

PRESS RELEASE

IMMEDIATE RELEASE

Fubon Bank Launches New magi©Children Savings Account Stand a chance to win a 4-day-3-night Family Trip to Taiwan Upon Successful Account Opening

(Hong Kong: 11 January 2012) Fubon Bank (Hong Kong) Limited (“the Bank”) today announced the launch of new **magi©Children Savings Account**, enabling customers to inculcate good saving habits in their children for building a solid foundation for their future. Moreover, the new **magi©Children Savings Account** offers an array of promotional privileges for parents to share the fruitful results with their children.

From now until 29 February 2012, customers who open the magi©Children Savings Accounts with new funds will be able to enjoy welcome offers worth up to HK\$350. Eligible customers will also be entitled to stand a chance of winning the grand prize of a **4-day-3-night family trip to Taiwan.**

Highlights of Fubon magi©Children Savings Account

- **Unique Passbook Design Makes Saving Become Funnier**
Each child will be entitled to have his / her own savings account and a passbook with a unique new look. A series of stories illustrated with pictures are printed inside the passbook, enhancing the child’s experience of saving in a fruitful way.
- **Customized Personal Account Card To Show Personalities**
magi©Children Savings Account enables the child to print his / her favourite photo and name on his / her personalized account card, which truly reflects the child’s own style.
- **Fubon Credit Card "Saving Points" Plan Enables Parents To Save With Their Children Together**
To encourage parents’ participation, a "Saving Points" Plan is specially designed for parents who are also Fubon Credit Cardholders. Through this plan, every 20,000 accumulated bonus points (HK\$1 spent for 1 bonus point) earned through daily Fubon Credit Card spending will be converted to HK\$100 cash deposit and automatically be credited to the child's **magi©Children Savings Account** the following month, enabling parents to save money for their children through daily spending so as to enhance the family bonding.



Welcome Offers for Account Opening

Customers who successfully open **magi©Children Savings Account** during the promotion period and fulfill the deposit requirement¹ will be entitled to receive a **HK\$50 Jumpin Gym U.S.A. Gift Coupon.**

Win a 4-day-3-night Family Trip to Taiwan by Increasing Deposit Amount

During the promotion period, eligible customers who successfully open a **magi@Children Savings Account** and increase the average balance³ of designated Demand Deposit Accounts² under their name will receive one "Great Fun Lucky Draw" entry for every HK\$50,000 net incremental amount⁴ or equivalent, offering them the chance to win the grand prize of a 4-day-3-night family trip to Taiwan. The higher the net incremental amount being deposited, the more chances of winning. Guaranteed winning creates more fun!

No. of Winners	Prizes
Grand Prize (1 winner)	4-day-3-night Family Trip to Taiwan for 3 family members (totally worth HK\$15,000)
2 nd Prize (5 winners)	Ocean Park SmartFun Annual Pass (Gold Pass) for 3 family members (totally worth HK\$1,950)
3 rd Prize (50 winners)	HK\$200 Toys"R"Us Gift Coupon
4 th Prize (100 winners)	HK\$100 Toys"R"Us Gift Coupon
Consolation Prize	HK\$50 Jumpin Gym U.S.A. Gift Coupon

Extra Rewards

New **magi@Children Savings Account** holder can enjoy extra rewards of up to HK\$300 shopping cash coupons by subscribing the banking services below:

Subscription of banking service	Rewards
Successfully open designated HKD Demand Deposit Account and fulfill deposit requirement ⁸⁻⁹	HK\$200 shopping cash coupon
Apply for Fubon Credit Card by submitting full documents and set up autopay settlement via HKD Demand Deposit Account opened at the Bank ¹⁰⁻¹¹	HK\$100 shopping cash coupon

Member-get-member Reward

Customers will receive a Cash Reward totalling up to HK\$300 for successful referral of new **magi@Children Savings Account** customer¹²⁻¹⁶. The more successful referrals being made, the greater the rewards!

No. of Successful Referrals	Cash Reward
1 customer	HK\$50
2 customers	HK\$100
3 customers or above	HK\$300

Remarks:

- The initial amount of account opening is HK\$5,000 or above, and the daily average balance of HK\$5,000 or above shall be maintained for at least 3 months after account opening. If customer cannot fulfill the abovementioned requirements, the Bank will debit an amount equivalent to the value of the rewarded Gift Coupon from the relevant account of the customer. Customer shall authorize the Bank to reserve and deduct the relevant charges from his / her account at the Bank during account opening.
- Designated Demand Deposit Accounts include personal Demand Deposit Account in HKD or foreign currencies (including the newly opened Fubon **magi@Children Savings Account** during the Promotion Period), Current Account and Call Deposit Account opened by Eligible Customer at the Bank, excluding Joint Account and **magi@Children Savings Account** which is opened before 3 January 2012.
- Average balance means the average balance calculated after the summing-up of daily total balance of designated Demand Deposit Accounts under the name of Eligible Customer. If the Eligible Customer opens a Demand Deposit Account in foreign currency, the daily balance of the account will be calculated according to

