

PRESS RELEASE

FOR IMMEDIATE RELEASE

15 OCTOBER 2007

Fubon Bank (Hong Kong) Offers Personal Tax Loan

Monthly flat rate as low as 0.15%

Why Can't We Celebrate this Tax Season?

(Hong Kong: 15 October 2007) Fubon Bank (Hong Kong) Limited ("the Bank") today announced the launch of a new personal tax loan that offers customers a genuine low interest rate. The new tax loan enables customers to enjoy a competitive interest rate which is as low as 0.15% per month flat, equivalent to an annualized percentage rate ("APR") of 4.73%. Customers who draw down the loan and patronize designated banking service during the promotion period can enjoy up to two-month interest rebate.

Ms. Gigi Lo, Senior Vice President and Head of Products and Marketing, Consumer Banking of Fubon Bank (Hong Kong), said, "Building on the Bank's commitment to 'Value Banking', we offer customers a wide array of benefits in addition to preferential interest rate. As an early bird incentive, for instance, successful applicants who draw down the loan before 30 November 2007 will be rewarded with one-month interest rebate. Moreover, customers can enjoy an extra one-month interest rebate when patronizing the Bank's designated banking service (Personal Insurance, Unit Trust Investment, or Fixed Deposit) at designated amount before 31 January 2008. We hope that our tax loan not only eases the financial burden of our customers, but also enables them to obtain plentiful investment return. By offering our customers attractive cash reward in this worrisome tax season, customers will be able to truly experience the Bank's 'Why Not' spirit."

To offer customers real interest benefits, the interest rate of both fixed term loan and revolving loan is calculated based on the loan amount. Furthermore, the loan amount can be as high as 6 times the borrower's monthly salary, or up to HK\$1 million, whichever is lower. The Bank will also credit the loan amount directly into the customers' designated account in order to provide customers with additional financial flexibility.

In addition, customers can opt for a fixed term loan or a revolving loan to suit their repayment preferences. Repayment periods of 6, 12, 24 and 36 months are available for customers who apply for the fixed term loan. Customers who wish to have greater flexibility and control of their finances can choose to apply for a revolving loan at an interest rate as low as 7.00% p.a. (APR of 7.19%). There is no fixed repayment period for the revolving loan and the minimum monthly repayment is only 3% of the outstanding loan amount or HK\$50, whichever is higher. Customers will also receive a Fubon Cash Card with perpetual annual fee waiver for cash withdrawal and bonus points earning. For every 10,000 bonus points earned, customers can redeem cash rebate of HK\$50. Besides, savings interest will be payable on the credit balance.

Married couples who apply for the tax loan simultaneously may enjoy a lower interest rate as the interest rate offered will be evaluated based on their aggregate loan amount.

Successful applicant will be offered a Fubon VISA Platinum Card with perpetual annual fee waiver. Customers who spend a total of HK\$2,800 in retail purchase and / or cash advance within the first three months upon card issuance will receive a HK\$100 PARKnSHOP Cash Coupon.

Fubon Tax Loan is designed to tailor for different financial needs of the customers and the application procedure is easy and convenient. Customers can call the Bank's Tax Loan Approval Hotline 2806 5050 to obtain a preliminary approval within 18 minutes. Moreover, the Bank offers innovative SMS application service which enables the customers to send their applications via SMS at 6822 5050. Customers are only required to enter their name, loan amount and loan tenor (for example: Chan Tai Ming, 30000, 12) and then designated staff from the Bank will contact the customers and follow up with them shortly.

Customers who are interested to find out more about the Bank's tax loan can call the Tax Loan Approval Hotline at 2806 5050, visit any Fubon branches, or simply click onto the Bank's website www.fubonbank.com.hk.

Notes to Editor:
Features of Fubon Tax Loan
**Interest Rate &
Handling Fee:**
Fixed Term Loan

Loan Amount (HK\$)	Monthly Flat Rate	Monthly Repayment Amount Per Every HK\$1,000 Loan Amount (Annualized Percentage Rate ¹)			
		6 Months	12 Months	24 Months	36 Months
\$180,000- \$1,000,000	0.150%	\$168.17 (6.75%)	\$84.83 (4.73%)	\$43.17 (5.65%)	\$29.28 (6.06%)
\$10,000- \$179,999	0.226%	\$168.93 (8.42%)	\$85.59 (6.20%)	\$43.93 (7.31%)	\$30.04 (7.79%)

1. The above APR has included non-refundable annual handling fee and two-month interest rebate (if applicable). APRs calculated by one-month interest rebate are stated as follows: Loan Amount of HK\$180,000 – HK\$1,000,000, APRs for 12-month, 24-month and 36-month are 5.02%, 5.80% and 6.16% respectively; Loan Amount of HK\$10,000 – HK\$179,999, APRs for 12-month, 24-month and 36-month are 6.63%, 7.55% and 7.95% respectively.

Handling Fee²

Tenor of 6 & 12 months	1% p.a. of loan amount
Tenor of 24 months	1.2% p.a. of loan amount
Tenor of 36 months	1.3% p.a. of loan amount

2. The handling fee will be deducted from the loan amount disbursed. If loan tenor is less than one complete year, handling fee for one year will be charged.

