



Fubon Bank
富邦銀行

富邦銀行(香港)有限公司 香港中環德輔道中 38 號富邦銀行大廈
Fubon Bank (Hong Kong) Limited
Fubon Bank Building, 38 Des Voeux Road Central, Hong Kong
T (852) 2842 6222 F (852) 2810 1483
Website www.fubonbank.com.hk

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank (Hong Kong) Launches New Fixed Deposit Offers

(Hong Kong: 9 February 2009) Fubon Bank (Hong Kong) Limited (“the Bank”) today announced the launch of a Fixed Deposit Multi-Offer Programme that offers a substantial cash credit to new customers who open a fixed deposit account with designated amount. The Programme is designed to bring a series of privileges to the customers for celebrating the New Year.

The Programme includes Account Opening Welcome Offers. From now till 31 March 2009, new customers who open a 3-month or 6-month fixed deposit account in designated currencies with new fund of HK\$100,000 or above equivalent and aggregated fixed deposit amount of HK\$500,000 or above equivalent can enjoy up to HK\$1,000 cash credit. Furthermore, new customers will also be entitled to HK\$100 cash coupon once they have submitted the application form and the required documents of Fubon Platinum Card at our branches.

For Fixed Deposit Offers of the Programme, every HK\$100,000 or equivalent fixed deposit will be entitled up to HK\$388 cash credit without any upper limits. This is applicable to both existing and new customers who place a fixed deposit of 3-month or 6-month tenor. If the fixed deposit is placed for 3-month tenor, customers will be entitled to this offer once again if they renew the fixed deposit for another 3 months on the maturity date.

Apart from the above offers, the Programme also includes “Sure Win Lucky Draw” Offers and Member-get-member Offers. If customers open the first fixed deposit account with new fund of HK\$500,000 or above equivalent, they will be entitled to one lucky draw chance to win a prize up to HK\$500 cash coupon or fixed deposit interest rate mark-up up to 4% p.a. The prize is guaranteed for every entry. Moreover, customers will be offered HK\$100 cash coupon for every successful referral of a new customer who places a fixed deposit with aggregated amount of HK\$500,000 or above equivalent.

Ms. Sylvia Ng, Senior Vice President and Head of Consumer Finance & Mass Market of Fubon Bank (Hong Kong) Limited, said, “The fixed deposit offers which we launched last year received favorable market response. This year, we have launched the fixed deposit offers with a series of privileges in order to bring customers an array of brilliant surprises for patronising our deposit services.”

All the aforementioned offers are only applicable to designated currency fixed deposit, including HKD, USD, AUD, NZD, CAD, GBP or EUR fixed deposit of 3-month or 6-month tenor. The offers are limited and on first-come-first-served basis. Customers who are interested to find out more about the Bank’s fixed deposit offers can call the Fubon Hotline at 2806 5088, visit any Fubon branches, or click onto the Bank’s website www.fubonbank.com.hk.



Supplementary Information

Account Opening Welcome Offers

Aggregated Fixed Deposit Amount	Cash Credit Entitlement
HK\$500,000 to below HK\$1,000,000 equivalent	HK\$150
HK\$1,000,000 to below HK\$3,000,000 equivalent	HK\$300
HK\$3,000,000 or above equivalent	HK\$1,000

Fixed Deposit Offers

Deposit Tenor	Cash Credit Entitlement for every HK\$100,000 or equivalent Fixed Deposit	
	Fixed Deposit Amount : HK\$100,000 to below HK\$1,000,000 equivalent	Fixed Deposit Amount : HK\$1,000,000 or above equivalent
3 months	HK\$150	HK\$180
6 months	HK\$330	HK\$388

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: betty.chan@fubon.com

Tsang Sau Wan
Assistant Vice President
Corporate Communications
Tel: (852) 2842 1646
Fax: (852) 2524 6681
Email: sauwan.tsang@fubon.com

Website: www.fubonbank.com.hk