

**ICBC (Asia) Presents a Valued Over HKD 350,000 Audi A3 Sedan
to e-Banking Lucky Draw Campaign Winner**

13 May 2016, Hong Kong — Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)” or “the Bank”) announced its e-Banking lucky draw campaign rounded off successfully. Ms. Luo Lijun, Assistant Chief Executive Officer of ICBC (Asia), hosted the prize presentation ceremony at Audi showroom in Admiralty with a valued over HKD 350,000 Audi A3 Sedan 1.4 TFSI as the grand prize.

Over 35,000 participants joined the campaign, hitting record high

The e-Banking lucky draw campaign commenced in October 2015 and recorded over 35,000 participants in 2 months. Customers who successfully activated and logged in the Bank’s e-Banking service during the campaign period, or completed the designated product/service transaction(s) such as securities transaction, remittance, currency exchange and electronic statement application through Internet Banking or Mobile Banking, were entitled to participate in the lucky draw. Besides the luxury Audi, other prizes included Apple Watch, Apple MacBook and supermarket coupons.

The winner, Mr. Choi, has been using ICBC (Asia)’s services for years, said, “I was very surprised that I won the grand prize! Being a loyal customer of ICBC (Asia), I have always been interested in its new products and promotions. I feel very satisfied with the Bank’s exceptional services that my relationship manager always provides suitable financial advices with prompt response. This impressed me a lot.”

Mr. Xiong Jun, Head of Electronic Banking Department of ICBC (Asia), said, “During the campaign, the numbers of customer activation of our Mobile Banking services, and the transaction volume of our Internet Banking and Mobile Banking services had increased by 18% and 43% respectively as compared to the same period in 2014. The overall performance is desirable.”

Revamp of Internet Banking and Mobile Banking

ICBC (Asia) always looks forward to actively adapting to the new changes and patterns of external environment, Mr. Xiong added, “We are dedicated to providing more advanced and convenient e-

Banking services, in order to bring our customers a whole new e-Banking experience. In coming June and August, the revamp of our Internet Banking and Mobile Banking is expected to be completed respectively. The new design would be user-friendly and enhance the flows of online transactions which enable our customers to complete transactions with ease. We aim to increase the transaction volume as well as the customer loyalty.” ICBC (Asia) will have a series of promotion in near future, including a lucky draw, in order to promote the revamped Internet Banking and Mobile Banking services.

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(Photo 1) Caption: Assistant Chief Executive Officer of ICBC (Asia) Ms. Luo Lijun hosted the prize presentation



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 60 branches, 28 “Elite Club” Wealth Management Centres and 3 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\$733.6 billion at the end of 2015, and its after-tax net profit reached HK\$6.784 billion in 2015. 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 business with a focus on Asia respectively. ICBC (Asia) is the flagship of overseas banking business of Industrial and Commercial Bank of China Limited (“ICBC”) – currently the largest commercial bank in China.