

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank Exclusively Distributes China Life Insurance (Overseas) “Smart 5 Endowment Plan (RMB)” Guaranteed Annualized Rate of Return of 2.25%

(Hong Kong: 27 April 2011) Fubon Bank (Hong Kong) Limited (“the Bank”) exclusively distributes “Smart 5 Endowment Plan (RMB)” of China Life Insurance (Overseas) Company Limited (“CLI (Overseas)”). Customers who successfully take out the “Smart 5 Endowment Plan (RMB)” (“the Plan”) and pay the annual premium for just 2 years are entitled to 5 years protection. Customers can also withdraw the guaranteed maturity benefit in a lump sum upon policy maturity to make their dreams come true. Moreover, the plan offers customers a guaranteed annualized rate of return of 2.25%*, providing customers with comprehensive life protection as well as stable return.

Features of “Smart 5 Endowment Plan (RMB)”

The Plan offers customers an attractive guaranteed return and the policy under the Plan will immediately generate cash value on attaining the first policy anniversary, enabling customers to manage their finance with greater flexibility. Features of the Plan include:

■ Renminbi Savings Policy

- The policy is denominated in Renminbi (RMB), which enables customers to share the success of China’s rapid economic growth. The Plan offers customers flexibility in making premium payments, allowing customers to apply for RMB investment products by paying premiums in Hong Kong Dollars.

■ 2-year Premium Contribution for 5-year Protection

- Customers are entitled to 5 years of protection while they only have to pay premium for 2 years, offering customers additional financial flexibility in making financial arrangement for themselves and their families.

■ Ample Coverage with High Financial Flexibility

- Customers will be entitled to receive a guaranteed maturity benefit which they can withdraw the entire amount in a lump sum upon policy maturity in order to achieve their goals. In the event of the death of the insured person, the Plan will offer a death benefit equivalent to 101% of the paid premium or guaranteed cash value (whichever is higher). The Plan not only enables customers to reap the benefits at policy maturity but also to enjoy comprehensive life protection during the insured period.

■ Guaranteed Cash Value to Maximize Wealth

- The policy under the Plan will generate a guaranteed cash value on attaining the first policy anniversary. The cash value will increase gradually over the policy term.

* The guaranteed annualized rate of return will only be offered to customer with valid policy at policy maturity. Should customer terminate the policy and / or make partial withdrawal before maturity, he / she may suffer a financial loss. Moreover, customer may receive an amount less than his / her total premiums paid.

Enrolment Terms of “Smart 5 Endowment Plan (RMB)”

Entry Age	: from 15 days after birth to 70 years old
Currency	: RMB
Premium Payment Term	: 2 Years
Premium Payment Method	: Pay Annually or Pay Annually & Prepay All Future Premium
Minimum Sum Assured	: RMB100,000
Insurance Period	: 5 Years

Mr. Harrison Ho, First Vice President & Head of Insurance of Fubon Bank (Hong Kong) Limited, said, “In view of the current low interest rate environment, customers are keen to allocate their funds to maximize return. With the rapid economic growth of China and the increasing importance of Renminbi, the CLI (Overseas)’s “Smart 5 Endowment Plan (RMB)” exclusively distributed by the Bank will enable customers to share the success of China’s booming economy. As the policy under the Plan will immediately generate cash value on attaining the first policy anniversary and customers can also withdraw the guaranteed maturity benefit in a lump sum upon policy maturity, customers will be able to manage their finance with higher flexibility. In addition, the guaranteed annualized rate of return of 2.25% allows customers to enjoy comprehensive life protection as well as achieving stable wealth growth.”

Customers who are interested in taking out CLI (Overseas)’s “Smart 5 Endowment Plan (RMB)” can call Fubon Bank’s **Insurance Hotline at 2566 8181** or visit any Fubon Bank branches.

Example of “Smart 5 Endowment Plan (RMB)”

Example

Sex	: Male / Female
Sum Assured	: RMB 300,000
Premium Payment Method	: Pay Annually
Annual Premium	: RMB 135,720

Policy Year	Accumulated Paid Premium (RMB)	Guaranteed Cash Value (RMB)	Death Benefit (RMB)
1	135,720	102,900	137,077
2	271,440	222,900	274,154
3	271,440	247,500	274,154
4	271,440	271,500	274,154
5	271,440	300,000	300,000

Remarks:

1. The above information is for reference only. Please refer to the actual insurance contract of “Smart 5 Endowment Plan (RMB)” (the “Plan”) for the terms and conditions applicable to the Plan.
2. The Plan is underwritten by China Life Insurance (Overseas) Company Limited (“CLI (Overseas)”) and distributed by Fubon Bank (Hong Kong) Limited (“Fubon Bank”).
3. The Plan is subject to relevant terms and conditions, for details, please contact staff of Fubon Bank.
4. The Plan contains exclusions; CLI (Overseas), the insurance underwriter of the Plan, shall be solely responsible for all Plan features, approval, coverage and benefit payment. In case of disputes, the decision of Fubon Bank and CLI (Overseas) is final and conclusive.
5. The currency of the Plan is in Renminbi. All premiums and benefits under the Plan (including but not limited to the maturity benefit, dividend, accumulated interest and death benefit) will be payable and settled in Renminbi. Customer could choose to pay premiums in Hong Kong Dollar, or request CLI (Overseas) to pay the cash value or death benefit of the Plan in Hong Kong Dollar. The exchange rate between Renminbi and Hong Kong Dollar in respect of the Plan will be the market-based prevailing exchange rate determined by CLI (Overseas) from time to time, which may not be the same as the spot rate of the banks.

If the premiums and the benefits under the Plan are calculated in Hong Kong Dollar, the premiums, cash value and benefit payable under the Plan will vary with the exchange rate.

6. Application of the Plan is subject to exchange rate risk. In event of exchange rate fluctuation that Renminbi depreciates against Hong Kong Dollar, customer could lose a substantial portion of his/her benefit value.
7. Unless specified, insurance products are not bank deposits or obligations of, or guaranteed or insured by Fubon Bank or any local governmental agency.

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 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 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.

- End -

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

Elena Chin
Assistant Vice President
Corporate Communications
Tel: (852) 2842 1646
Fax: (852) 2524 6681
Email: elena.chin@fubon.com

Website: www.fubonbank.com.hk