台幣千元)

		Capital Stock 股本		Capital Surplus 資本公積		Other Equity Adjustments 股東權益其他調整項目								
		Issued and Outstanding 普通股	Additional Paid- in Capital - Share Issuance in Excess of Par 股票發行溢價	Treasury Stock Transactions 庫藏股票交易	Long-term Investments 長期投資	Legal Reserve 法定盈餘公積	Special Reserve 特別盈餘公積	Unappropriated Earnings 未分配盈餘	Cumulative Translation Adjustments 累積換算調整數	Net Loss Not Recognized as Pension Cost 未認列為退休金 成本之淨損失	Unrealized Valuation Gains on Financial Instruments 金融商品 未實現利益	Unrealized Asset Revaluation Increment 未實現重估增值	Treasury Stock 庫藏股票	Total Stockholders' Equity 股東權益合計
BALANCE, JANUARY 1, 2009	九十八年一月一日餘額	\$ 11,770,154	\$ 2,175,718	\$ 835,591	\$ 372,157	\$ 1,496,641	\$ 1,484,033	\$ 286,864	\$ 317,743	(\$ 6,584)	\$ 1,125,491	\$ 883,944	(\$ 95,723)	\$ 20,646,029
Appropriation of prior year's earnings:	九十七年度盈餘分配													
Legal reserve	法定盈餘公積	-	-	-	-	28,687	-	(28,687)	-	-	-	-	-	-
Reversal of special reserve	迴轉特別盈餘公積	-	-	-	-	-	(483,469)	483,469	-	-	-	-	-	-
Stock dividends - 3%	股票股利 - 3%	353,105	-	-	-	-	-	(353,105)	-	-	-	-	-	-
Cash dividends - NT\$0.3 per share	現金股利 - 每股 0.3 元	-	-	-	-	-	-	(353,105)	-	-	-	-	-	(353,105)
Adjustment due to subsidiaries' disposal of parent's stocks	子公司處分母公司股票之調整	-	-	128,876	-	-	-	-	-	-	-	-	24,493	153,369
Translation adjustments on long-term equity investments	外幣長期股權投資換算調整數	-	-	-	-	-	-	(9,262)	-	-	-	-	-	(9,262)
Adjustment reported by equity-method investees	採權益法認列被投資公司調整	-	-	-	12,486	-	-	(169,117)	(3,802)	1,253,198	-	-	-	1,092,765
Valuation gain on available-for-sale financial assets	備供出售金融資產未實現損益之變動	-	-	-	-	-	-	-	-	814,229	-	-	-	814,229
Net income in 2009	九十八年度淨利	-	-	-	-	-	-	1,932,776	-	-	-	-	-	1,932,776
BALANCE, DECEMBER 31, 2009	九十八年十二月三十一日餘額	12,123,259	2,175,718	964,467	384,643	1,525,328	1,000,564	1,968,212	139,364	(10,386)	3,192,918	883,944	(71,230)	24,276,801
Appropriation of prior year's earnings:	九十八年度盈餘分配													
Legal reserve	法定盈餘公積	-	-	-	-	193,278	-	(193,278)	-	-	-	-	-	-
Stock dividends - 2.5%	股票股利 - 2.5%	303,082	-	-	-	-	-	(303,082)	-	-	-	-	-	-
Cash dividends - NT\$0.75 per share	現金股利 - 每股 0.75 元	-	-	-	-	-	-	(909,244)	-	-	-	-	-	(909,244)
Adjustment due to subsidiaries' disposal of parent's stocks	子公司處分母公司股票之調整	-	-	249,059	-	-	-	-	-	-	-	-	34,460	283,519
Translation adjustments on long-term equity investments	外幣長期股權投資換算調整數	-	-	-	-	-	-	(32,692)	-	-	-	-	-	(32,692)
Impairment loss on revaluation increment	重估增值減損損失	-	-	-	-	-	-	-	-	-	(40,838)	-	-	(40,838)
Adjustment reported by equity-method investees	採權益法認列被投資公司調整	-	-	-	2	-	-	(480,887)	2,086	218,285	-	-	-	(260,514)
Adjustment arising from changes in percentage of ownership in investees	長期股權投資持股比例變動調整	-	-	-	(8,704)	-	-	-	-	-	-	-	-	(8,704)
Valuation gain on available-for-sale financial assets	備供出售金融資產未實現損益之變動	-	-	-	-	-	-	-	-	167,708	-	-	-	167,708
Net income in 2010	九十九年度淨利	-	-	-	-	-	-	2,567,143	-	-	-	-	-	2,567,143
BALANCE, DECEMBER 31, 2010	九十九年十二月三十一日餘額	\$ 12,426,341	\$ 2,175,718	\$ 1,213,526	\$ 375,941	\$ 1,718,606	\$ 1,000,564	\$ 3,129,751	(\$ 374,215)	(\$ 8,300)	\$ 3,578,911	\$ 843,106	(\$ 36,770)	\$ 26,043,179

STATEMENTS OF CASH FLOWS 現金流量表

YEARS ENDED DECEMBER 31, 2010 AND 2009 民國九十九年及九十八年一月一日至十二月三十一日
(In Thousands of New Taiwan Dollars) (單位：新台幣仟元)

		2010 九十九年度	2009 九十八年度
CASH FLOWS FROM OPERATING ACTIVITIES	營業活動之現金流量		
Net income	淨利	\$ 2,567,143	\$ 1,932,776
Depreciation	折舊	440,214	396,144
Amortization of deferred charges	攤銷	5,061	6,940
Amortization of leasehold rights included in rental expense	租賃權益攤銷	74,822	74,822
Cash dividends from equity-method investees	權益法計價之被投資公司發放現金股利	1,269,073	1,027,241
Equity in earnings of equity-method investees, net	權益法認列之投資淨益	(1,669,760)	(1,316,910)
Impairment loss on Financial assets carried at cost	以成本衡量之金融資產減損損失	12,470	39,927
Impairment loss on idle assets	閒置資產減損損失	32,931	-
(Gain) Loss on disposal of property and idle assets, net	處分及報廢固定及閒置資產淨(益)損	(72,531)	3,201
Deferred income taxes	遞延所得稅	1,641	96,345
Increase in prepaid pension cost	預付退休金增加	(20,881)	(691)
Net changes in operating assets and liabilities	營業資產及負債之淨變動		
Notes receivable	應收票據	(2,196)	742
Accounts receivable	應收帳款	(924)	(12,081)
Accounts receivable - related parties	應收關係人款項	26,716	(27,683)
Other receivables	其他應收款	14,071	(25,476)
Inventories	存貨	8,719	79,913
Prepayments	預付款項	(113,171)	(126,560)
Other current assets	其他流動資產	1,429	48,040
Other payables	其他應付款	(1,378)	(2,087)
Advanced receipts	預收款項	242,058	68,085
Other current liabilities	其他流動負債	160,737	(7,881)
Accounts payable -related parties	應付關係人款項	24,264	(20,767)
Accrued expenses	應付費用	114,355	172,297
Income tax payable	應付所得稅	198,220	-
Accounts payable	應付帳款	93,092	412,234
Net cash provided by operating activities	營業活動之淨現金流入	3,406,175	2,818,571
CASH FLOWS FROM INVESTING ACTIVITIES	投資活動之現金流量		
Acquisition of investments accounted for by the equity - method	取得採權益法之長期股權投資價款	(100,000)	(678,400)
Proceeds of the disposal of property	處分固定資產價款	139,026	346
Proceeds of the disposal of idle assets	處分閒置資產價款	-	291
Real estate received in advance	預收房地款(帳列預收款項)增加	-	36,000
Acquisition of property	購置固定資產價款	(3,510,006)	(1,894,217)
Increase in refundable deposits	存出保證金增加	(115)	(200)
Increase in other assets	其他資產-其他增加	(2,248)	(4,022)
Net cash used in investing activities	投資活動之淨現金流出	(3,473,343)	(2,540,202)
CASH FLOWS FROM FINANCING ACTIVITIES	融資活動之現金流量		
Increase (Decrease) in short-term debts	短期借款(減少)增加	500,000	(300,000)
Decrease in short-term notes and bills payable	應付短期票券減少	(149,478)	(345,300)
Repayments of bonds issued	償還到期公司債	(500,000)	-
Issuance of bonds	發行應付公司債	1,000,000	-
Increase in long-term borrowings	長期借款增加	137,751	715,895
Decrease in deposits received	存入保證金減少	(923)	(501)
Cash dividends	發放現金股利	(909,276)	(358,533)
Net cash (used in) provided by financing activities	融資活動之淨現金流入(出)	78,074	(288,439)

(Continued)

		2010 九十九年度	2009 九十八年度
NET (DECREASE) INCREASE IN CASH	現金淨(減少)增加	\$ 10,906	(\$ 10,070)
CASH, BEGINNING OF YEAR	年初現金餘額	278,918	288,988
CASH, END OF YEAR	年底現金餘額	\$ 289,824	\$ 278,918
SUPPLEMENTAL CASH FLOW INFORMATION	現金流量資訊之補充揭露		
Interest paid	當年度支付利息	\$ 169,332	\$ 192,730
Less: Capitalized interest	減：資本化利息	139,495	165,808
Interest paid, excluding capitalized interest	不含資本化利息之當年度支付利息	\$ 29,837	\$ 26,922
Income tax paid	支付所得稅	\$ 2	\$ 2
NONCASH INVESTING AND FINANCING ACTIVITIES	不影響現金流量之投資及融資活動		
Dividends receivable from equity-method investees (classified as accounts receivable - related parties)	應收採權益法計價之被投資公司現金股利(帳列應收關係人款項-其他)	\$ -	\$ 246,517
Adjustment to advance receipts and depreciation	預收裝修補助款沖減折舊	\$ 95,151	\$ 101,306
Adjustment to real estate received in advance and proceeds of the disposal of property	預收房地款(帳列預收款項)沖減處分固定資產價款	\$ 36,000	\$ -
Properties leased to others reclassified to noncurrent assets classified as held for sale	出租資產轉列待出售非流動資產	\$ -	\$ 89,461
Properties transferred to idle assets	固定資產轉列閒置資產	\$ 346,340	\$ -
Leased assets transferred to properties	出租資產轉列固定資產	\$ 223,150	\$ -
Adjustment to impairment on revaluation increment, the reserve for land value increment tax and unrealized for asset revaluation increment	重估增值減損沖減土地增值稅準備及未實現重估增值	\$ 107,609	\$ -
Current portion of bonds issued	一年內到期之應付公司債	\$ -	\$ 500,000
Current portion of long-term borrowings	一年內到期之長期借款	\$ 995,898	\$ -
Classification of credit balance in long-term investment to other liability	長期股權投資貸方餘額列為其他負債	\$ 14,589	\$ 7,743
CASH PAID FOR ACQUISITION OF PROPERTY	購置固定資產支付現金		
Acquisition of property	固定資產增加	\$ 280,990	\$ 1,641,695
Acquisition of leasehold rights	租賃權益增加	2,008,010	414,503
Increase (decrease) in construction in progress and prepayments for equipment	未完工程及預付設備款增加(減少)	1,068,732	(1,940)
Decrease (increase) in balance payable - property	應付工程設備款減少(增加)	170,149	(158,080)
Increase in balance payable - property - related parties	應付工程設備款-關係人增加	(17,875)	(1,961)
		\$ 3,510,006	\$ 1,894,217

(Concluded)

INDEPENDENT AUDITORS' REPORT

The Board of Directors and the Stockholders Far Eastern Department Stores, Ltd.

