

PRESS RELEASE

FOR IMMEDIATE RELEASE

“Fubon iN ShopBack Visa Platinum Card”

Strategic Partnership with ShopBack Unlocks Enhanced Cashback Rewards for Online Shoppers

(Hong Kong: 7 August 2026) Fubon Bank (Hong Kong) Limited (“Fubon Bank”) today announced the launch of the Fubon iN ShopBack Visa Platinum Card, a co-branded credit card jointly developed with ShopBack, one of the Asia-Pacific’s leading shopping and rewards platforms. Tailored for value-conscious, digitally savvy customers, the card offers a tiered cashback mechanism that delivers compelling rewards on online spending, further strengthening Fubon Bank’s digital lifestyle ecosystem.

By linking the card to ShopBack accounts, customers can earn up to 20X Bonus Points on online spending (equivalent to an 8% cash rebate), enjoy ShopBack merchant rewards, and receive up to an extra 1% unlimited ShopBack cashback.

Ms. Carmen Yip, Executive Vice President and Head of Retail Banking Group of Fubon Bank (Hong Kong), said: “Today’s customers expect seamless integration between their financial tools and daily digital habits. Our collaboration with ShopBack transforms routine online spending into exceptional value without complicated terms. Moving forward, we will continue to deepen partnerships with digital lifestyle ecosystem players to deliver innovative financial solutions tailored to the digital generation.”

Key Features & Benefits

- **Cashback Stacking:** Bind the card to the ShopBack app to combine Fubon Bank’s credit card cash rebate with ShopBack merchant rewards, plus up to an extra 1% unlimited ShopBack cashback.
- **High Online Rewards:** Earn 20X Bonus Points (equivalent to an 8% cash rebate) on eligible online spending.
Note: Requires a minimum monthly spend of HK\$1,000; monthly Bonus Points capped at 62,500. Standard 1X points (equivalent to a 0.4% cash rebate) apply to other retail spending.
- **Flexible Redemption:** Redeem points for cash at 250 points = HK\$1. The minimum redemption is HK\$1 via Fubon digital banking channels.
- **Fubon iN Day:** Enjoy up to 28% total rewards (combining cash rebate and cashback) on every Fubon iN Day (the 28th of each month).
- **Extensive Merchant Network:** Access cashback rewards from over 600 designated merchants via ShopBack.
- **Student-Friendly Application:** No income proof is required for tertiary and university students (a valid Student ID is required).
- **Stylish Card Designs:** Choice of two distinctive designs - “Daybreak Black” and “Twilight Silver”.

Terms and conditions apply.

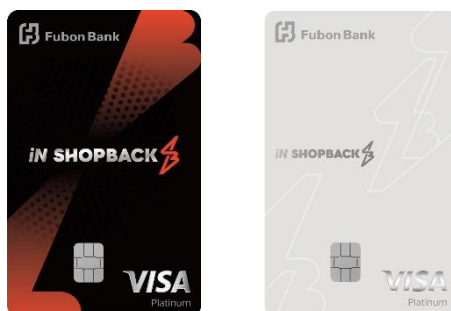
The Fubon iN ShopBack Visa Platinum Bonus Points Reward Program is valid until 31 December 2026. For more details of Fubon iN ShopBack Visa Platinum Card, please visit the Bank's website www.fubonbank.com.hk.

To borrow or not to borrow? Borrow only if you can repay!

- End -

Photo Caption:

The Fubon iN ShopBack Visa Platinum Card comes in two sleek, modern finishes: "Daybreak Black" and "Twilight Silver", reflecting the streamlined, digital-first lifestyle of today's online shoppers and symbolizing the synergy between financial services and daily consumption.



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 and 3 SME Banking Services Centres in Hong Kong, alongside a branch in Shenzhen to support cross-border banking. The Bank provides a wide range of financial services encompassing consumer and wholesale banking, wealth management, financial markets, and investment services. Fubon Bank holds an A-2 short-term, A- 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.