- the Bank's closing rate as of previous settlement date of this account and then convert to HKD equivalent, so as to calculate the relevant average balance.
4. Net incremental amount means the net incremental amount by comparing the average balance calculated after the whole promotion period and the total balance of designated Demand Deposit Accounts on 31 December 2011 under the name of the Eligible Customer.
 5. Each Eligible Customer will be entitled to win the prize under this promotion once only and based on the prize drawn sequence.
 6. The lucky draw result shall be posted on the Bank's website in April 2012. All winners shall be notified by mail for details of prize entitlement. The prize should be redeemed within 2 months after the issuance of the prize redemption letter. Any late redemption will be invalid.
 7. All prizes are supplied by individual merchants and are not redeemable for cash, the Bank shall have no direct or indirect obligation and legal liability relating to any respect of the product and service.
 8. New customer shall also open for Fubon **magi**@money manager HKD Interest-bearing Current Account or HKD Savings Account upon opening of Fubon **magi**@Children Savings Account, and shall maintain an average daily balance of HK\$50,000 or above for 3 months after account opening. The offers are only applicable to new customers who do not hold any Demand Deposit Account (including Personal or Joint Account) at the Bank during the period from 1 May 2011 to the date of opening of the first Eligible Account. Fund transferred from any account(s) within the Bank will not be treated as new fund.
 9. If customer cannot fulfill the abovementioned requirements, the Bank will debit an amount equivalent to the value of the rewarded Cash Coupon from the relevant account of the customer. Customer shall authorize the Bank to reserve and deduct the relevant charges from his / her account at the Bank during account opening.
 10. Eligible Customer who applies for Fubon Credit Card through any of the branches of the Bank with submission of full documents and sets up autopay settlement of credit card payment via his / her Fubon Bank Demand Deposit Account during the Promotion Period is entitled to receive the Cash Coupon. The offer is applicable to the customers who do not hold any Fubon Credit Card in the past 6 months. Please contact the staff of the Bank for details.
 11. Customers will be rewarded the Cash Coupon immediately after the process of account opening and / or credit card application completed. Customers shall sign an acknowledge receipt letter as the Bank's record.
 12. Referrer must be an existing customer and holding a valid HKD Demand Deposit Account(s) ("Referrer"); and cannot refer himself / herself to the offers.
 13. The referred customer must be a new customer (must be holding an account in single name) ("New Customer") who should not hold any Demand Deposit Account of the Bank (including Personal and Joint Account) from 1 May 2011 to the opening date of the first Eligible Account during the Promotion Period.
 14. Referrer is entitled to receive the cash reward once he / she has fulfilled the following conditions:
 - (a) New Customer has been successfully referred to open an Eligible Account with new fund at any branches of the Bank during the Promotion Period, and fulfilled the relevant deposit requirements. Fund transferred from any account(s) within the Bank will not be treated as new fund;
 - (b) New Customer has to complete and submit the original copy of the referral form during the period for account opening;
 - (c) Referrers must maintain their account(s) at the Bank as valid and in normal status from the Promotion Period to reward date.
 15. Cash reward will be credited to the Bank's designated account on or before 30 April 2012.
 16. Each of the New Customers can only be referred once. Duplicated applications will not be accepted.

Customers who are interested to find out more about the promotion can call Fubon Bank's Enquiry Hotline 2566 8181, visit any Fubon Bank branches, or visit the Bank's website www.fubonbank.com.hk.

General Terms & Conditions:

1. The promotion period of the abovementioned offers is from 3 January 2012 to 29 February 2012, both dates inclusive ("Promotion Period").
2. Unless otherwise specified, the abovementioned offers are applicable to existing or new Fubon Bank (the "Bank") customer (the account holder shall be in single name) who successfully opens Fubon **magi**@Children Savings Account for his / her children ("Eligible Customer") during the Promotion Period.
3. Eligible Customer must open a Fubon **magi**@Children Savings Account (the account holders shall be the Eligible Customer and his / her child aged 11 or below) for his / her child first with new fund of HK\$5,000 or above through any of the branches of the Bank; and fulfill the relevant requirements of individual offer for enjoying the offer. Fund transferred from any account(s) within the Bank will not be treated as new fund.
4. The abovementioned offers cannot be used in conjunction with other promotion offers.
5. To enjoy the abovementioned offers, all of the accounts at the Bank under the name of the Eligible Customer shall be valid and in normal status during the Promotion Period until the date of reward.

6. Handling fee will be incurred for any customer who cancels the account within 6 months after the account opening. For the details of fees and charges, and terms and conditions in relation to accounts, please refer to the fee schedule or contact the staff of the Bank.
7. The Cash Coupon or relevant gift coupons (including Jumpin Gym U.S.A. Gift Coupon and Toys"R"Us Gift Coupon ("Gift Coupon")) are available while stocks last. The Bank reserves the right to offer an alternative gift as replacement in case of shortage. The Cash Coupon and Gift Coupon under these promotion offers (or other gift replacements) are not redeemable for cash. The use of Cash Coupon and Gift Coupon is subject to the terms and conditions printed on the coupons.
8. The Cash Coupon and Gift Coupon (or other gift replacements) are supplied to customers by individual merchant, the Bank shall have no direct or indirect obligation and legal liability relating to any respect of the product and service.
9. The employees of the Bank are not eligible for the promotion and the abovementioned offers.
10. The Bank reserves the right to suspend, vary or terminate the offers above or amend the terms and conditions at any time without notice. In case of any dispute, the decision of the Bank shall be final and conclusive.

Risk Disclosure Statement:

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 it into other currency.

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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