We have audited the accompanying balance sheets of Far Eastern Department Stores, Ltd. as of December 31, 2010 and 2009 and the related statements of income, changes in stockholders' equity and cash flows for the years then ended. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with the Rules Governing the Audit of Financial Statements by Certified Public Accountants and auditing standards generally accepted in the Republic of China. Those rules and standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Far Eastern Department Stores, Ltd. as of December 31, 2010 and 2009, and the results of its operations and its cash flows for the years then ended, in conformity with the Guidelines Governing the Preparation of Financial Reports by Securities Issuers, requirements of the Business Accounting Law and Guidelines Governing Business Accounting with relevant to financial accounting standards and accounting principles generally accepted in the Republic of China.

As stated in Note 3 to the financial statements, effective January 1, 2009, Far Eastern Department Stores, Ltd. adopted the newly revised Statements of Financial Accounting Standards No. 10, "Inventories."

As stated in Note 29 to the financial statements, the Ministry of Economic Affairs revoked the capital registration of a direct subsidiary of the Company, Pacific Liu Tong Investment Co., Ltd. The impact on the rights of Far Eastern Department Stores, Ltd. and subsidiaries of ownership of Pacific Liu Tong Investment Co., Ltd. as well as the settlement of this case will depend on the court's final judgment.

We have also audited the consolidated financial statements of Far Eastern Department Stores, Ltd. and subsidiaries as of and for the years ended December 31, 2010 and have expressed an unqualified opinion thereon in our report dated February 26, 2011.

Deloitte & Touche
Taipei, Taiwan
Republic of China

February 26, 2011

Notice to Readers

The accompanying financial statements are intended only to present the financial position, results of operations and cash flows in accordance with accounting principles and practices generally accepted in the Republic of China and not those of any other jurisdictions. The standards, procedures and practices to audit such financial statements are those generally accepted and applied in the Republic of China.

For the convenience of readers, the auditors' report and the accompanying financial statements have been translated into English from the original Chinese version prepared and used in the Republic of China. If there is any conflict between the English version and the original Chinese version or any difference in the interpretation of the two versions, the Chinese-language auditors' report and financial statements shall prevail.

會計師查核報告

遠東百貨股份有限公司 公鑒：

遠東百貨股份有限公司民國九十九年及九十八年十二月三十一日之資產負債表，暨民國九十九年及九十八年一月一日至十二月三十一日之損益表、股東權益變動表及現金流量表，業經本會計師查核竣事。上開財務報表之編製係管理階層之責任，本會計師之責任則為根據查核結果對上開財務報表表示意見。

本會計師係依照會計師查核簽證財務報表規則及一般公認審計準則規劃並執行查核工作，以合理確信財務報表有無重大不實表達。此項查核工作包括以抽查方式獲取財務報表所列金額及所揭露事項之證據、評估管理階層編製財務報表所採用之會計原則及所作之重大會計估計，暨評估財務報表整體之表達。本會計師相信此項查核工作可對所表示之意見提供合理之依據。

依本會計師之意見，第一段所述財務報表在所有重大方面係依照證券發行人財務報告編製準則、商業會計法及商業會計處理準則中與財務會計準則相關之規定暨一般公認會計原則編製，足以允當表達遠東百貨股份有限公司民國九十九年及九十八年十二月三十一日之財務狀況，暨民國九十九及九十八年度之經營成果與現金流量。

如財務報表附註三所述，遠東百貨股份有限公司自民國九十八年一月一日起採用新修訂之財務會計準則公報第十號「存貨之會計處理準則」。

如財務報表附註二九(八)所述，關於經濟部撤銷太平洋流通投資股份有限公司資本額登記乙案，對遠東百貨股份有限公司及其子公司歷次認購太平洋流通投資股份有限公司等私權爭議之影響，其最終結果尚待法院裁判認定。

