

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

### Fubon Bank Launches a New Branding Campaign “Thinking Beyond, Going Further”

(Hong Kong: 13 September 2024) Fubon Bank (Hong Kong) Limited (“Fubon Bank”) is launching a new branding campaign with the theme of “Thinking Beyond, Going Further”. We want to encourage the public to think outside the box, and to look at opportunities further ahead. No matter where you are, as long as you seize the chance, you can open the door to success!

The “Thinking Beyond, Going Further” campaign video follows a young office worker as he breaks through mundane normality and begins to explore a new, brighter outlook on life, advancing towards a more innovative and better future. We believe that as long as we keep a positive attitude, dare to imagine and have the confidence to attempt new challenges, anything is possible.

Fubon Bank has always worked with our customers to meet their financial needs with a positive energy and comprehensive financial services, helping our customers pursue a better future and going even further.

The “Thinking Beyond, Going Further” campaign will be running in the Causeway Bay MTR Station TV Ring Zone, YouTube and on various digital advertising platforms. The promotional video will also be available on the Bank’s website, YouTube channel, and Facebook and Instagram pages.

Scan Now

Step Beyond the Ordinary, Make a New Era



#### **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](http://www.fubonbank.com.hk).

- End -