

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank Introduces the New "Fubon iN VISA Platinum Card" Tailored for the Next Generation of Customers

Expand and Diversify Customer Base with Youth-Centric Financial Solutions

(Hong Kong: 4 July 2025) Fubon Bank (Hong Kong) Limited ("Fubon Bank") today announced the launch of the Fubon iN VISA Platinum Card, a next-generation credit card designed to meet the evolving lifestyles and financial needs of young consumers. Combining attractive cashback rewards, exclusive lifestyle privileges, and stylish card designs, this product underscores Fubon Bank's commitment to driving sustainable growth by expanding and rejuvenating its customer base.

The Fubon iN VISA Platinum Card is strategically crafted to resonate with digitally savvy, experience-driven consumers aged 18-35, who prioritize individuality, convenience, and lifestyle rewards. By offering tailored benefits such as a simplified application process (with income-proof exemption for full-time university/ tertiary students), three-year annual fee waiver, high cashback rewards of up to 8%, and exclusive entertainment privileges, the card delivers compelling value to this key demographic.

Ms. Carmen Yip, Executive Vice President and Head of Retail Banking Group of Fubon Bank (Hong Kong), remarked: "The Fubon iN VISA Platinum Card embodies our dedication to innovation and customer-centricity. By blending competitive rewards with designs that reflect the dynamism of youth culture, we aim to empower young adults in their financial and lifestyle journeys. This launch is just the beginning – we will continue to evolve our offerings to stay ahead of our customers' expectations. Moving forward, Fubon Bank will further leverage our market expertise to deliver innovative financial solutions tailored to the digital generation."

Key Features & Benefits

- New Generation Focus: Streamlined approval for young professionals and full-time university/ tertiary students.
- Enjoy 3-year annual fee waiver (Standard fee: HK\$1,700/year).
- Cashback Rewards: Earn 20X reward points on online spending (250 points = HK\$1 cash rebate), with monthly earnings of up to 75,000 points (HK\$300), equivalent to an 8% cashback.
- Welcome Gift:
 1. Earn HK\$300 cash rebate by spending HK\$5,000 within the first 3 months of card issuance; and
 2. Receive a limited-edition Moleskine notebook* upon card approval.
- Distinctive Designs: Choice of two bold styles – "Artistic Style" (pastel) or "Industrial Style" (monochrome).

Terms and conditions apply.

* Stock is limited and available on a first-come, first-served basis, while stocks last.

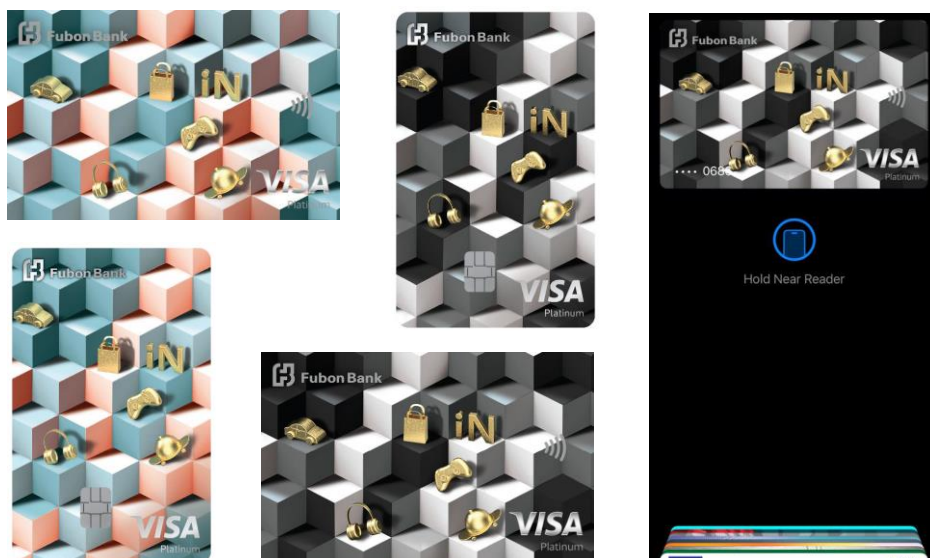
For more details of Fubon iN VISA Platinum Card, please visit Fubon Bank's website www.fubonbank.com.hk.

To borrow or not to borrow? Borrow only if you can repay!

- End -

Photo Caption:

The Fubon iN VISA Platinum Card features a vibrant cube-patterned design, accented with gold icons - including a car, shopping bag, game controller, headphones, and skateboard - symbolizing infinite possibilities and the multifaceted lifestyles of today's youth. The card is available in both virtual and physical formats to suit all spending preferences.



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 Holdings”), one of the largest financial holding companies in Taiwan. Committed to becoming one of Asia’s first-class financial institutions, Fubon Financial Holdings has built a strong lineup of financial service companies. Fubon Bank operates 15 branches, 3 SME Banking Services Centres, 1 Offshore Banking Centre and 1 Securities Services Centre in Hong Kong, providing 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.

For more information about Fubon Bank, please visit Fubon Bank’s website www.fubonbank.com.hk.