遠東百貨股份有限公司已編製民國九十九年度之合併財務報表，並經本會計師出具修正式無保留意見之查核報告在案，備供參考。

勤業眾信聯合會計師事務所

會計師 葉淑娟
行政院金融監督管理委員會核准文號
金管證審字第 0990031652 號

會計師 施景彬
財政部證券暨期貨管理委員會核准文號
台財證六字第 0920123784 號

中 華 民 國 一 〇 〇 年 二 月 二 十 六 日

Senior Officers / 經營團隊



Chairman
徐旭東 Douglas Tong Hsu



VP of President's office
鄒德祥 Teh Hsiang Tsou



President
徐雪芳 Nancy Hsu



VP of Administration Division
倪候昆 Hou Kun Ni



VP of Operation Division
劉志成 Chris Liu



Auditor Office
袁譽潔 Y. C. Yuan



Data Processing Center
李淑卿 Ivy Lee



Promotion Planning Dept.
莊見祥 C. S. Chuang



Investment Dept.
劉朝雄 Tony Liu



VP of Investment Dept.
葉清水 C. S. Yeh



VP of Merchandise Division
謝寬文 Kuan Wen Hsieh

Store Managers / 經理人



FE21' MegA Kaohsiung Store
林彰豐 Chang Li Lin



FE21' Taoyuan Store
藍卓成 C. C. Lan



FE21' MegA Tainan Store
毛鄧國 Chih Kuo Mao



FE21' Hualien Store
吳道鏞 Dough Wu



FE21' Chiayi Store
徐為興 Wei Hsing Hsu



FE21' Panchiao Store
金寧 Monica King



FE21' MegA Hsinchu Store
江天佐 Robert Chiang



FE21' Paoching Store
白明玉 Steven Bai





FE21' Paoching Store
FE21' 寶慶店



FE21' Panchiao Store
FE21' 板橋店



FE21' Taoyuan Store
FE21' 桃園店



FE21' MegA Hsinchu Store
FE21' MegA 新竹店



FE21' Chiayi Store
FE21' 嘉義店



FE21' MegA Tainan Konyuan Store
FE21' MegA 台南公園店



FE21' MegA Tainan Chenkong Store
FE21' MegA 台南成功店



FE21' MegA Kaohsiung Store
FE21' MegA 高雄店



FE21' Hualien Store
FE21' 花蓮店



Chairman
黃晴雯 Sophia C. W. Huang



Vice Chairman
井上哲 Satoshi Inoue



Operation President
李光榮 Kuang-Jong Lee



Administration President
杜金森 Chin-Sen Tu





Chief Operation Officer
莊金龍 Tim Chuang



Merchandise Director-Food
邱正乾 Andy Chiu



Development Director
李鎮宇 James Lee



Chief Special Assistant To COO
蔡裕人 Howard Tsai



Marketing Director
王彤芳 Fiona Wang



Merchandise Director-Non Food
楊智傑 Jeff Yang



Operation Director- North Region
羅步錦 Phil Lo



Human Resources Director
王玉如 Ruby Wang



Chief Operation Officer
葉清水 C. S. Yeh



Store Operation Division
王汝中 Leon Wang



Vice President
張宗元 Edward Chang



Store Operation Division
羅中秀 Shirley Lo



Administration Division
黃書煒 S. W. Huang





Chief Operation Officer
劉朝雄 Tony Liu



Life Division Manager
林品妙 Peggy Lin



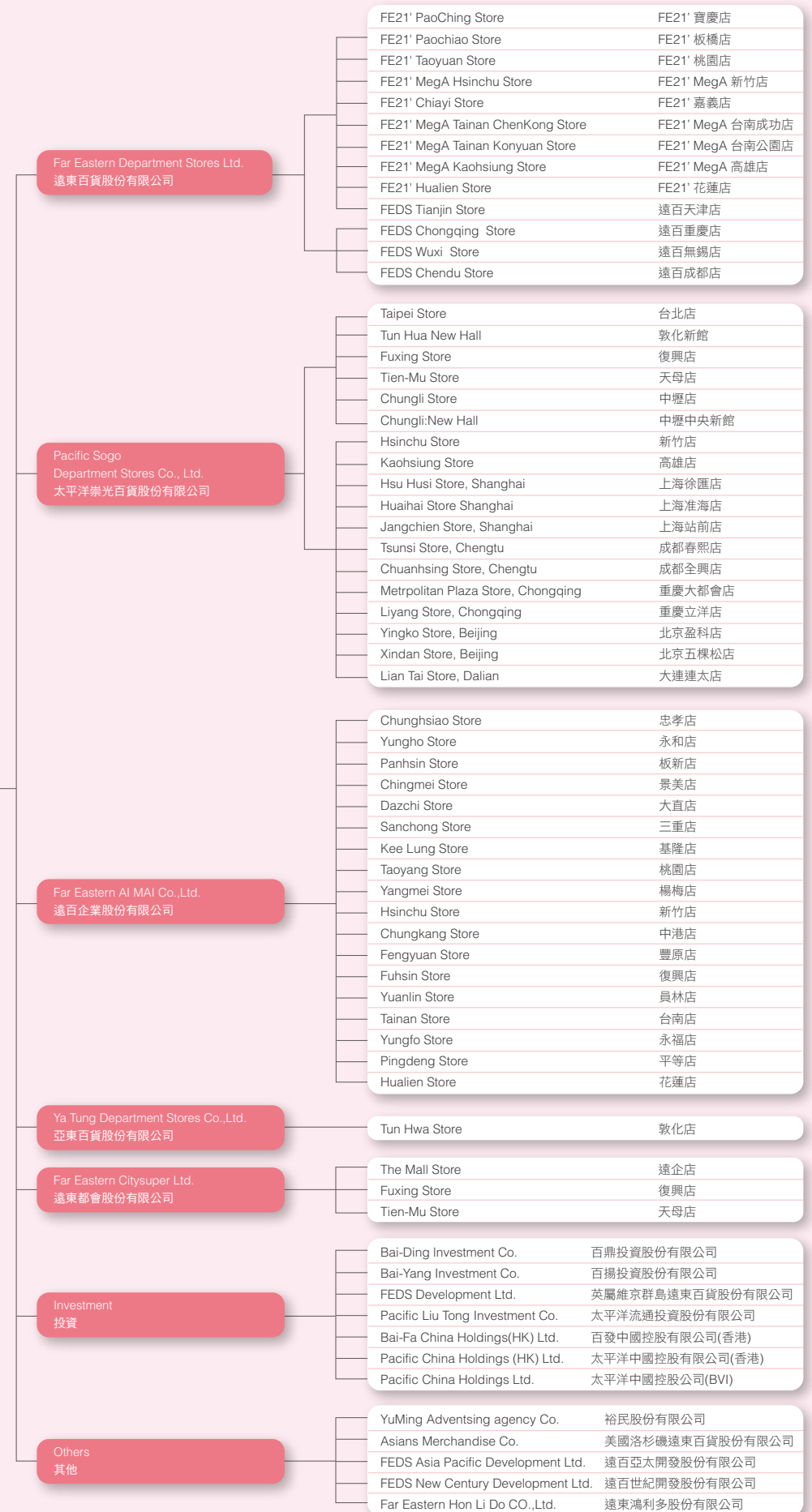
Chief Financial Officer
張宗元 Edward Chang



Food Division Manager
楊土城 Tomson Yang



FAR EASTERN DEPARTMENT STORES LTD. RETAIL GROUP
遠東百貨股份有限公司零售集團



Branch Stores of Far Eastern Department Stores Ltd. 遠東百貨股份有限公司各分公司

- | | |
|------------------------------------|-----------------|
| 1 FE21' Paoching Store | FE21' 寶慶店 |
| 2 FE21' Panchiao Store | FE21' 板橋店 |
| 3 FE21' Taoyuan Store | FE21' 桃園店 |
| 4 FE21' MegA Hsinchu Store | FE21' MegA新竹店 |
| 5 FE21' Chiayi Store | FE21' 嘉義店 |
| 6 FE21' MegA Tainan Chenkong Store | FE21' MegA台南成功店 |
| 7 FE21' MegA Tainan Konyuan Store | FE21' MegA台南公園店 |
| 8 FE21' MegA Kaohsiung Store | FE21' MegA高雄店 |
| 9 FE21' Hualien Store | FE21' 花蓮店 |

Subsidiaries of Far Eastern Department Stores Ltd.

遠東百貨股份有限公司子公司

Pacific Sogo Department Stores Co., Ltd.
太平洋崇光百貨股份有限公司

- | | |
|--------------------|------|
| ▲ Taipei Store | 台北店 |
| ▲ Fuxing Store | 復興店 |
| ▲ Tun Hua New Hall | 敦化新館 |
| ▲ Tien-Mu Store | 天母店 |
| ▲ Chungli Store | 中壢店 |
| ▲ Chungli New Hall | 中壢新館 |
| ▲ Hsinchu Store | 新竹店 |
| ▲ Kaohsiung Store | 高雄店 |

Far Eastern AI MAI Co., Ltd.
遠百企業股份有限公司

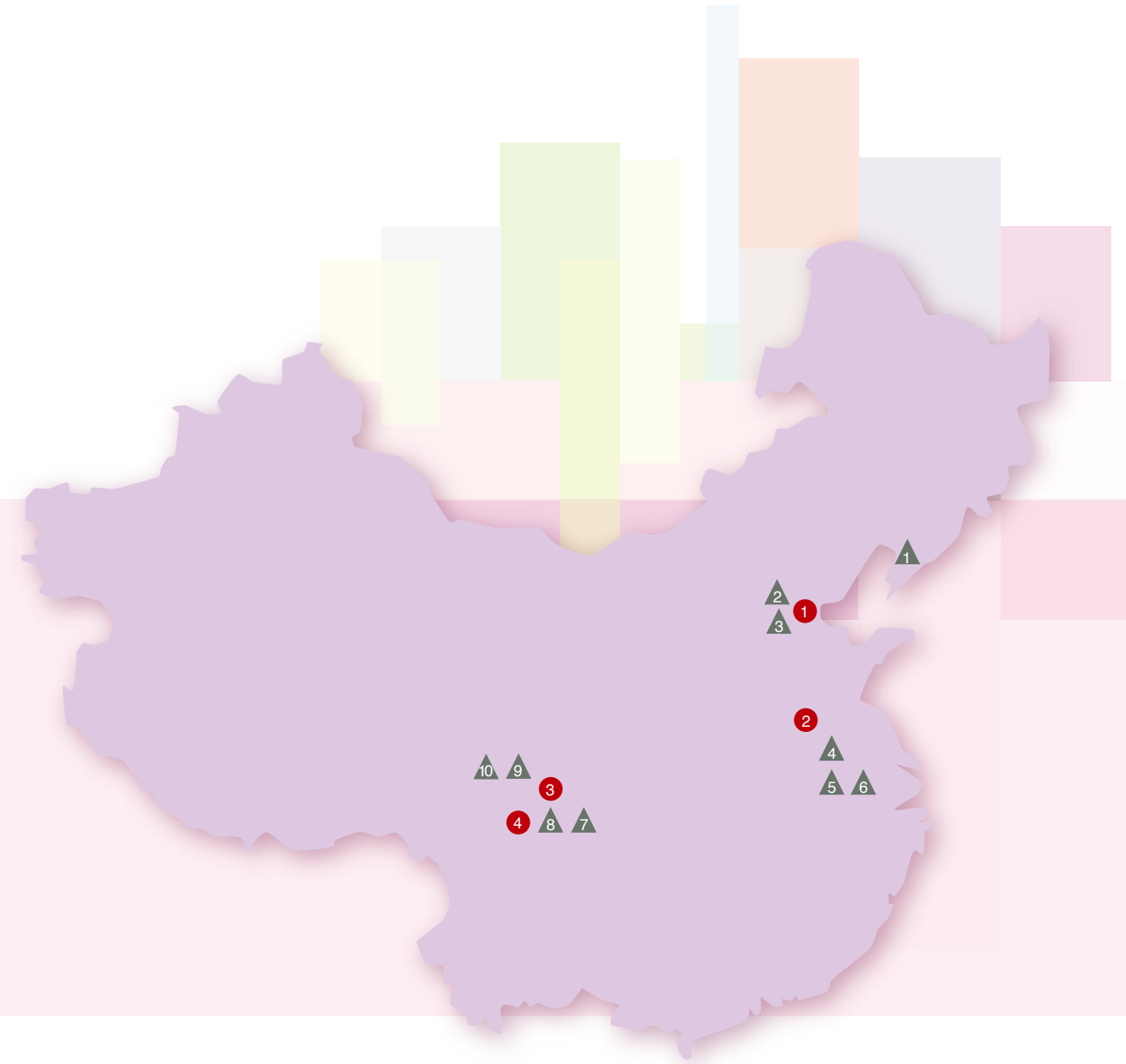
- | | |
|-------------------------|-------|
| 1 Chunghsiao Store | 忠孝分公司 |
| 2 Chingmei Store | 景美分公司 |
| 3 Panhsin Store | 板新分公司 |
| 4 Yungho Store | 永和分公司 |
| 5 Dazch Store | 大直分公司 |
| 6 Sanchung Store | 三重分公司 |
| 7 Kee Lung Store | 基隆分公司 |
| 8 Taoyang Store | 桃園分公司 |
| 9 Yangmei Store | 楊梅分公司 |
| 10 Hsinchu Store | 新竹分公司 |
| 11 Fengyuan HYPER Store | 豐原分公司 |
| 12 Yungfo Store | 永福分公司 |
| 13 Chungkang Store | 中港分公司 |
| 14 Yuanlin Store | 員林分公司 |
| 15 Tainan Store | 台南分公司 |
| 16 Fuhsin Store | 復興分公司 |
| 17 Pingdeng Store | 平等分公司 |
| 18 Hualien Store | 花蓮分公司 |

Ya Tung Department Store Co., Ltd.
亞東百貨股份有限公司(台北購物中心)

- ★ Taipei Metro, The Mall

Far Eastern Citysuper Ltd.
遠東都會股份有限公司

- | | |
|------------------|-----|
| ◆ The Mall Store | 遠企店 |
| ◆ Fuxing Store | 復興店 |
| ◆ Tien-Mu Store | 天母店 |



Far Eastern Department Stores Co., Ltd. 遠東百貨股份有限公司

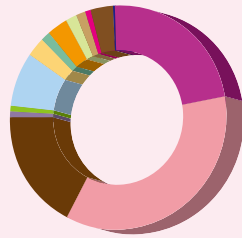
- | | |
|------------------------|-------|
| 1 Feds Tianjin Store | 遠百天津店 |
| 2 Feds Wuxi Store | 遠百無錫店 |
| 3 Feds Wuxi Store | 遠百成都店 |
| 4 Feds Chongqing Store | 遠百重慶店 |

