



PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank (Hong Kong) Launches New Foreign Currency Savings Promotion Offering Customers High Interest and Attractive Cash Rewards

(Hong Kong: 2 March 2010) Fubon Bank (Hong Kong) Limited (“the Bank”) today announced the launch of a new Foreign Currency Savings Promotion. Customers who open a designated foreign currency savings account (AUD/NZD) with new funds on or before 30 June 2010 can enjoy high interest rates, and those who maintain a required deposit balance are entitled exclusive and attractive cash rewards, letting customers manage their finances with ease while enjoying fabulous returns. Details are as follows:

“Fubon Foreign Currency Savings Promotion” – High Savings Interest Rate

Currency	Interest Rate (p.a.)
AUD	2%*
NZD	1%*

* Based on the Bank’s foreign currency savings interest rate as of 1 March 2010. The above information is for reference only.

“Fubon Foreign Currency Savings Promotion” – Attractive Cash Rewards

The Bank will award customers with cash rewards in 3 designated phases according to the average daily balance in their foreign currency savings account commencing from the First Eligible Deposit Date**. The longer deposit period, the higher the cash rewards. Customers can also enjoy flexible funds allocation by conveniently depositing new funds or making withdrawals within the deposit period.

Designated Phase (Period started from the First Eligible Deposit Date**)	Deposit Requirement	Cash Rewards ¹ (Calculated for every AUD/NZD100,000 Average Daily Balance ²)
The 3 rd month	The minimum daily balance must be maintained at AUD/NZD100,000	AUD/NZD250 (Based on AUD: HKD1,744 equivalent ³)
The 6 th month		AUD/NZD625 (Based on AUD: HKD4,360 equivalent ³)
The 12 th month		AUD/NZD1,900 (Based on AUD: HKD13,254 equivalent ³)

** The “First Eligible Deposit Date” is the first day that the customer’s AUD or NZD Savings Account minimum daily balance reaches AUD/NZD100,000.

Notes:

1. Cash reward amount is denominated in the base currency of the corresponding designated foreign currency savings account. Cash rewards entitled for the designated foreign currency savings account will be credited to that account within 1 month after the mature date of each designated phase, and also will be shown on the corresponding monthly statement. The offer is subject to relevant terms and conditions. For details, please contact Fubon Bank staff.
2. The Average Daily Balance equals to the sum of end of day balance of the designated foreign currency savings account in a specific phase, divided by the number of days in that phase. Cash reward will be calculated on a pro rata basis if the average daily balance exceeds AUD/NZD100,000 in designated foreign currency savings account.
3. Based on an example with the Bank’s AUD and HKD exchange rate at 6.9762 as of 23 February 2010.

Advantages of Fubon Bank FX Service

Fubon Bank provides quality FX Service to customers, helping them keep abreast of market trends and cater for their financial needs, advantages include:

- Competitive FX spread
- 24-hour global watch service, FX specialists provide timely and up-to-date market information to customers
- Price alert service enables customers capture market opportunities
- Multi cross-currency combinations available for selection
- Efficient ordering mechanism helps customers seize every investment opportunity



Fubon Bank
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In addition, customers referring a new customer who successfully opened a AUD/NZD currency savings account with new funds and placed the deposit for at least 1 week with minimum daily balance AUD/NZD100,000 or above, will be entitled HK\$100 cash rebate for every AUD/NZD100,000.

The offers are limited and on first-come-first-served basis. Customers who are interested to find out more about the Bank's above promotion can call Fubon Bank's Enquiry Hotline at 2806 5088 or visit any Fubon Bank branches.

Terms and Conditions:

1. "Fubon Foreign Currency Savings Promotion" – Cash Rewards Promotion ("The Promotion") period ("Promotion Period") is valid till 30 June 2010 (30 June 2010 inclusive).
2. The Promotion is subject to relevant terms and conditions, for details, please contact staff of Fubon Bank (Hong Kong) Limited ("the Bank").
3. Joint account will be regarded as a single entity.
4. The offers are limited and on first-come-first-served basis.
5. The offers cannot be used in conjunction with other promotion offers.
6. Customers must maintain their accounts at the Bank as valid and in normal status from the Promotion Period to the cash reward date so as to enjoy the cash reward.
7. The Bank reserves the right to suspend, vary or cancel The Promotion offers and amend the relevant terms and conditions anytime without prior notice. In case of dispute, the decision of the Bank is final and conclusive.

Remarks:

Fubon Bank (Hong Kong) Limited is a member of the Deposit Protection Scheme. Eligible deposits taken by this Bank are protected by the Deposit Protection Scheme up to a limit of HK\$100,000 per depositor. The repayment of eligible deposits in excess of the amount protected under the Deposit Protection Scheme taken by Fubon Bank (Hong Kong) Limited is guaranteed by the Hong Kong SAR Government's Exchange Fund, until the end of 2010.

Risk Disclosure Statements:

Foreign currency investments are subject to exchange rate fluctuations which may provide both returns and risks. The fluctuation in the exchange rate of currency may result in losses in the event that the customer converts the currency into other currency.

Disclaimers:

The above information is for reference only and does not constitute any offer or solicitation to subscribe or redeem. Investment involves risk. Prices may go down as well as up. It is likely that losses will be incurred or even become valueless as a result of buying and selling investment products. Investors should refer to the risk disclosures of relevant products for detailed information prior to making any investment decision.

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.

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