

PRESS RELEASE

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Fubon Bank Launches “FU LIFE 活在新可能” Brand Campaign

Empowering Customers to Take Active Control and Unlock Unlimited Life Possibilities

(Hong Kong: 25 August 2026) Fubon Bank (Hong Kong) Limited (“Fubon Bank”) today announced the launch of its new brand campaign “FU LIFE 活在新可能”. Built around the theme of “Active Control in Life”, the campaign positions Fubon Bank as a reliable partner that helps customers seize opportunities and take charge of their own path in Hong Kong’s fast-paced city life.

The campaign uses dodgeball as a metaphor for life and financial planning. In dodgeball, success depends on quick reactions, smart positioning, and—most importantly—trust among teammates. Life works the same way. No one can handle everything alone. Seizing opportunities and overcoming challenges both require trusted support, and that is exactly the role Fubon Bank plays for its customers.

The “FU LIFE” campaign brings the idea of “Control” to life across four key areas, each supported by Fubon Bank’s tailored solutions:

- **Dodgeball Scenario:** In the face of urban speed and pressure, it highlights the importance of precision and timing—seizing the moment and acting with confidence, supported by Fubon+ Mobile Banking;
- **Career (SME) Scenario:** In a competitive business environment, it encourages proactivity to gain an early advantage, backed by Fubon Corp+ Corporate Mobile Banking;
- **Lifestyle Scenario:** Addressing urban burnout and distraction, it promotes mindfulness—valuing yourself and living in the present—complemented by Fubon Credit Card offerings;
- **Future Planning Scenario:** Faced with future uncertainties, it champions stability through steady progress toward secure wealth growth, underpinned by Fubon Wealth Management Services.

Eddie Lam (林堡熙) is appointed as the campaign ambassador. Eddie embodies the campaign's core spirit of "Seamless Role Switching through Control". He is a member of the Hong Kong Dodgeball Team and serves as a Dodgeball Ambassador of the Dodgeball Association of Hong Kong, China. In addition to running a dodgeball club as an SME entrepreneur, he also works as a KOL, a model, and an actor. His success across these diverse fields demonstrates that "Control" is transferable: with the right mindset and a reliable partner, you can master any role.

The campaign has rolled out and will continue over the coming weeks, bringing to life Fubon Bank's vision of being the preferred partner that walks alongside customers—helping them seize every opportunity and move forward with confidence.



For more details about the “FU LIFE 活在新可能” brand 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 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.