Pacific Department Stores Co., Ltd. 太平洋百貨股份有限公司

- | | | | |
|----------------------------|--------|---------------------------------------|--------|
| ▲ Lian Tai Store, Dalian | 大連連太店 | ▲ Jangchien Store, Shanghai | 上海站前店 |
| ▲ Yingko Stort, Beijing | 北京盈科店 | ▲ Liyang Store, Chongqing | 重慶立洋店 |
| ▲ Xindan Store, Beijing | 北京五棵松店 | ▲ Metropolitan Plaza Store, Chongqing | 重慶大都會店 |
| ▲ Hsu Hwei Store, Shanghai | 上海徐匯店 | ▲ Chuanhsing Store, Chengtu | 成都全興店 |
| ▲ Huaihai Store, Shanghai | 上海淮海店 | ▲ Tsunsi Store, Chengtu | 成都春熙店 |

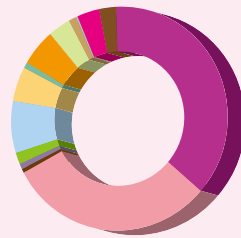
Unit: Million 單位:百萬

Retail Revenue
零售收入



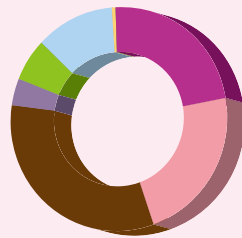
Far Eastern Department Stores Ltd. 遠東百貨公司 NT\$24,603 US\$844.60	Chengdu Quanxing Pacific D. S. Co. 成都全興大廈太平洋百貨公司 NT\$1,558 US\$53.47
Pacific Sogo Department Stores Ltd. 太平洋崇光百貨公司 NT\$38,574 US\$1,324.19	Chongqing Metropolitan Plaza P.D.S. Co. 重慶大都會廣場太平洋百貨公司 NT\$3,282 US\$112.66
Far Eastern Ai Mai Co., Ltd. 遠百企業公司 NT\$18,981 US\$651.61	Beijing Xidan Pacific Department S. Co. 北京西單太平洋百貨公司 NT\$1,786 US\$61.30
Ya Tung Department Stores Ltd. 亞東百貨公司 NT\$760 US\$26.08	Tianjin FEDS Limits, Co. 天津遠東百貨公司 NT\$1,387 US\$47.62
Far Eastern City Super Ltd. 遠東都會公司 NT\$1,107 US\$38.02	Dalian Pacific Department Store Co., Ltd. 大連連太百貨公司 NT\$916 US\$31.44
Shanghai Pacific Department Store Co. 上海太平洋百貨公司 NT\$8,214 US\$281.99	Chongqing Liyang Department Store Co., Ltd. 重慶市立洋百貨公司 NT\$1 US\$0.04
Chengdu Shangxia Pacific D. S. Co. 成都商廈太平洋百貨公司 NT\$3,160 US\$108.48	Chongqing Yuan Bai Department Stores Co. 重慶遠東百貨公司 NT\$3,457 US\$118.67
	Wuxi Feds Co., Ltd. 無錫遠東百貨商場公司 NT\$275 US\$9.44

Retail Income After Income Tax
零售稅後淨利



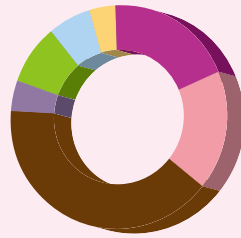
Far Eastern Department Stores Ltd. 遠東百貨公司 NT\$2,567 US\$88.13	Chengdu Quanxing Pacific D. S. Co. 成都全興大廈太平洋百貨公司 (NT\$60) (US\$2.05)
Pacific Sogo Department Stores Ltd. 太平洋崇光百貨公司 NT\$2,136 US\$73.33	Chongqing Metropolitan Plaza P.D.S. Co. 重慶大都會廣場太平洋百貨公司 NT\$365 US\$12.51
Far Eastern Ai Mai Co., Ltd. 遠百企業公司 NT\$46 US\$1.57	Beijing Xidan Pacific Department S. Co. 北京西單太平洋百貨公司 (NT\$220) (US\$7.57)
Ya Tung Department Stores Ltd. 亞東百貨公司 (NT\$63) (US\$2.15)	Tianjin FEDS Limits, Co. 天津遠東百貨公司 (NT\$71) (US\$2.45)
Far Eastern City Super Ltd. 遠東都會公司 (NT\$98) (US\$3.37)	Dalian Pacific Department Store Co., Ltd. 大連連太百貨公司 NT\$14 US\$0.49
Shanghai Pacific Department Store Co. 上海太平洋百貨公司 NT\$535 US\$18.38	Chongqing Liyang Department Store Co., Ltd. 重慶市立洋百貨公司 NT\$6 US\$0.21
Chengdu Shangxia Pacific D. S. Co. 成都商廈太平洋百貨公司 NT\$348 US\$11.96	Chongqing Yuan Bai Department Stores Co. 重慶遠東百貨公司 NT\$240 US\$8.23
	Wuxi Feds CO., Ltd. 無錫遠東百貨商場公司 (NT\$160) (US\$5.49)

Investment Revenue
投資收入



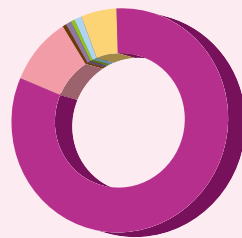
Bai Ding Investment Ltd. 百鼎投資公司 NT\$1,285 US\$44.10	Pacific China Holding (HK) Ltd. 太平洋中國控股(香港)公司 NT\$359 US\$12.31
Bai Yang Investment Ltd. 百揚投資公司 NT\$1,263 US\$43.35	Pacific China Holding Ltd. 太平洋中國控股公司 NT\$644 US\$22.10
Pacific Liutong Investment Co. Ltd. 太平洋流通投資公司 NT\$1,827 US\$62.71	Bai-Fa China Holding (HK) Ltd. 百發中國控股公司 NT\$0 US\$0.00
Feds Development Ltd. 英屬維京群島遠東百貨公司 NT\$208 US\$7.14	Pacific (China) Investment Co., Ltd. 百發(中國)投資公司 NT\$40 US\$1.38

Investment Income After Income Tax
投資稅後淨利



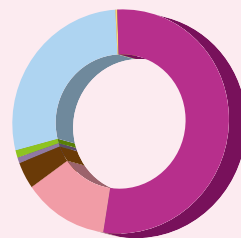
Bai Ding Investment Ltd. 百鼎投資公司 NT\$770 US\$26.42	Pacific China Holding (HK) Ltd. 太平洋中國控股(香港)公司 NT\$352 US\$12.10
Bai Yang Investment Ltd. 百揚投資公司 NT\$690 US\$23.69	Pacific China Holding Ltd. 太平洋中國控股公司 NT\$248 US\$8.52
Pacific Liutong Investment Co. Ltd. 太平洋流通投資公司 NT\$1,616 US\$55.49	Bai-Fa China Holding (HK) Ltd. 百發中國控股公司 NT\$0 US\$0.00
Feds Development Ltd. 英屬維京群島遠東百貨公司 NT\$172 US\$5.92	Pacific (China) Investment Co., Ltd. 百發(中國)投資公司 (NT\$157) (US\$5.39)

Other Revenue
其他收入



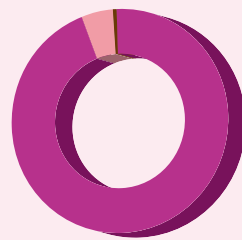
Feds Asia Pacific Development Ltd. 遠百亞太開發公司 NT\$310 US\$10.64	Asian Merchandise Company 美國洛杉磯遠東百貨公司 NT\$3 US\$0.10
Feds New Century Development Ltd. 遠百新世紀開發公司 NT\$40 US\$1.37	Chongqing Pacific Consultant & Management CO. 重慶太平洋商業管理諮詢公司 NT\$4 US\$0.14
Yu Ming Advertising Agency Ltd. 裕民公司 NT\$2 US\$0.06	Shanghai baiding Consultant & Management CO. 上海百鼎商業管理諮詢公司 NT\$20 US\$0.68
Far Eastern Hon Li Do CO., Ltd. 遠東鴻利多公司 NT\$3 US\$0.10	Far Eastern Big City Shopping Malls Co., 遠東巨城購物中心 NT\$0 US\$0.00

Other Income After Income Tax
其他稅後淨利



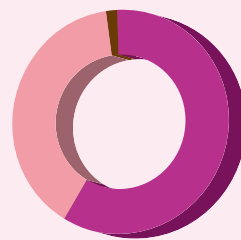
Feds Asia Pacific Development Ltd. 遠百亞太開發公司 NT\$161 US\$5.51	Asian Merchandise Company 美國洛杉磯遠東百貨公司 NT\$0 US\$0.01
Feds New Century Development Ltd. 遠百新世紀開發公司 NT\$39 US\$1.32	Chongqing Pacific Consultant & Management CO. 重慶太平洋商業管理諮詢公司 (NT\$84) (US\$2.87)
Yu Ming Advertising Agency Ltd. 裕民公司 NT\$12 US\$0.40	Shanghai baiding Consultant & Management CO. 上海百鼎商業管理諮詢公司 NT\$2 US\$0.07
Far Eastern Hon Li Do CO., Ltd. 遠東鴻利多公司 NT\$3 US\$0.09	Far Eastern Big City Shopping Malls Co., 遠東巨城購物中心 NT\$0 (US\$0.01)

Total Revenue
合計收入
NT\$114,066 US\$3,915.75



Retail Revenue 零售收入 NT\$108,060 US\$3,709.59	Other Revenue 其它收入 NT\$381 US\$13.08
Investment Revenue 投資收入 NT\$5,625 US\$193.08	

Total Net Income After Income Tax
合計稅後淨利
NT\$9,409 US\$323.01



Retail Net Income After Income Tax 零售收入 NT\$5,585 US\$191.73	Others 其它收入 NT\$132 US\$4.53
Investment Net Income After Income Tax 投資收入 NT\$3,692 US\$126.75	

Far Eastern Department Stores Ltd.
遠東百貨股份有限公司

Head Office 總公司
27, Pao Ching Rd., Taipei 100, Taiwan, R.O.C.
TEL:886-2-2381-6155-9 FAX:886-2-2382-1371
Web: www.feds.com.tw e-mail: service@feds.com.tw

FE21' Paoching Store FE21' 寶慶店
32, Pao Ching Rd., Taipei 100, Taiwan, R.O.C.
TEL:886-2-2381-6088 FAX:886-2-2314-0669

