

**ICBC (Asia) and AXA Hong Kong Launch Co-branded
“ICBC AXA Platinum Cards”
Present Customers with Double Privileges and Protections**

【12th July 2016, Hong Kong】Industrial and Commercial Bank of China (Asia) (“ICBC (Asia)”/ “the Bank”) and AXA Hong Kong jointly launch the brand new “ICBC AXA Platinum Cards”. Wang Chaoming, Assistant Chief Executive of ICBC (Asia), Xavier Lestrade, Managing Director - Life Insurance of AXA Hong Kong, Hiang Choong, Division President of Asia & Pacific Region of MasterCard Worldwide, Carlson Li, General Manager of UnionPay International Hong Kong Branch attended the launch ceremony held at Hong Kong JW Marriott Hotel today.

ICBC (Asia) and AXA Hong Kong jointly launched the “ICBC AXA Platinum MasterCard” and “ICBC AXA UnionPay Dual Currency Platinum Card”, providing attractive merchant offers and shopping privileges to customers. This collaboration has combined their resources and expertise in the industries with integration of their diversified and comprehensive services. Cardholders of “ICBC AXA Platinum Cards” can enjoy a variety of privileges including Insurance Premium Payment Rewards, Insurance Premium Installment Plan, ICBC AXA Worldwide Accidental Health Insurance and ICBC AXA Worldwide Travel Coverage FREE for the first year, Spending Rewards, Buy 1 Get 1 movie ticket at MCL Cinemas, 3X Overseas Spending Rewards and more. These cards also offer exclusive privileges of each own, which are the ideal choices for those who seek for premium privileges and comprehensive insurance protections.

In recent years, ICBC (Asia) endeavors to develop credit cards with specialized features, through the collaboration with different partners, ICBC (Asia) has launched a selection of credit cards with different features, such as co-branded credit card with themed park, airline, card with household electronic appliances features and the card specially for cross border frequent travelers, etc. All these collaborations rewarded with acclaim among customers. This time, the Bank jointly launched the co-branded credit cards with AXA Hong Kong marks another important milestone of ICBC (Asia) credit card business.

Mr. Wang Chaoming, Assistant Chief Executive of ICBC (Asia) mentioned: “ICBC (Asia) endeavors to provide comprehensive and excellent financial services to customers, these “ICBC AXA Platinum Cards” provide our customers with convenient access to enjoy shopping privileges and comprehensive insurance protection at the same time, achieving shared win with the customers, AXA Hong Kong and the Bank!”

As one of the largest insurers in town, AXA Hong Kong has been offering a wide range of life, health, property and casualty protection, as well as wealth management and retirement solutions to help customers achieve stability and prosperity. Throughout the years, AXA Hong Kong has successfully launched a number of first-in-market protections and services, reinforcing its “Born to Protect” commitment.

Mr. Xavier Lestrade, Managing Director, Life Insurance of AXA Hong Kong, said “AXA Hong Kong is delighted to partner with ICBC (Asia) to launch ‘ICBC AXA Platinum Cards’. We share the same vision of providing our customers with superior services and innovative solutions. As a customer centric insurer, we strive to be several steps ahead of the market and lead the way to excel in customers expectation. These co-branded credit cards further strengthen our commitment in excelling in customer services journey.”

ICBC AXA Platinum MasterCard and ICBC AXA UnionPay Dual Currency Platinum Card joint privileges:

- Insurance Premium Payment Rewards: Earn premium payment rewards upon settling AXA Hong Kong’s insurance payment with ICBC AXA Platinum Cards. Earn 1 point for every HK\$1 payment. Accumulated bonus points can be redeemed for cash coupons and mileage. Each customer can accumulate up to 100,000 bonus points every year;
- Insurance Premium Installment Plan: Enjoy 12-months installment plan by settling AXA Hong Kong’s insurance payment with ICBC AXA Platinum Cards;
- Spending Rewards: Earn spending rewards upon settling payments with ICBC AXA Platinum Cards;
- For any single retail purchase transaction of HK\$800 or above with ICBC AXA Platinum Cards, customers can enjoy MCL 2D movie tickets buy 1 get 1 free with the sales slip;
- 3X Overseas Spending Rewards

Exclusive Privileges for Each ICBC AXA Platinum Card

- ICBC AXA UnionPay Dual Currency Platinum Card: ICBC AXA Worldwide Travel Coverage FREE for the first year, and enjoy the embedded function to gain rapid access in Mainland China Transportation and the function of ShenZhenTong and Guangshen Railway.
- ICBC AXA Platinum MasterCard: ICBC AXA Worldwide Accidental Health Insurance FREE for the first year.

Customers have both cards can enjoy a wider range of privileges, insurance protections, ease cross border transportations and hassle free contactless payment. Customers who successfully apply for “ICBC AXA Platinum Card” on or before 31st December 2016 can enjoy up to HK\$300 cash rebate after settling accumulated payments of HK\$3000 within two months. If applying for both “ICBC AXA Platinum Cards”, customers can enjoy up to HK\$600 cash rebate.

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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 60 retail outlets (including 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.

AXA Hong Kong

AXA Hong Kong, a member of the AXA Group, prides itself of serving over 1 million customers¹ in Hong Kong and Macau. Besides being one of the largest health protection providers in Hong Kong, it is also the number 1 General Insurance provider² and a market leader in motor insurance.

AXA Hong Kong is committed to the on-going development and enhancement of our life & savings, health, property & casualty, wealth management and retirement solutions in order to satisfy the different needs of our individual and corporate customers.

We believe it is our inherent responsibility to support the communities we operate in, hence creating a sustainable business via constant and considerable contribution in the dimensions of health, environment and the community.

¹ Including customers of AXA China Region Insurance Company Limited, AXA China Region Insurance Company (Bermuda) Limited (incorporated in Bermuda with limited liability), and AXA General Insurance Hong Kong Limited

² Based on 2015 Office of the Commissioner of Insurance market share statistics represented by overall gross premiums