

PRESS RELEASE

IMMEDIATE RELEASE

Fubon Bank Launches New **magi@Children Savings Account Promotion**

A chance to win **Lucky Money of HK\$8,888** upon Successful Account Opening

(Hong Kong: 14 January 2013) Fubon Bank (Hong Kong) Limited (“the Bank”) today announced the launch of a new series of fabulous privileges of **magi@Children Savings Account** for new customers. **From now until 28 March 2013**, customers who open the **magi@Children Savings Accounts** with new funds will be able to enjoy **welcome offers worth up to HK\$250** and entitled to a chance of winning **lucky money of HK\$8,888!** The promotional details are as follows:

Welcome Offers for Account Opening

Customers who open a **magi@Children Savings Account** and fulfill the deposit requirement¹ will be entitled to a **HK\$50 Shopping Cash Coupon or Book Coupon**.

Moreover, new **magi@Children Savings Account** customers can enjoy **extra rewards** by subscribing the banking services below:

Successfully open a designated HKD Demand Deposit Account and fulfill the deposit requirement ²	HK\$100 Shopping Cash Coupon
Apply for a Fubon Credit Card by submitting full documents and set up autopay settlement via your HKD Demand Deposit Account opened at the Bank	HK\$100 Shopping Cash Coupon
Successfully subscribe any traditional life insurance product	A set of China Currency Collection

Notes:

1. 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.
2. To be entitled to HK\$100 shopping cash coupon, new customers shall also open a **magi@money manager HKD Interest-bearing Current Account** or **HKD Savings Account** with HK\$10,000 or above simultaneously after the successful opening of **magi@Children Savings Account**, and shall maintain an daily average balance of HK\$10,000 or above for at least 3 months after account opening.

Win Lucky Money of HK\$8,888 and Enjoy A Prosperous Year Ahead

During the Promotion Period, customers who successfully open a **magi@Children Savings Account** will be automatically entitled to participate in the “Guaranteed Prize-winning Lucky Draw”, providing customers with a chance to win the grand prize of **lucky money of HK\$8,888**. More lucky draw chances will be received if the customers subscribe designated banking services in the meantime. Guaranteed prizes enable customers to enjoy a prosperous year ahead!

No. of Winners	Prizes
Grand Prize (1 winner)	HK\$8,888 Lucky Money
2 nd Prize (10 winners)	FACE Family Photo Package (worth HK\$3,988)
Consolation Prize	HK\$30 McDonald's® Coupon

Member-Get-Member Reward

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

No. of Successful Referrals	Cash Reward Entitled
1 customer	HK\$50
2 customers	HK\$150
3 or more customers	HK\$300

Highlights of Fubon magi©Children Savings Account

- **Unique Passbook Design**



- **Customized Personal Account Card**



- **Fubon Credit Card "Saving Points" Plan**

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** on a monthly basis, enabling parents to save money for their children through daily spending and enhance the family bonding.

Ms. Carmen Yip, Senior Vice President and Head of Retail Banking of Fubon Bank (Hong Kong) Limited, said: "As Chinese New Year is approaching, it is definitely the golden time for parents to open deposit accounts to save up the red packets money for their children and nurture them good savings habit. In addition to the specially designed personal passbook, we also provide the parents with an array of promotional privileges, in particular the 'Guaranteed Prize-winning Lucky Draw' and the Member-Get-Member Reward, which allows the parents to share the fruitful results with their children."

The account opening amount for **magi©Children Savings Account** is only HK\$500. Customers who are interested to find out more about **magi©Children Savings Account** can call Fubon Bank's Hotline at 2566 8181, visit any Fubon Bank branches or click onto the Bank's website www.fubonbank.com.hk for more information.

General Terms and Conditions*:

1. The promotion period of the offers above is from 14 January 2013 to 28 March 2013, both dates inclusive ("Promotion Period").
2. Unless otherwise specified, the offers above are applicable to existing or new Fubon Bank (the "Bank") customers (the account holder shall be in single name) ("Eligible Customer") who successfully open a **magi**©Children Savings Account ("Designated Savings Account") for the children during the Promotion Period.
3. Eligible Customer must open a Fubon **magi**©Children Savings Account for his/her child aged 11 or below first with new fund of HK\$5,000 or above through any of the branches of the Bank; and fulfill the relevant requirement 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 offers above cannot be used in conjunction with other promotion offer.
5. To enjoy the offers above, all of the accounts at the Bank under the name of 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 Eligible 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. Unless otherwise specified, the shopping cash coupon entitled to the Eligible Customer under the promotion will be PARKnSHOP cash coupon, while the book coupon entitled will be Commercial Press cash coupon (collectively "Cash Coupon"). The use of Cash Coupon is subject to the terms and conditions printed on the coupons.
8. The Cash Coupon and China Currency Collection ("Gifts") are available while stocks last. The Bank reserves the right to offer an alternative gift as replacement without prior notice in case of shortage. The Gifts (or other gift replacements) are not returnable or redeemable for cash.
9. The Gifts and lucky draw prizes (or other gift replacements) are supplied to customers by individual merchant, the Bank makes no representation or guarantee as to the quality and availability of the products, services, or information provided by the Merchant. The Bank shall not be liable for any matters arising from or in connection with the products, services, or information provided by the merchant.
10. The Bank reserves the right to suspend, vary or terminate the offers above or amend the terms and conditions at any time without prior notice. In case of any dispute, the decision of the Bank shall be final and conclusive.

* For details of the terms and conditions for Fubon **magi**©Children Savings Account and its promotional offers, please refer to the promotional leaflets.

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"), 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 Financial is the only Taiwanese financial services group having both a locally registered bank in Hong Kong and a strategic investment in a bank in the Mainland China. 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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