FE21' Panchiao Store FE21' 板橋店
152, Chung Shan Rd., Sec. 1, Panchiao 220, Taiwan, R.O.C.
TEL:886-2-8952-5678 FAX:886-2-8953-0009

FE21' Taoyuan Store FE21' 桃園店
20, Chung Cheng Rd., Taoyuan 330, Taiwan, R.O.C.
TEL:886-3-335-9811 FAX:886-3-338-0194

FE21' MegA Hsinchu Store FE21' MegA 新竹店
323, Shida Rd., Hsinchu 300, Taiwan, R.O.C.
TEL: 886-3-523-3121-9 FAX:886-3-526-9413

FE21' Chiayi Store FE21' 嘉義店
537, Chuei Yang Rd., Chiayi 600, Taiwan, R.O.C.
TEL:886-5-236-5137-47 FAX:886-5-236-5358

FE21' MegA Tainan ChenKong Store FE21' MegA 台南成功店
210, Chen Kong Rd., Tainan 700, Taiwan, R.O.C.
TEL:886-6-209-8999 FAX:886-6-209-7907

FE21' MegA Tainan Konyuan Store FE21' MegA 台南公園店
60, Konyuan Shida Rd., Tainan 700, Taiwan, R.O.C.
TEL:886-6-225-9101 FAX:886-6-225-9120

FE21' MegA Kaohsiung Store FE21' MegA 高雄店
21, Sando 4th Shida Rd., Kaohsiung 807, Taiwan, R.O.C.
TEL:886-7-972-8888 FAX:886-7-972-2845

FE21' Hualien Store FE21' 花蓮店
581, Heping Rd., Hualien 970, Taiwan, R.O.C.
TEL: 886-3-835-5588 FAX: 886-3-836-2720

FEDS Tianjin Store 遠百天津店
168, Nankai District, Tianjin, China
TEL:86-22-2727-1688 FAX:86-22-2735-2489

FEDS Chongqing Store 遠百重慶店
10 Yanghe Rd. Jiangbai, Chongqing, China
TEL:86-23-8918-0088 FAX:8623-8911-8111

FEDS Wuxi Store 遠百無錫店
10 Yanghe Rd. Jiangbai, Chongqing, China
TEL:86-23-8918-0088 FAX:86-23-8911-8111

Chendu FEDS Co; Ltd. 遠百成都店
No.18, Royal Street East, Jinjiang District, Chengdu
TEL:86-28-6233-7777 FAX:86-28-8673-1044

Far Eastern Int'l. Seles 洛杉磯遠東百貨公司
13360 East Firestone BLVD., #J.
SANTA FE SPRINGS, CA 90670, U.S.A.
TEL:1-562-404-7376 FAX:1-562-404-8663

Pacific Sogo Department Stores Co., Ltd.
太平洋崇光百貨股份有限公司

Taipei Store 台北店
No.45, Sec.4, Chung Hsiao E. Rd, Taipei, Taiwan, R.O.C.
TEL:886-2-2776-5555 FAX:886-2-2741-2869

Fuxing Store 復興店
No.300, Sec.3, Chung Hsiao E.Rd.
TEL:886-2-2776-5555 FAX:886-2-2778-1191

Tun Hua New Hall 敦化新館
No.246, Sec.1, Tun Hua South Road, Taipei, Taiwan, R.O.C.
TEL:886-2-2776-5555 FAX:886-2-2711-2632

Tien-Mu Store 天母店
NO.77, Sec 6, Zhongshan N. Rd., Taipei, Taiwan, R.O.C.
TEL:886-2-2834-5000 FAX:886-2-2834-7755

Chungli Store 中壢店
No.357, Yuan Hua Road, Chungli, Taiwan, R.O.C.
TEL:886-3-422-7000 FAX:886-3-422-1212

Chungli New Hall 中壢中央新館
No.120, C HUNG Yuan W.Rd, Sec. 1 Chungli, Taiwan, R.O.C.
TEL:886-3-422-7000 FAX:886-3-422-1212

Hsinchu Store 新竹店
No.2, Ming Chu Road, Hsinchu, Taiwan, R.O.C.
TEL:886-3-522-7000 FAX:886-3-524-8888

Kaohsiung Store 高雄店
No.217, Sando 3th Road, Kaohsiung, Taiwan, R.O.C.
TEL:886-7-338-1000 FAX:886-7-338-2000

Hsu Huei Store, Shanghai 上海徐匯店
No.932, Hengshan Road, Hsu Huei Dist, Shanghai
TEL:86-21-6407-8888 FAX:86-21-6469-6688

Huaihai Store, Shanghai 上海淮海店
No.333, Huai Hai Central Road, Luwan Dist, Shanghai
TEL:86-21-5306-8888 FAX:86-21-6385-9456

Jangchien Store, Shanghai 上海站前店
No.218, Tienmu W. Road, Zabei Dist, Shanghai
TEL:86-21-6381-8888 FAX:86-21-6381-6688

Tsunsu Store, Chengtu 成都春熙店
No.12, Tzongfu Road, Chengtu
TEL:86-28-8665-3388 FAX:86-28-8666-5281

Chuanhsing Store, Chengtu 成都全興店
No.68, Sec.2, Renming Center Road, Chengtu
TEL:86-28-8625-6688 FAX:86-28-8625-6656

Metropolitan Plaza Store, Chongqing 重慶大都會店
No.68, Zou Rong Road, Shapingba District, Chongqing
TEL:86-23-6371-0088 FAX:86-23-6372-0293

Liyang Store, Chongqing 重慶立洋店
No.99, Xiaoxin Road, Yu Zhong District, Chongqing
TEL:86-23-6536-0088 FAX:86-23-6547-9081

Address of Far Eastern Department Stores Ltd. Retail Group 遠東百貨股份有限公司各地分公司地址

Yingko Store, Beijing 北京盈科店
No.2A, Gong Ti Bei Lu Chaoyang District, Beijing
TEL:86-10-6539-3888 FAX:86-10-6539-3889

Xidan Store, Beijing 北京五棵松店
69 Fuxing Rd., Haiding Distric, Beijing
TEL: 86-10-8827-1999 FAX:86-10-8822-2250

Lian Tai Store, Dalian 大連連太店
No.19, Jie Fang Road, Yu Zhong Shan District, Dalian
TEL:86-411-230-6999 FAX:86-411-230-0023

Far Eastern AI MAI Co., Ltd. 遠百企業股份有限公司

Head Office 總公司
13F, 110 Yen Ping S. Rd., Taipei 100, Taiwan, R.O.C.
TEL:886-2-2361-3691 FAX:886-2-2371-5298

Panhsin HYPER Store 板新店
389, Sze Chuan Rd., Sec.1,Panchiao 220, Taiwan, R.O.C.
TEL:886-2-2956-9888 FAX:886-2-2956-9777

Chingmei HYPER Store 景美店
12, Ching St., Lane 30,Taipei 116, Taiwan, R.O.C.
TEL:886-2-2933-2088 FAX:886-2-931-8459

Chunghsiao HYPER Store 忠孝店
B2/B3, Chunghsiao E. Rd., Sec.5, Taipei, Taiwan, R.O.C.
TEL:886-2-2528-9388 FAX:886-2-2528-9389

Yungho HYPER Store 永和店
56, Ming-Sheng Rd., Lane 46, Yungho, Taiwan, R.O.C.
TEL:886-2-2948-8988 FAX:886-2-2948-8993

Dazhi Hyper Store 大直店
123,Ching-Yeh 3rd Rd., Taipei, Taiwan, R.O.C
TEL:886-2-7701-5168 FAX:886-2-7701-5056

Sanchong Store 三重店
No, 45, Lane 193, Zhongzheng N. Rd., Sanchong City,
Taipei County, Taiwan, R.O.C.
TEL:886-2-2988-3199 FAX:886-2-2988-8262

Kee Lung Store 基隆店
B1, No. 53, Shenxi Rd., Xinyi Dist, Keelung City
TEL:886-0800-089-899 FAX:886-2-2468-0522

Taoyuan HYPER Store 桃園店
939, Chung Sang Rd., Taoyuan, Taiwan, R.O.C.
TEL:886-3-378-5688 FAX:886-3-378-3088

Yangmei HYPER Store 楊梅店
6, Chung Sang N. Rd., Lane 23, Sec.5, Yangmei, Taiwan, R.O.C.
TEL:886-3-481-6988 FAX:886-3-816-958

Hsinchu HYPER Store 新竹分公司
469, Gongdaowu Rd., Sec.2, Hsinchu 300, Taiwan, R.O.C.
TEL:886-3-5573-5566 FAX:886-3-275-2112

Chungkang HYPER Store 中港店
71,Chungkang Rd., Sec.2, Taichung, Taiwan, R.O.C.
TEL:886-4-2319-9883 FAX:886-4-327443

Fengyuan HYPER Store 豐原店
No.420, Shuiyuan Rd., Fengyuan Dist., Taichung City 420,
Taiwan, R.O.C.
TEL:886-4-3704-6999 FAX:886-4-2513-2189

Fuhsin HYPER Store 復興店
359, Fuhsin Rd., Sec.1, Tauchung, Taiwan, R.O.C.
TEL:886-4-2265-8686 FAX:886-4-2324-7190

Yuanlin HYPER Store 員林店
90-100,Lane2, Chung-Cheng Rd., Yuanlin, Ghanghua
Taiwan, R.O.C.
TEL:886-4-836-1728 FAX:886-4-837-7199

Tainan HYPER Store 台南店
533, Chung Cheng S. Rd., Yung Kung, Tainan700, Taiwan, R.O.C.
TEL:886-6-254-2532 FAX:886-6-254-2997

Pingdeng HYPER Store 平等店
171, Pingdeng Rd., Kauhsiung, Taiwan, R.O.C.
TEL:886-7-386-0600 FAX:886-7-919-190

Yungfu HYPER Store 永福店
174, Ching Hai Rd., Sec.3, Taichung 400 Taiwan, R.O.C.
TEL:886-4-426-8568 FAX:886-4-463-0515

Hualien Store 花蓮店
581,Heping Rd., Hualien 970, Taiwan, R.O.C.
TEL:886-3-890-9070 FAX:886-3-836-0058

