

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### Grand Debut of Boni Personal Loan Mobile App

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#### Cheer up Your Life

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#### Enjoy up to HK\$8,800 Cash Rewards

(Hong Kong: 27 November 2024) Fubon Credit (Hong Kong) Limited (“Fubon Credit”) launched the brand-new **Boni** Personal Loan Mobile App (“**Boni**”) today. Simon Chung, Chief Executive Officer and Managing Director of Fubon Bank (Hong Kong) Limited (“Fubon Bank”), Henry Wang, Chief Executive Officer of Fubon Credit, and Lawrence Lam, General Manager of Fubon Credit, hosted the **Boni Express** kick-off ceremony in Causeway Bay together with Joyce (慈妹), Evelyn (丹丹), Emily (秀秀子) and Jessy (潔西) from Taiwan’s famous Fubon Angels, to convey **Boni**’s “Cheer Up Your Life” message to everyone. From now on, you can manage your daily financial needs with ease.

**Boni**, inspired by the phrase “Help You” in Cantonese, fully reflects Fubon Credit’s core brand values of stability and reliability. As a wholly owned subsidiary of Fubon Bank, as well as a financial institution that holds a “Deposit-taking Company” licence regulated by the Hong Kong Monetary Authority (“HKMA”), Fubon Credit is dedicated to attracting the youth segment by cheering up their lives as they want, offering personal instalment loans, balance transfer personal loans and property owner loans anytime, anywhere.

Henry Wang, Chief Executive Officer of Fubon Credit, said, “As technology continues to move forward at pace, the professionalism, convenience and security of online personal loan products and services have become a common focus of customers and lending institutions in recent years. These aspects will also evolve as the foundation for the sustainable and healthy development of the personal loan market in Hong Kong. Fubon Credit understands that financial institutions with a banking background and regulated by the HKMA can give customers greater confidence. Leveraging Fubon’s positive brand strengths and Fubon Credit’s innovative and robust capabilities in financial technology, **Boni** is committed to becoming Hong Kong’s exceptional digital platform for personal loans. Going forward, we will continue to optimize and launch credit products and services that meet our customers’ needs, helping the public achieve the life they wish.”

From now until 31 December 2024, **Boni** is offering a cash reward of up to HK\$8,800. Customers who

apply for a loan through **Boni** and submit the required documents will not only receive a HK\$200 application reward regardless of the approval result, but can also enjoy a cash rebate of up to HK\$8,800 upon successful loan drawdown.

To mark the debut of **Boni**, Fubon Credit specially invited Joyce (慈妹), a “popular goddess” from Taiwan’s famous Fubon Angels, to feature in **Boni**’s brand advertising, delivering **Boni**’s vision of “Cheer Up Your Life”, aiming to help customers navigate and advance towards the future. A series of advertisements will be running at MTR stations, bus and minibus bodies, as well as digital platforms. Relevant promotional materials are also available on Fubon Credit’s website, Facebook and Instagram.



Website



Facebook



Instagram

The above offers are subject to relevant terms and conditions. Customers who are interested to find out more can call our Customer Service Hotline at 3767 6668 during office hours\*, or visit Fubon Credit’s website FubonCredit.com.hk.

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

\* Monday to Friday: 9:00am - 6:00pm (except Saturdays, Sundays and Public Holidays).

- End -

**Photo Caption:**

Photo 1 :

**Boni**, a brand-new personal loan mobile app, is launched today. (From left) Joyce (慈妹), a “popular goddess” from Taiwan’s Fubon Angels, Henry Wang, Chief Executive Officer of Fubon Credit, Simon Chung, Chief Executive Officer and Managing Director of Fubon Bank, and Lawrence Lam, General Manager of Fubon Credit, hosted the **Boni Express** kick-off ceremony, leading **Boni** to strive to become Hong Kong’s exceptional digital platform for personal loans.



Photo 2 :

(From right) Fubon Angels Jessy (潔西), Joyce (慈妹), Evelyn (丹丹) and Emily (秀秀子) created a buzz while delivering a fresh and energetic dance performance with **Boni**'s slogan at the kick-off ceremony, conveying the **Boni** loan model of “Cheer up your life”.



Photo 3 :

Four members of Fubon Angels shared their personal **Boni** Moments with the emcee, Kathy, during the chit-chat session, showcasing **Boni**'s positive energy.



Photo 4 :

**Boni Express** will travel across Hong Kong, Kowloon and the New Territories, encouraging people to download **Boni** personal loan mobile app and follow **Boni** social platforms to tackle the big and small things of daily life with a smile.





### **Fubon Credit (Hong Kong) Limited**

Fubon Credit (Hong Kong) Limited is a wholly owned subsidiary of Fubon Bank (Hong Kong) Limited and mainly engages in financial and related services, in particular consumer lending to individual customers in Hong Kong.

### **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).