

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank Launches 2025 Brand-New Social Media Campaign

Enrich Life with Surprises, Live Life to the “FU”LLEST

(Hong Kong: 18 July 2025) Fubon Bank (Hong Kong) Limited (“Fubon Bank”) announced the launch of its brand-new social media campaign titled “Live Life to the ‘FU’LLEST”. Teaming up with Joyce (慈妹) and Emily (秀秀子), members of the Fubon Angels, the campaign will deliver a series of engaging social media content showcasing Fubon Bank’s innovative and diverse services, allowing customers to enjoy a premium financial lifestyle filled with joy and surprises.

Key Highlights

- Exclusive Cheerleading Interactions: Joyce and Emily will take on the role of “life cheerleaders”, focusing on customers’ four daily scenarios – leisure, shopping, entrepreneurship, and wealth management. Through fun short videos and themed posts, they will keep the “FU”LL spirit alive at all times;
- Creative Content Delivery: Exciting short videos will be released monthly, offering multiple perspectives at Fubon Bank’s thoughtful products and services;
- Rewards through Interactions: The public who participate in social media games will have the chance to win exquisite gifts.



For more details about the “Live Life to the ‘FU’LLEST” Social Media Campaign, please scan the QR code below:



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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.