Ya Tung Department. Stores Co., Ltd. 亞東百貨股份有限公司

Head Office 總公司
11F, 270, Tun Hwa S Rd., Sec.2, Taipei 106, Taiwan, R.O.C.
TEL:886-2-2377-6666 FAX:886-2-2377-5223

Taipei Store 台北店
203, Tun Hwa S Rd., Sec.2, Taipei 106, Taiwan, R.O.C.
TEL:886-2-2378-6666 FAX:886-2-2377-5223

Far Eastern Citysuper Ltd. 遠東都會股份有限公司

Head Office 總公司
7F, No.64, Sec.4, Ren-ai Rd., Da-an District, Taipei 106,
Taiwan, R.O.C.
TEL:886-2-7711-3288 FAX:886-2-7711-3289

Tun Hwa Store 敦化店
203, Tun Hwa S Rd., Sec.2, Taipei 106, Taiwan, R.O.C.
TEL:886-2-7711-3830 FAX:886-2-7711-3831

Fuxing Store 復興店
No.300,Sec.3,Chung Hsiao E.Rd. Taipei, Taiwan, R.O.C.
TEL:886-2-2776-5555 FAX:886-2-2778-1191

Tien-Mu Store 天母店
B1, No. 77, Sec 6, Chung-Hsan N. Road, Taipei, Taiwan, R.O.C.
TEL:886-2-7736-0766 FAX:886-2-7736-0765

The Far Eastern Group 遠東集團

THE FAR EASTERN GROUP

THE FAR EASTERN GROUP (FEG) comprises 232 companies and institutions. Listed below are 52 of the more active operations in Taiwan, China, Singapore, Canada, Thailand, Vietnam, and etc. (* indicates the Group's 9 listed public companies)

*1) FAR EASTERN NEW CENTURY CORP. (FENC):

renamed from Far Eastern Textile Ltd., a knitting factory founded in Shanghai in 1942, and the first textile company relocated to Taiwan in 1949. This leading provider of polyester and textile products in Taiwan has grown into a sizable entity with substantial holdings in equity investments and real estates. Consolidated revenues in 2010 were NT\$200.2 billion (US\$6.59 billion, using 2010 yearend rate NT\$30.37 = US\$1.0).

*2) ASIA CEMENT CORP. (ACC):

founded in 1957, the most profitable cement company in Taiwan. Sales revenues reached NT\$9.43 billion (US\$327.3 million) in 2010 with net profit of NT\$7.85 billion (US\$272.5 million). Total annual cross-strait cement capacity will grow up to 50 million metric tons in 2015.

*3) FAR EASTERN DEPARTMENT STORES (FEDS):

FAR EASTERN DEPARTMENT STORES (FEDS): established in 1967, has retail chain stores in all major cities around the Island. Total sales revenues in 2010 were NT\$24.3 billion (US\$800.1 million).

*4) U-MING MARINE TRANSPORT CORP. (UMTC):

Taiwan's largest bulk carrier with shipping capacity of 4.53 million DWT. UMTC has subsidiaries in both Hong Kong and Singapore and has acquired various international standard certifications, also formed strategic alliances with oil tanker and other shipping companies. Its outstanding operating result has won global recognition.

*5) ORIENTAL UNION CHEMICAL CORPORATION (OUCC):

founded in 1975 to establish an EG and a gas plant on a 23-hectare area in the Lin Yuan Industrial Zone in Kaohsiung County. OUCC has been developing several specialty chemical products in recent years, and engaged in various investments in fine chemicals and bio-chemicals sector (C\$3 million investment in Sino-Canada Biotechnology Development Fund). Total revenues in 2010 amounted to NT\$12.41 billion (US\$408.6 million).

*6) EVEREST TEXTILE CO., LTD.:

established in 1988 in Tainan, south of Taiwan, is a R&D oriented and vertically integrated textile manufacturer. Sales revenues in 2010 were NT\$4.81 billion (US\$158.4 million).

*7) FAR EASTERN INTERNATIONAL BANK (FEIB):

inaugurated its banking operations in early 1992, was listed on Taiwan Stock Market in 1998, now with total assets exceeding US\$10 billion and 55 branches throughout Taiwan including one branch in Hong Kong. In 2009 FEIB acquired AIG's credit card business to reach the economies of scale and also acquired Chinfon Bank's 19 domestic operating units.

*8) FAR EASTONE TELECOMMUNICATIONS LTD. (FET):

was awarded two valuable licenses to provide cellular services to Taiwan. Operations were launched on January 20, 1998. FET established "FEG Telecom Sector" (FEGTS) in March 2008 to develop synergy and to provide FMC services. Total consolidated revenues for 2010 were NT\$ 58.2 billion (US\$1.92 billion) with revenue-producing customer exceeding 6 million. FET and China Mobile announced strategic cooperation agreement and share subscription in April 2009.

*9) ASIA CEMENT (CHINA) HOLDINGS CORP. (ACCC):

offshore subsidiary of ACC, was listed on the Main Board of the Stock Exchange of Hong Kong Limited on May 20, 2008. Consolidated revenues in 2010 were RMB5.7 billion and profit was RMB643 million.

10) FAR EASTERN FIBERTECH CO., LTD. (FEFC):

founded in the 1Q of 1997 to produce "nylon 66", a durable, high-performance technical yarn.

11) ORIENTAL PETROCHEMICALS CORP. (OPC):

ocated at the Kuan Yin site of Taoyuan County to operate on PTA facility with a capacity of 1 million MT/year. Revenues for 2010 were NT\$28.1 billion (US\$925.2 million).

12) AIR LIQUIDE FAR EASTERN LTD. (ALFE):

established in 1987, joint venture by FENC and France's L'Air Liquide for the production of industrial gases.

13) FREUDENBERG FAR EASTERN SPUNWEB CO., LTD.:

established in 1987, joint venture with Germany's Carl Freudenberg and Japan Vilene Co. for the production of non-woven fabrics and related high-tech polyester products.

14) YUAN DING CO., LTD.:

founded by FETL and ACC in 1984 as a real estate developer and a holding company for diversified businesses, such as YDT Technology International established in 2000, a professional CCTV producer and total solution provider for FEG and worldwide clients, plus Far Eastern Technical Consultant Co. founded in July 2001 to handle land development, project management, design, planning and other real estate consultant services.

15) FAR EASTERN GENERAL CONTRACTOR INC.:

established in 1982, a renowned A-Class contractor to handle the Group's as well as other local major construction projects.

16) ALBERTA & ORIENT GLYCOL COMPANY LIMITED:

FENC's joint venture with Dow Chemical and Petrochemical Industries Company of Kuwait, total investment amounts to C\$400 million, to produce ethylene glycol. Its plant locates in Red Deer, Alberta, Canada and commenced beneficial production in early September 1994.

17) FAR EASTERN INDUSTRIES (SHANGHAI) LTD. (FEIS):
FETL's wholly owned subsidiary, a vertically integrated polyester polymer plant which obtained a 'high-tech enterprise' status in Pudong, Shanghai during 3Q of 2000. Sales revenues in 2010 were RMB5.18 billion.

18) FAR EASTERN APPAREL (SUZHOU) CO., LTD.:
the first garment factory invested by FENC in Mainland China in 1996 to manufacture and sell knitting garments.

19) ORIENTAL INDUSTRIES (SUZHOU) LTD.:
initiated operations in September 2007 to produce industrial fabrics including SSP, HTY, tire cord, conveyor and etc. With annual capacity of industrial yarn reaching 38,000 tons and industrial fabric of 16,000 ton, the Company aims to become major supplier to Goodyear and other related companies.

20) FAR EASTERN INDUSTRIES (WUXI) LTD. (FEIW):
established in 2002, with capacity of 120,000 spindles, the Company mainly manufactures and sells processed pure cotton yarns, other natural fibers and synthetic fiber yarns.

21) ORIENTAL PETROCHEMICAL (SHANGHAI) CORPORATION (OPSC):
located in the Shanghai Spark Development Zone beside the Hangzhou Bay. OPSC commenced operation in April 2006. Revenues for 2010 were RMB4.58 billion.

22) SINO BELGIUM BEER (SUZHOU) LIMITED:
FENC's investment of US\$100 million and joint venture with Belgium's 252-year old Martens Brewery to brew beer packed in Coolerpak, a monolayer PET bottle with high gas barrier. The Martens Beer in CoolerPak is distributed by Martens Shanghai Limited.

23) FAR EASTERN APPAREL (VIETNAM) LTD.:
FENC's manufacturing site in Vietnam to produce knitting goods and apparels, supplier to world renowned brands such as Nike, Levis, Columbia, Carter's, etc.

24) NEW CENTURY INFOCOMM TECH CO., LTD. (NCIC):
formed by the Far Eastern Group, President Group, China Development plus other members with a capital of NT\$26 billion as a fixed line info-comm operator in Taiwan, was awarded an integrated fixed network license in March 2000. Operations were launched in March 2001. NCIC merged Digital United (Seednet, the No. 2 ISP in Taiwan) in 2009. Far EastTone acquired NCIC in the end of 2010 to achieve digital convergence.

25) ARCOA COMMUNICATION CO., LTD. (ARCOA):
an important telecom equipment and accessories channel in Taiwan. FET bought the shares of ARCOA and became its major shareholder in 2005. Aside from the organic business, ARCOA launched MVNO service in 2006. Total revenues for 2010 were NT\$5.2 billion (US\$ 171 million).

26) FAR EASTERN ELECTRONIC TOLL COLLECTION CO., LTD. (FETC):
consortium headed by Far EastTone, Teco, Mitac and Systex, was awarded the one and only license to provide freeway electronic toll collection services to Taiwan. Services were launched on February 10, 2006.

27) YA TUNG READY-MIXED CONCRETE CO., LTD.:
ACC's subsidiary formed in January 1999 to provide vertical integrated values and to have over 20 sales outlets throughout Taiwan.

28) CHIAHUI POWER CORPORATION:
established in 1996, ACC decided to invest in Chiahui Power in mid 1999. Annual capacity is designed to be 670 MW. Based on a 25-year contract, Chiahui sells all of its power generated to Taipower.

29) YUAN LUNG STAINLESS STEEL CORP.:
founded on September 9, 2005 with installed capacity of 130,000 MT annually to mainly produce cold-rolled stainless steel coil.

