

**ICBC (Asia) promotes its Cross-Border e-Commerce business
Joins hands with merchant partners to sign cooperative agreement**

12 December 2016, Hong Kong – Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)” or “the Bank”) hosted a luncheon on 9 December 2016 to promote its cross-border e-Commerce business. Over 50 local merchant representatives attended the event to witness the opening of a new chapter of the cross-border e-Commerce platform in Hong Kong. And to foster closer collaboration, ICBC (Asia) signed cooperative agreement with several merchant partners.

In the luncheon, Jiang Yisheng, Executive Director and Chief Executive Officer of ICBC (Asia), made an opening speech. He said that, ICBC (Asia) has been focusing on developing business in Hong Kong for years and the Bank has grown into an international and comprehensive local financial group. Being as the overseas organization of ICBC Group with the largest scale, the broadest business coverage and the most localized management model, the Bank has its ranking risen to the fifth biggest commercial bank in Hong Kong. The Bank endeavored to be the “Leading Bank for Cross-border Financial Services” and to provide comprehensive and high quality services to business partners in China, Hong Kong and all over the world. In recent years, affected by the slowed-down global economy, lack of internal demand and other factors, Hong Kong’s economic is facing a hard time, especially for the retail and travel industries. It is the time for banks and enterprises to work hand in hand to overcome the hardship. The Bank leverages on its financial resources and “ICBC mall” to assist the enterprises of Hong Kong to develop China market. ICBC (Asia) has been endeavored to provide collaborative and concerted efforts to pursue mutual growth with our merchant partners.

Mr. Wong Chaoming, Assistant Chief Executive of ICBC (Asia), represented the Bank to sign cooperative agreements with Mr. Henry Ho, President of Hong Kong Wine Chamber of Commerce, Mr. Jason Wong, Director & General Manager of Hong Thai Travel Services Ltd. and Ms. Kathrine Sheung, Deputy General Manager and Chief Financial Officer of Hongkong Suning Commerce Co., Ltd. By the cooperation with the Bank, these merchants are able to reach

the China market with putting their products on the shelf of the Hong Kong section of the e-Commerce platform “ICBC Mall”. This not only marked as a “win-win situation” for both merchant partners and the Bank, but also developed the trend of cross-border business of Hong Kong enterprises.

Moreover, Mr. Xiong Jun, Head of Electronic Banking Department of ICBC (Asia), shared the successful business model of “ICBC Mall” and the competitive advantage of Hong Kong section of “ICBC Mall” in the luncheon. In less than a year, the Hong Kong section of “ICBC Mall” has already developed into a platform with diversified industries, including travelling, dining, daily care, healthy products and etc.

Mr. Xiong also emphasized that the Bank will continue to focus on acquiring Hong Kong merchants. Without charging any registration fee, the Bank aims to assist them to develop China market as well as to deepen the brand awareness and influence of the Bank in Hong Kong market. He also added that the e-Commerce business development in Hong Kong is still at the beginning stage, he could see a huge potential development in near future.

Leverages on ICBC’s experience and resources to develop an all-rounded e-Commerce platform with Hong Kong’s enterprises

In the future, ICBC (Asia) will not only continue to develop the Hong Kong section of “ICBC Mall”, but also will launch a new e-Commerce platform in Hong Kong, providing Hong Kong merchants a more diversified business platform with resourceful support and financial advantages of ICBC. The Bank wishes to work hand-in-hand with Hong Kong enterprises to create a cross-border, diversified e-commerce platform with ICBC as the payment and transactions centre, covering daily consumer goods to travel products, financial products and etc., and providing both the merchants and the consumers one-stop and comprehensive services at the same time.

e-Commerce platform “ICBC Mall” develops rapidly with remarkable performance

ICBC seized the opportunities of the rapid growth of consumer market in China, rode on its mature financial services model to develop “ICBC Mall” in 2014. This e-Commerce platform is a combination of consumption platform for personal clients, sales platform for corporate clients and information platform providing data services for both merchants and consumers. Being positioned as a platform with “popular merchants, popular shops, popular goods”, “ICBC Mall” has attracted numerous local and overseas merchants to join. As of end of November 2016, the number of registered members reached 50 million and the turnover reached RMB1,000 billion, including online transactions related to merchandise, finance, real estate and etc.



Caption: After finishing the agreement signing ceremony, Executive Director and Chief Executive Officer of ICBC (Asia) Jiang Yisheng (Centre) and ICBC (Asia)'s management, together with the three merchant representatives hosted the toasting ceremony

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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 59 retail outlets (including 28 "Elite Club" Wealth Management Centres) and 3 commercial business centres in Hong Kong. It is engaged in commercial banking, investment banking and other financial services including securities, insurance and funds, with a focus on commercial and retail banking as well as financial market related businesses. The total assets of ICBC (Asia) amounted to HK\$788.1 billion at the end of June 2016. 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 for the overseas banking business of Industrial and Commercial Bank of China Limited ("ICBC") – currently the largest commercial bank in China.