

**ICBC (Asia) Launches New Flagship Branch in Hong Kong**  
**Bank Aims to Set New Standards with Innovative Design, Technology,**  
**Premium and Cross-border Services**

19 March 2015, Hong Kong – ICBC (Asia) (the “Bank”) today celebrated the grand opening of its brand new flagship branch in Hong Kong, located in the city’s high-profile Causeway Bay district on Hennessy Road. Distinguished by interactive digital tools and comprehensive service offerings, the new branch demonstrates a strategic focus on state-of-the-art banking and a hi-tech yet customer-centric approach. It also represents ICBC (Asia)’s 58<sup>th</sup> branch and brings the bank’s total number of ATMs to 160.

“The new branch is very modern and incorporates a wide range of digital features, because we are committed to creating better value for our retail customers,” said Flora Leung, Head of ICBC (Asia)’s Personal Banking Department. “Everything about our new flagship branch says this, from the thoughtfully designed interiors to the unsurpassed level of caring, professional service that our customers will experience here. It shows that ICBC (Asia) is a bank that is constantly moving forward, helping take people’s financial, business and personal well-being to the next level.”

A key feature of the flagship branch is advanced digital and interactive technology that makes ICBC (Asia)’s banking services clearer to understand and easier for customers to use than ever. These include interactive multi-touch table and tablets that allow customers to obtain banking service information and instantly receive it via email, dual-face monitors for customers to verify their transactions conveniently, as well as digital posters and jumbo television walls with real-time financial quotes. The branch also offers an e-banking area to provide a comfortable space where customers can manage a wide range of financial transactions via the bank’s internet banking service.

Premium customers have access to a luxurious new Elite Club Wealth Management Centre, which offers exclusive rooms and cash counters for banking privacy. The Elite Club Centre also

features a coffee bar and lounge serving seasonal herbal teas, which are specially prescribed by a leading Chinese medicine doctor according to the weather and season. The centre is even fragranced with a specially developed scent that has been customised to provide a warm, distinctively relaxing atmosphere.

Addressing specific needs of different customers from different places, the new branch also includes a dedicated cross-border banking centre. Mainland and local customers will be able to take advantage of a comprehensive suite of services, including ICBC Express Service, which enables quick, easy remittances within 10 minutes between Hong Kong and designated ICBC's receiving points in Mainland. Account opening, currency exchange or Mainland mortgage have also never been easier. In addition, customers receive advice from "cross-border ambassador", the professional consultant, who has fundamental understandings of both the Hong Kong and Mainland retail banking environments. Together with Personal Banking Managers and General Banking Managers, the bank dedicates a strong and professional team to assist customers grasp every financial opportunity.

Describing the branch's interiors, Leung said the new concept communicates ICBC (Asia)'s people-focused culture. Customers can have full enjoyment while using the banking services. Customers' experience has been uplifted from these thoughtfully design and arrangement.

ICBC (Asia) strives for its retail business expansion and customer service enhancement. Combined with high technology and talents, the Bank aims to provide efficient, convenient and attentive banking services to customers. Another Personal Banking Centre located at Admiralty was opened on 6 January 2015. For more information about ICBC (Asia) and its new flagship branch, please visit [www.icbcasia.com/](http://www.icbcasia.com/) or visit Shop A on G-1/F Hennessy Apartments, 488 & 490 Hennessy Road, Hong Kong.

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### **Industrial and Commercial Bank of China (Asia) Limited**

Industrial and Commercial Bank of China (Asia) Limited ("ICBC (Asia)") is a licensed bank incorporated in Hong Kong. It has 58 branches, 25 "Elite Club" Wealth Management Centres and 4 commercial business centres in Hong Kong. It is principally engaged in banking, financial and other finance-related services with a focus on retail and commercial banking as well as corporate banking business. The total assets of ICBC (Asia) amounted to HK\$601,784 million as at 30 June 2014, and its after-tax net profit reached HK\$3,000 million in the first half of 2014. Chinese Mercantile Bank and ICBC (Asia) Investment Management Company Limited, two wholly-

owned subsidiaries of ICBC (Asia), are specialized in RMB services in Mainland China and the investment management businesses with a focus on Asia respectively. ICBC (Asia) is the flagship of Hong Kong banking business of Industrial and Commercial Bank of China Limited (“ICBC”) – currently the largest commercial bank in China.