30) ASIA CEMENT (SINGAPORE) PTE.:
set up in 1965 in partnership with Singaporean investors, dealing with the procurement and sales of cement.

31) KOWLOON CEMENT CORPORATION LTD.:
set up in Hong Kong in 1986.

32) JIANGXI YADONG CEMENT COMPANY LIMITED:
ACCC's subsidiary set up in 1997 and cement plant in Jiangxi, began operations in September 2000, and with leading market share in Nanchang and Jiujiang. Current annual cement capacity of 8 million MT is expected to expand to 14 million MT in 2014.

33) SICHUAN YADONG CEMENT CO., LTD.:
ACCC's subsidiary set up in 2004, cement plant in Chengdu, Sichuan, began operations in December 2006. With current annual cement capacity of 6 million MT is the top two cement producer in Chengdu market.

34) HUBEI YADONG CEMENT CO., LTD.:
ACCC's subsidiary which began operation in May 2009, the largest cement plant in Wuhan, Hubei with current annual cement capacity of 4 million MT.

35) HUANGGANG YADONG CEMENT CO., LTD.:
ACCC's subsidiary which began operation in May 2010 in Huanggang, Hubei. Current cement annual capacity of 2 million MT is expected to double after building up another production line in future.

36) YANGZHOU YADONG CEMENT CO., LTD.:
ACCC's subsidiary, cement plant in Yangzhou, Jiangsu, began operations in June 2008. Current annual cement capacity is 2 million MT.

37) PACIFIC SOGO DEPARTMENT STORES:
established in 1987, currently operating with 8 branches in Taiwan, was acquired by FEG during the third quarter of 2002. 2010 revenues were NT\$38.57 billion (US\$1.27 billion).

38) PACIFIC CHINA HOLDINGS LTD.:
registered in British Virgin Island in 2010 with shareholders equity of US\$71.8 million and total assets of US\$150.3 million, acting as the holding company for Pacific SOGO's China operations, currently with 10 stores in Mainland China.

39) FAR EASTERN AI MAI CO., LTD.:
ranks among Taiwan's three largest hypermarkets, now operates with 17 stores around the Island. 2010 revenues were NT\$18.98 billion (US\$625 million).

40) YA TUNG DEPARTMENT STORE LTD.:
established by FEDS, manages and operates The Mall within Taipei Metro Complex opened since March 1994. The exquisite CitySuper lifestyle supermarket was introduced into Taiwan since end 2004 to provide top-quality products and services to high-end customers.

41) U-MING MARINE TRANSPORT (SINGAPORE) PTE LTD.:
established in January 1994 by U-Ming Marine Transport Corp. in Singapore with a capital of S\$150 million (US\$98.5 million) to further expand UMTC's international service network.

42) ORIENTAL SECURITIES CORP. (OSC):
a fully integrated securities house established in 1979, offers comprehensive wealth management services to individual customers. OSC established Oriental Securities Investment Advisory Co., Ltd. In 1999 to offer clients and investors even more sophisticated wealth management information and investment planning services.

43) FAR EASTERN INTERNATIONAL LEASING CORP.:
established in 1998, jointly owned by FETL, ACC and FEDS with a capital of NT\$3.96 billion to handle leasing, installment payment, local factoring and other related businesses.

44) DEUTSCHE FAR EASTERN ASSET MANAGEMENT COMPANY LIMITED:
opened in June 2001 with a capital of NT\$400 million, FEG's joint venture with Deutsche Bank AG to build a new investment management business, now manages 6 mutual funds totaling NT\$14.6 billion.

45) DING DING INTEGRATED MARKETING SERVICE CO. (DDIM):
launched FEG HAPPY GO bonus points program in January 2005, making DDIM the pioneer of cross-channel bonus points in Taiwan, total members exceeded 8.7 million in July 2011. DDIM also rolled out GOHAPPY e-commerce service in June 2007.

46) SHANGRI-LA'S FAR EASTERN PLAZA HOTEL, TAIPEI:
the 422-room, 5-star hotel located at Taipei Metro Complex managed by the Shangri-La International Group, is considered one of best hotels in Asia. The 336-room Shangri-La's Far Eastern Plaza Hotel, Tainan was opened on March 23, 2009.

47) FAR EASTERN MEMORIAL FOUNDATION (FEMF):
established by FEG late Founder Mr. Y. Z. Hsu and his late younger brother Mr. W. Y. Hsu in memory of their beloved father, Mr. Yuan-Ze Hsu, is a non-profit institution dedicated to the promotion of cultural, educational, scientific and technological activities through program sponsorships.

48) FAR EASTERN MEDICAL FOUNDATION:
extended from FEMF in 1977, established the Far Eastern Memorial Hospital and Far Eastern United Clinical Centers.

49) FAR EASTERN Y. Z. HSU SCIENCE & TECHNOLOGY MEMORIAL FOUNDATION:
set up in 2001 by the Far Eastern Group in memory of its late Founder Mr. Y. Z. Hsu to mainly sponsor high-tech research and development.

50) FAR EASTERN MEMORIAL HOSPITAL (FEMH):
located at Panchiao, a 1,102-bed, full-service medical center serving the general public since April 1981. The Hospital together with its Far Eastern United Clinical Centers established in 1988 in downtown Taipei formed a cooperative alliance with National Taiwan University Hospital in mid 1999. FEMH was upgraded to medical center status in 2006 and received "National Quality Award" in March 2008. A second wing is now under construction with an additional 1,000 beds scheduled to finish in 2012.

51) YUAN ZE UNIVERSITY (YZU):
established in 1989, comprises Colleges of Engineering, Management, Informatics, Humanities and Social Science, plus School of Lifelong Education, aims to cultivate specialists in technology and management. R&D Center for the Far Eastern Group was established in 1993 to reinforce research cooperation and cooperative project service for local enterprises. YZU was evaluated by the Education Ministry as the best University in general education in 2000.

52) ORIENTAL INSTITUTE OF TECHNOLOGY (OIT):
founded in 1969, is a four-year polytechnic institute offering courses in mechanical engineering, materials and textile science, electrical engineering, electronic engineering, industrial engineering and management, fashion business, industrial design, and the management in health care.

Diversified Management Teams Working Together to Improve People's Lives

遠東集團由 232 家關係企業和非營利機構共組而成，以下依經營領域別，臚列其中較具規模或代表性的 44 家，包括位於台灣的 35 家、中國大陸 6 家、新加坡 2 家及加拿大 1 家。

Petrochemical Business 石油化學事業

Oriental Union Chemical Corp. 東聯化學股份有限公司
28F, 207, Tun Hwa S. Rd., Sec. 2, Taipei 106, Taiwan.
台北市敦化南路二段 207 號 28 樓
TEL: 886-2-2736-6355
URL: www.oucc.com.tw
Funded: 1975

DuPont Far Eastern Petrochemicals Ltd. 杜邦遠東石化股份有限公司
47, Ching Chien 4th Rd., Kuanyin ind Dist., Kuanyin hsian, Taoyuan hsien, Taiwan.
桃園縣觀音工業區經建四路 47 號
TEL: 886-3-483-8855
URL: www.dupont.com.tw
Funded: 1997

Liquid Air Far Eastern Ltd. 亞東工業氣體股份有限公司
18-1, 76 Tun Hwa S. Rd., Sec. 2, Taipei, Taiwan.
台北市敦化南路二段 76 號 18 樓之 1
TEL: 886-2-8773-3318
URL: www.airliquide.com.tw
Funded: 1987

Alberta & Orient Glycol Co., Ltd.
P.O. Box. 5501, Red Deer, Alberta, Canada
TEL: 403-885-7000
Funded: 1994

Textile & Synthetic Fiber Business 紡織人織事業

Far Eastern Textile Ltd. 遠東紡織股份有限公司
33-40F, 207 Tun Hwa S. Rd., Sec. 2, Taipei, 106, Taiwan.
台北市敦化南路二段 207 號 33-40 樓
TEL: 886-2-2733-8000
URL: www.fetl.com.tw
Funded: 1954

Everest Textile Co., Ltd. 宏遠興業股份有限公司
256, Minghe, Shanshang Dist., Tainan City 743, Taiwan
台南市山上區明和里 256 號
TEL: 886-6-578-2561
URL: www.everest.com.tw
Funded: 1988

DuPont-Far Eastern Co., Ltd. 遠東杜邦股份有限公司
13F, 167, Tun Hwa N. Rd., Taipei, Taiwan.
台北市敦化北路 167 號 13 樓
TEL: 886-2-2514-4470
URL: www.dupont.com.tw
Funded: 1995

Freudenberg Far Eastern Spunweb. Co., Ltd. 科德寶遠東股份有限公司
38, Lun Din Rd., Shi Hai Village, 5 Lin, Tayuan, Taoyuan Country, Taiwan
桃園縣大園鄉溪海村 5 鄰崙頂路 38 號
TEL: 886-3-386-7003
URL: www.ffe.com.tw
Funded: 1988

Far Eastern Industries(Shanghai) Ltd. 遠東紡織(上海)有限公司
No. 198, Baisha Rd., Xinghuo Development Zone, Pudong, Shanghai, China.
中國上海市星火開發區白沙路 198 號
TEL: 86-21-5750-1888
URL: www.fepi.com.hk
Funded: 1998

Far Eastern Apparel (Suzhou) Ltd. 遠東服裝(蘇州)有限公司
No. 88, Tian-Ling Rd., Wuxian Econmic Development Zone, Jiangsu, China.
Funded: 1996

Cement and Building Material Business 水泥建材事業

Asia Cement Corp. 亞洲水泥股份有限公司
30-31F, 207, Tun Hwa S. Rd., Sec.2, Taipei 106, Taiwan.
台北市敦化南路二段 207 號 30-31 樓
TEL: 886-2-2733-8000
URL: www.asiacement.com.tw
Funded: 1957

Nanhua Cement Corp. 南華水泥股份有限公司
31F, 207, Tun Hwa S. Rd., Sec.2, Taipei 106, Taiwan.
台北市敦化南路二段 207 號 31 樓
TEL: 886-2-2733-8000
Funded: 1968

