

PRESS RELEASE

FOR IMMEDIATE RELEASE

Fubon Bank Launches Original Brand Mascot “The Otters Family” Collectible Blind Box Series

Fun Interactions Convey Brand Warmth Innovative Experiences Connect with Multi-Generational Customers

(Hong Kong: 30 October 2025) – Fubon Bank (Hong Kong) Limited (“Fubon Bank”) announced the launch of its “The Otters Family” Collectible Blind Box Series, featuring its original brand mascots - the lively and adorable Daddy Fu (富爸), Mami Bon (邦媽), Fortune (富比), and Bonyi (邦兒). A secret edition blind box is also included in this series. Through a fun unboxing experience, Fubon Bank aims to convey its warm and approachable brand spirit while connecting with customers of all generations.

Fubon Bank highlights that otters have an endearing habit – they hold hands while sleeping. This mirrors the enduring relationship between Fubon Bank and its customers: always moving forward hand in hand, harnessing positive energy to achieve greater possibilities. The launch of “The Otters Family” Collectible Blind Box Series not only delivers warmth and care but also marks a key step in Fubon Bank’s ongoing brand rejuvenation. By infusing creativity and fun into everyday interactions, Fubon Bank strives to make financial services more approachable and engaging. Moreover, this approach deepens customer connections and enhances the Bank’s brand image. Through fresh and dynamic communication, Fubon Bank aims to boost brand visibility, strengthen customer loyalty, and attract younger demographics such as Millennials and Gen Z – ultimately shaping a youthful and vibrant brand identity and becoming the public’s preferred “warm-hearted” banking service provider.

As a promotional highlight, Fubon Bank will release special unboxing reels featuring Fubon Angels members Emily (秀秀子), Evelyn (丹丹), Milkshake (奶昔), Kapo, and Kuri (栗子) on social media platforms this month. The public can participate in related social media interactive games by following the specified steps for a chance to win a random “The Otters Family” Blind Box. In addition, “The Otters Family” will be introduced into Fubon Bank branches, allowing customers to get up close and personal with the mascots while conducting business, enriching offline interactive experience and deepening brand recall. Further details regarding the branch promotional activities will be announced soon.

“The Otters Family” is an original mascot launched by Fubon Bank, which has also won the “Brand Character Design Award” at the internationally renowned MUSE Creative Awards. Its unique and cute

image vividly embodies Fubon Bank's approachable and positive brand ethos, connecting customers to the brand's emotional appeal. Please refer to the appendix for character introductions.

For more details about "The Otters Family" Collectible Blind Box Series events, please visit Fubon Bank's website at www.fubonbank.com.hk or scan the QR code below:



@fubonbankhk



@FubonHK

- End -

Photo Caption:



Fubon Bank launches “The Otters Family” Collectible Blind Box Series, featuring its original brand mascots Daddy Fu (富爸), Mami Bon (邦媽), Fortune (富比), and Bonyi (邦兒) in four lively and adorable designs. A mysterious secret edition blind box is also available.

Appendix – Fubon Bank “The Otters Family” Character Introductions



Daddy Fu

- Full of positive energy
- Erudite
- Acts with prudence



Mami Bon

- Cares for others
- Meticulous in her work
- Forward-thinking



Fortune

- Lively and talkative
- Full of curiosity
- The family's source of joy



Bonyi

- Smart and cute
- Gentle and kind
- Empathetic

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.