

PRESS RELEASE

IMMEDIATE RELEASE

Fubon Bank Credit Card

New Image with Non-stop Fabulous Privileges

(Hong Kong: 18 March 2014) Fubon Bank (Hong Kong) Limited (“the Bank”) today announced the launch of the new design for Fubon Classic, Gold, Titanium and Platinum Cards. Ushering in the new year, Fubon Credit Cardholders will be entitled to enjoy an array of fabulous offers, enabling customers to spend hard, play hard and to explore the extraordinary experiences brought by the new Fubon Credit Card.

New Design of Fubon Credit Card

Inspired by the plants in four seasons, the new design of Fubon Credit Card adopts the images of Blooming Tulips in Spring (Classic Card), Bright Sunflowers in Summer (Gold Card), Golden Chrysanthemums in Autumn (Titanium Card) and Evergreen Pine Trees in Winter (Platinum Card), symbolizing the Bank’s total dedication in blossoming and flourishing with customers while offering intimate credit card offers at all times.

In the meantime, Fubon Credit Card as customers’ travel companion will continue to provide customers with non-stop new travel experiences.

New in 2014 - Special Offer for Purchase of Travel Guide

This year, the Bank will jointly publish a limited edition “Fubon Taipei Travel Guide” with Rightman Publishing Ltd. (“Rightman”) in May 2014 to introduce the dining offers exclusively for Fubon Credit Cardholders as well as tourist attractions in Taipei. The limited edition “Fubon Taipei Travel Guide” will only be given to customers who submit the card application at Fubon Credit Card Roadshow Booths and customers who make purchases with Fubon Credit Card at Morning Star Travel.

Furthermore, Fubon Credit Cardholders who purchase travel guides published by Rightman at Commercial Press during April 2014 will receive cash discount as follows:

Travel Guides Published by Rightman	Cash Discount
Taipei	Save HK\$20
Other areas	Save HK\$10

Fubon Credit Card Bonus Points got Multiplied by Overseas Spending

“Fubon Credit Card Bonus Points Programme” enables customers to redeem a wide range of rewards by earning extra bonus points anytime and anywhere. Fubon Platinum and Titanium Cardholders can earn up to **20X** bonus points via their spending in Taiwan, Japan, Korean and other overseas areas.

Bonus Points Offer Exclusively for Fubon Platinum and Titanium Cardholder	
Taiwan transaction	HK\$1 = 20 points
Japan / Korea transaction	HK\$1 = 8 points*
Overseas transaction	HK\$1 = 4 points

* Each principal card account will be entitled to a maximum of 2 times of Japan / Korea registration quota during the promotion period. For details, please refer to the Bank's website.

Interest-free Travel Installment Plan

"Interest-free Travel Installment Plan" enables Fubon Platinum and Titanium Cardholders to convert travel related spending, regardless of tour package or self-guided expense, including air tickets, accommodation, sight-seeing and shopping expenses, etc., into 6-month installment for free.

Rent-A-Car in Japan Privilege with 8X Bonus Points

Fubon Credit Cardholders who make reservation with the Toyota Rent-A-Car service will be able to enjoy discount up to 10% off and **8X** bonus points.

Fubon Credit Card Bonus Points Programme enables Customers to Earn Bonus Points and Get Rewards Easily

In addition, customers can participate in the "Sure Win Spending Rewards" Programme to earn extra bonus points, to redeem HK\$100 cash coupon or cash credit with bonus points as low as 20,000 points, or to convert 12 bonus points into 1 Asia Mile through the "Fubon Credit Card Bonus Points Programme". For instance, Fubon Platinum or Titanium Cardholder who spends HK\$3,360¹ will have a chance to earn up to **57X** bonus points (192,000 points) to redeem a free round-trip air ticket to Taiwan or to earn **15X** bonus points (52,000 points), which is guaranteed, to redeem cash reward of HK\$240.

Mr. Stanley Ku, Senior Vice President and Head of Consumer Finance of Fubon Bank (Hong Kong) Limited, said, 'The Bank has been adopting a service-oriented approach and is dedicated to provide customers with banking products and services that best suit their needs. Last year, we successfully established Fubon Credit Card as customers' travel companion and received overwhelming response. In addition to extending various privileges brought by "Fubon Credit Card Bonus Point Programme" this year, we have also launched the "Interest-free Travel Installment Plan" and "Rent-A-Car in Japan Privilege". Furthermore, we will jointly publish a limited edition "Fubon Taipei Travel Guide" with Rightman, aiming to become the credit card of choice for customers when they travel.'

Customers who are interested in Fubon Credit Card can call Fubon Bank's Hotline at 2566 8181, visit any Fubon Bank branches or click onto the Bank's website www.fubonbank.com.hk for details of the terms and conditions.

Remarks:

1. Assuming there is one local transaction of HK\$600 on Saturday, two Taiwan transactions totaling HK\$1,560 (HK\$860+HK\$700) and two Japan transactions totaling HK\$1,200 (HK\$600x2). For details of the promotion and terms and conditions, please refer to the Bank's website.

Fubon Bank (Hong Kong) Limited

Fubon Bank (Hong Kong) Limited (“Fubon Bank”) is a wholly owned subsidiary of Fubon Financial Holding Co., Ltd. (“Fubon Financial”), a leading financial services group in Taiwan which is engaged in institutional banking, consumer finance, wealth management, investment management and insurance. Fubon Financial is the only Taiwanese financial services group having both a locally registered bank in Hong Kong and a strategic investment in a bank in the Mainland China. Fubon Bank operates 24 retail outlets in Hong Kong including 22 branches and 2 Securities Services Centres, and provides a wide range of financial services encompassing consumer and wholesale banking, wealth management, financial markets, securities brokerage and investment services. Fubon Bank holds an A-2 short-term, BBB+ long-term rating from Standard & Poor’s. The rating reflects Fubon Bank’s strong capitalization, good liquidity and sound asset quality.

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