

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fraudulent website – <http://www.apac.etrade.com.hk>

(Hong Kong: 25 October 2011) Fubon Bank (Hong Kong) Limited (“Fubon Bank”) would like to alert its customers and the public to a fraudulent website <http://www.apac.etrade.com.hk>. Fubon Bank advises that this fraudulent website has absolutely no affiliation with the official website of the Bank which is <http://www.fubonbank.com.hk>.

Fubon Bank has already reported this matter to the Hong Kong Police and the Hong Kong Monetary Authority. Customers may contact Fubon Bank’s customer service hotline at 2566 8181 (after language selection, press 3 and 0) for any queries.

Fubon Bank (Hong Kong) Limited

Fubon Bank (Hong Kong) Limited (“Fubon Bank”) is a wholly owned 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 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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