Asia Cement(Singapore)Pte. Ltd. 亞泥(新加坡)股份有限公司
5, Little Road, #9-01, Cemtex Industrial Building, Singapore 1953.
TEL: 65-282-8733
Funded: 1964

Jiangxi Yadong Cement Co., Ltd. 江西亞東水泥股份有限公司
No. 6, Ya Dong Road, Ma-Town, Rui-Chang City, Jiangxi 32207 China.
江西省瑞昌市碼頭鎮亞東大道 6 號
TEL: 86-792-488-6998
URL: www.yadongc@public.iippt.jx.cn
Funded: 2000/9/29

Shanghai Yali Concrete Products Co., Ltd. 上海亞力水泥製品股份有限公司
No. 138, Liang Yun Gang Road, Pu Dong, Shanghai 200126, China.
中國上海浦東新區連雲港路 138 號
TEL: 86-21-583-0011
URL: yali@sh163.net
Funded: 1995

Wuhan Ya Dong Concrete Co., Ltd. 武漢亞東水泥製品股份有限公司
Cihui Avenue, Wujiashan Taiwan Business Investment Zone, Dongxihu China, Wuhan, China.
湖北省武漢市東西湖區吳家山台商投資區慈惠大道
TEL: 86-27-8389-8105
URL: wacc@public.wh.hb.cn
Funded: 2000

Retailing Business 零售事業

Far Eastern Department Stores Ltd. 遠東百貨股份有限公司
No. 27, Pao Ching Rd., Taipei 100, Taiwan.
台北市寶慶路 27 號
TEL: 886-2-2381-6155
URL: www.feds.com.tw
Funded: 1967

Pacific Sogo Department Stores Co., Ltd. 太平洋崇光百貨股份有限公司
No. 45, Sec. 4 Chung Hsiao E. Rd., Taipei, Taiwan. R.O.C.
台北市忠孝東路 4 段 45 號
TEL: 886-2-2776-5555 FAX: 886-2-2741-2869

Far Eastern AI MAI Co., Ltd. 遠百企業股份有限公司
5F, No. 110, Yen-ping S. Rd., Taipei, Taiwan.
台北市延平南路 110 號 5 樓
TEL: 886-2-236-13691
URL: www.fe-geant.com.tw
Funded: 1985

Ya Tung Department Store Ltd. 亞東百貨股份有限公司
B2-5F, 203 & 1F, 209, Tun Hwa S. Rd., Sec.2, Taipei Taiwan.
台北市敦化南路二段 203 號 B2-5 樓及 209 號 1 樓
TEL: 886-2-2377-2441
URL: www.themall.com.tw
Funded: 1972

Far Eastern Citysuper Ltd. 遠東都會股份有限公司
Head Office 總公司
台北市仁愛路四段 68 號 7 樓
7F, No.68, Sec.4, Ren-ai Rd., Da-ab District, Taipei 106, Taiwan, R.O.C.
TEL: 886-2-7711-3288 FAX: 882-2-7711-3289

Financial Services Business 金融服務事業

Far Eastern International Bank. 遠東國際商業銀行
27F, 207, Tun Hwa S. Rd., Sec.2, Taipei 106 Taiwan.
台北市敦化南路二段 207 號 27 樓
TEL: 886-2-2378-6868
URL: www.feib.com.tw
Funded: 1992

Oriental Securities Co., Ltd. 亞東證券股份有限公司
2-4F, 86, Chung Ching S. Rd., Sec1, Chung Chung Dist. Taipei 100, Taiwan.
台北市重慶南路一段 86 號 2~4 樓
TEL: 886-2-2361-8600
URL: www.osc.com.tw
Funded: 1979

Far Eastern International Leasing Corp. 遠銀國際租賃股份有限公司
2F, 171, Nan King E. Rd., Sec5, Taipei, Taiwan.
台北市松山區南京東路五段 171 號 2 樓
TEL: 886-2-2745-5038
Funded: 1998

Oriental Securities Investment Advisory Co., Ltd. 亞東證券投資顧問股份有限公司
5F, 86, Chung Ching S. Rd., Sec1, Taipei 100, Taiwan.
台北市重慶南路一段 86 號 5 樓
TEL: 886-2-2361-8600
URL: www.osc.com.tw
Funded: 1999

Sea/Land Transportation Business 海陸運輸事業

U-Ming Marine Transport Corp. 裕民航運股份有限公司
29F, 207, Tun Hwa S Rd., Sec. 2, Taipei 106, Taiwan.
台北市敦化南路二段 207 號 29 樓
TEL: 886-2-2733-8000
URL: www.uming.com.tw
Funded: 1968

Fu Ming Transport Co., Ltd. 富民運輸股份有限公司
5F, 168, Tun Hwa S. Rd., Sec. 2, 106, Taiwan.
台北市敦化南路二段 168 號 5 樓
TEL: 886-2-2377-0788
URL: www.fu-ming.com.tw
Funded: 1980

U-Ming Marine Transport(Singapore) Pte.Ltd. 裕民航運(新加坡)私人有限公司
5 Little Rd, #02-01, Cemtex Industrial Building, Singapore 536983
TEL: 65-289-9397
URL: norman.lim@uming.com.sg
Funded: 1994

Wuhan Asia Marine Transport Corporation Ltd. 武漢長亞航運有限公司
No.52, Yan Jiang Avenue, Wuhan, Navigational Fairs Mansion 7F, Hubei, China.
湖北省武漢市沿江大道 52 號湖北省航運大廈 7 樓
TEL: 86-27-8536-0047
Funded: 2000

Communications & Internet Business 通訊網路事業

Far Eastone Telecommunications Co., Ltd. 遠傳電信股份有限公司
5F, 486, Juikuang Rd., Nei Hu, Taipei, Taiwan.
台北市內湖區瑞光路 468 號 5 樓
TEL: 886-2-2950-5000
URL: www.fareastone.com.tw
Funded: 1997

New Century Infocomm Tech.,Co.,Ltd 新世紀資通股份有限公司
9F, 468, Juikuang Rd., Nei Hu, Taipei, Taiwan.
台北市內湖區瑞光路 468 號 9 樓
TEL:886-2-8793-8888
URL: www.nice.com.tw
Funded: 2000

Com2B Corp. 首席電子商務股份有限公司
9F, No 126, Chien Kuo N. Rd., Sec 1, Taipei, Taiwan.
台北市建國北路一段 126 號 9 樓
TEL:886-2-2518-9779
URL: www.com2b.com.tw
Funded: 2000

Universal Exchange Inc. 網際優勢股份有限公司
11F, No.19-11, Sanchung Rd., Taipei 115, Taiwan.
台北市南港區三重路 19 之 11 號 11 樓
TEL:886-2-2655-3111
URL: www.uxb2b.com.tw
Funded: 2000

e.World Ltd. 意世界股份有限公司
9F, 35, Kuang Fu S. Rd., Taipei, Taiwan.
台北市光復南路 35 號 9 樓
TEL:886-2-2950-7635
URL: www.egomy.com.tw
Funded: 2000

Construction Business 營造建築事業

Yuan Ding Construction Co.,Ltd 遠鼎建設股份有限公司
12F, 207, Tun Hwa S. Rd., Sec2, Taipei 106, Taiwan.
台北市敦化南路二段 207 號 12 樓
TEL:886-2-2736-3033
URL: www.ydc.com.tw
Funded: 1984

Far Eastern General Contractor Co.,Ltd 遠揚營造工程股份有限公司
4-1F, 267, Tun Hwa S. Rd., Sec2, Taipei 106, Taiwan.
台北市敦化南路二段 267 號 4 樓之 1
TEL:886-2-2378-8022
URL: www.feg.com.tw
Funded: 1982

Far Eastern Construction Co., Ltd. 遠揚建設股份有限公司
4-1F, 267, Tun Hwa S. Rd., Sec 2, Taipei 106, Taiwan.
台北市敦化南路二段 267 號 4 樓之 1
TEL:886-2-2378-8008
URL: www.feg.com.tw
Funded: 1978

Tourist Hotel Business 觀光旅館事業

Ding Ding Hotel Co.,Ltd. 鼎鼎飯店股份有限公司
201, Tun Hwa S. Rd., Sec.2, Taipei 106, Taiwan.
台北市敦化南路二段 201 號
TEL:886-2-2378-8888
URL: www.shangri-la.com.tw
Funded: 1983

Social Responsibilities 社會公益事業

Far Eastern Memorial Foundation 徐元智先生紀念基金會
207, Tun Hwa S. Rd., Sec.2, Taipei 106, Taiwan.
台北市敦化南路二段 207 號
TEL:886-2-2733-8000
URL: www.fegfound.com.tw
Funded: 1976

Far Eastern Memorial Foundation 徐元智先生醫藥基金會
207, Tun Hwa S. Rd., Sec.2, Taipei 106, Taiwan.
台北市敦化南路二段 207 號
TEL:886-2-2733-8000

Memorial Hospital 亞東紀念醫院
No.21, Sec. 2, Nanya W. Rd., Banqiao Dist., New Taipei City
220, Taiwan
新北市板橋區南雅路二段 21 號
TEL:886-2-2954-6200
URL: www.femh.org.tw
Funded: 1981

Far Eastern United Clinical Centers 遠東聯合門診中心
No.8-14, Yung Sui Street, Taipei, Taiwan.
台北市永綏街 8-14 號
TEL:886-2-2311-1525
Funded: 1987

Yuan Ze University 元智大學
135, Yuan-Tung Rd., Chung-Li, Taoyuan 32026, Taiwan.
桃園縣中壢市遠東路 135 號
TEL:886-3-463-8800
URL: www.yzu.edu.tw
NT\$ 0.48B
Funded: 1987

Oriental Institute of Technology 亞東技術學院
No.58, Sec. 2, Sichuan Rd., Banqiao Dist., New Taipei City 220,
Taiwan
新北市板橋區四川路二段 58 號
TEL:886-2-7738-0145
URL: www.oit.edu.tw
Funded: 1969

Yu Chang Vocational School 豫章工商職業學校
No.391, Sec. 1, Sichuan Rd., Banqiao Dist., New Taipei City 220,
Taiwan
新北市板橋區四川路一段 391 號
TEL:886-2-2951-9810
URL: www.ycvs.edu.tw
Funded: 1970

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