Revolving Loan

<u>Loan Amount (HK\$)³</u>	<u>Interest rate p.a. (APR)⁴</u>
\$180,000 - \$1,000,000	7.00% (7.19%)
\$10,000 - \$179,999	8.00% (8.20%)

3. The facility limit will be restored automatically after each repayment.

4. The above APR calculated has included the cash advance handling fee and two-month interest rebate (if applicable). APRs calculated by one-month interest rebate are stated as follows: Loan Amount of HK\$180,000 – HK\$1,000,000: 7.40%; Loan Amount of HK\$10,000 – HK\$179,999: 8.44%.

	<u>Handling Fee</u>	
	First drawdown	1% of loan disbursement amount
	Subsequent drawdown	2% of withdrawal amount (minimum HK\$55)
Loan Amount:	Minimum	HK\$10,000
	Maximum	HK\$1,000,000 or up to 6 times the borrower's monthly salary (whichever is lower)
Repayment Options:	Fixed Term Loan	Tenor of 6, 12, 24 & 36 months
	Revolving Loan	3% of outstanding loan amount or minimum HK\$50
Early Bird Incentive⁵⁻⁷:	One-month interest will be rebated to successful applicants who draw down the loan before 30 November 2007	

5. To enjoy the one-month interest rebate, customers who apply for the Fixed Term Loan must choose the repayment period of 12 months or above.

6. The offer which will be rewarded in terms of interest rebate will be credited to customer's magi@money manager Interest-bearing Current Account in June 2008. Customers can visit any Fubon branches to open magi@money manager Interest-bearing Current Account if customers do not have such an account. The Bank reserves the final right to determine the way of interest rebate disbursement.

7. Customers should have a prompt payment record, no early repayment, possess a magi@money manager Interest-bearing Current Account, and maintain all accounts valid and effective to enjoy interest rebate during the period from loan drawdown date to rebate date. The Bank will charge customers the full amount of interest rebate if customers have delinquent record or early settle the loan after the interest rebate has been credited.

- Other Benefits:**
- (a) Customers who patronize any one of the following designated banking services between the date of submitting the tax loan application and 31 January 2008 will enjoy an extra one-month interest rebate. Designated banking services include:
 - (i) successfully purchase personal insurance (applicable to both annual and monthly premium payment modules) via any Fubon branches with

- total annualized premium equivalent to HK\$5,000 or above; or
- (ii) make an unit trust investment with total amount equivalent to HK\$50,000 or above; or
 - (iii) place a fixed deposit for a minimum of three-month tenor with new funds (funds transferred from existing Fubon Bank accounts or fixed deposit renewal will not be classified as new funds) and the total deposit amount is equivalent to HK\$150,000 or above

(b) Fubon VISA Platinum Card⁸ with perpetual annual fee waiver and HK\$100 PARKnSHOP cash coupon⁹

8. Annual income requirement for Platinum Card is HK\$250,000. Applicable to non-existing Fubon Credit Cardholders only. The Bank reserves the right to approve the credit card, card type and credit limit at its absolute discretion.

9. Upon loan approval, a Fubon Credit Card with perpetual annual fee waiver will be granted to the customer. The new card and a PARKnSHOP Cash Coupon redemption letter will be mailed to the customer's correspondence address. To redeem the HK\$100 PARKnSHOP Cash Coupon, the customer has to make purchase and / or cash advance of HK\$2,800 or above within the first 3 months upon card issuance.

Application:

Customers can obtain a preliminary approval status¹⁰ in 18 minutes by calling the Tax Loan Approval Hotline at 2806 5050. Customers can also send their applications via SMS at 6822 5050. Customers will have to enter their name, loan amount and loan tenor (for example: Chan Tai Ming, 30000, 12) in the SMS. Designated staff from the Bank will contact the customers and follow up with them shortly. Moreover, application can also be sent by fax at 2571 0074, by mail, or by visiting any Fubon branches. Application form can be downloaded at the Bank's website www.fubonbank.com.hk.

10. Applicant with preliminary approval status obtained via the phone has to submit the completed application form and all necessary documents to the Bank for final approval. The Bank reserves the right on the final loan approval.

11. The Bank will have a designated staff member to follow up with the customer by calling the number from which the SMS was sent on the next working day after receiving the SMS. Individual telephone network provider will charge a fee for the SMS in accordance with their fee charging schedules.

Fubon Bank (Hong Kong) Limited

Fubon Bank (Hong Kong) Limited (“Fubon Bank”) is a subsidiary of Fubon Financial Holding Co., Ltd., a leading financial services group in Taiwan which is engaged in corporate and investment banking, financial markets, consumer finance, wealth management, investment management and insurance. Fubon Bank operates 25 retail outlets in Hong Kong including 22 branches and 3 Securities Services Centres, and provides a wide range of financial services encompassing consumer and wholesale banking, wealth management, financial markets, hire purchase, securities brokerage and investment services. Fubon Bank is listed on the Stock Exchange of Hong Kong (stock code: 636) and 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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For press inquiries, please contact:

Betty Chan
Senior Vice President and
Head of Corporate Communications
Tel: (852) 2842 6100
Fax: (852) 2524 6681
Email: bettychan@fubonbank.com.hk

Elena Chin
Corporate Communications Manager
Tel: (852) 2842 6059
Fax: (852) 2524 6681
Email: elenachin@fubonbank.com.hk

Website: www.fubonbank.com.hk