

ICBC (Asia) launches its local e-Commerce platform and Promotes its credit card offers for pet lovers

6 June 2017, Hong Kong — Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)” or “the Bank”) announced the launch of its local e-Commerce platform, **My Life**, which serves to provide a more diverse sales channel and services to local enterprises. The first stage will be the launch of the “Pet” section, which connects local pet-related merchants and the consumers. A launch ceremony was held on 6 June, in which the Bank introduced the development plan of My Life and the credit card offers for pet lovers to the merchants, business partners and media.

My Life is a comprehensive local e-Commerce platform facing all the customers in Hong Kong. Targeting specific markets with personalized services, My Life provides a unique online platform for Hong Kong citizens to purchase quality merchandise and at the same time, for local quality merchants to promote and distribute their products.

Mr. Wu Xiang Jiang, Head of Electronic Banking Department of Industrial and Commercial Bank of China (“ICBC”), delivered a speech at the ceremony. He said that being the overseas organization of ICBC Group with the largest scale, the broadest scope of business and the most localized management experience, ICBC (Asia) has made a remarkable achievement in business development in Hong Kong, and has received high recognition from the society. Facing the tough economic environment in Hong Kong nowadays, ICBC is willing to stand together through thick and thin and share resources with local enterprises. ICBC would like to further expand areas of cooperation with the enterprises, take the e-Commerce platform as a tool to help them create a new business model and facilitate their transformation in many aspects. ICBC will assist the enterprises to bloom in the "Internet Plus" era and is committed to making contributions to promoting Hong Kong's economic development, the improvement of people’s livelihood and society.

Mr. Peter Leung, Deputy Chief Executive of ICBC (Asia), also made a speech. He said that the development of internet has brought profound implications and changes for the economies, societies, cultures and technologies. The number of online consumers is rising fast. Facing all these changes, a lot of traditional enterprises are making relevant changes and innovation on their marketing strategies. The new business model integrating with online and offline has gradually become a new way for them to compete in the market and seek for transformation. In the context of this new era, after the launch of Hong Kong section of the cross-border e-Commerce platform "ICBC Mall", ICBC (Asia) officially launched the local e-Commerce platform "My Life" to help Hong Kong enterprises to open up online sales channel, in the meantime to share resources, work closely together, and to shape a better future with the enterprises together.

During the launch ceremony, Mr. Xiong Jun, Head of Electronic Banking Department of ICBC (Asia), introduced the features of "My life" platform, including the customer registration, online shopping, online payment and other functions. Besides, Mr Arthur Tai, Head of Credit Card Centre of ICBC (Asia), also introduced a wide range of pet products covered by the "Pet" section, including pet food, pet utilities, pet hotel, pet training and etc. from nearly 30 merchants, with more than 400 pet products and services in total. With the launch of "Pet" section, ICBC (Asia) Pet cardholders can enjoy exclusive benefits when they shop on this platform, including discounts, "buy-1-get-1" offer, free gifts and etc. (Please see below for details). Last but not least, Mr. Mason Hung, General Manager, Event & Product Development, Hong Kong Tourism Board ("HKTB"), also attended the ceremony to show the support to this launch. The Bank is planning to work with HKTB to provide cross-border e-Commerce consultancy services to the merchants (enterprises) under the Quality Tourism Services Scheme of HKTB and to facilitate them in penetrating into the Mainland online market.

To create mobile ecosystem combining shopping, payment and financing through the local e-Commerce platform

In the "Internet Plus" era, ICBC (Asia) will leverage ICBC group's resources and strengths to actively develop e-Commerce business. On the local e-Commerce platform, the "Pet" section will be launched first in June, focusing on pet-related market, followed by new sections for other markets such as ticketing and travel with targeting local consumers. In later stage, personalized platform services with ICBC (Asia)'s characteristics will be launched as well. It is the bank's goal to create a mobile ecosystem combining shopping, payment and financing through the local e-Commerce platform.

ICBC (Asia) Pet cardholders enjoy fabulous offers

There are many merchants participated in the “Pet” section of ICBC (Asia) e-Commerce platform in phase 1, offering a series of privileges on various pet products and services. Key merchants and offers highlight are included: selected pet travel packages and free pet travel consultation service by **Life Travel Limited** (license no. 354093); various kinds of pet products including pet toys, pet tools, pet food, cleansing products, training products, utilities and etc. at special prices by over 20 branded merchants under **Hong Kong Institute of Pet Specialists**; special bundled packages of pet food and drinking water machine by **Waylun Pet Care**; privileged Pet Tracker Service Plan by **China Data Holdings Limited**. The Bank is dedicated in exploring more and more qualified merchants and discount offers for the platform’s consumers with a good shopping experience.

Relevant terms and conditions apply for the offers.



Photo Caption: (Left to right) Mr. Mason Hung, General Manager, Event & Product Development, Hong Kong Tourism Board, Mr. Lu Wen Ning, Deputy Head of Credit Card Business Department of ICBC, Mr. Peter Leung, Deputy Chief Executive of ICBC (Asia), Mr. Wu Xiang Jiang, Head of Electronic Banking Department of ICBC, Ms. Li Hong Yan, Deputy Head of Electronic Banking Department of ICBC and Mr. Wang Chaoming, Assistant Chief

Executive of ICBC (Asia) led a toasting ceremony to celebrate the launch of ICBC (Asia)'s e-Commerce platform, My Life.

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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\$798.7 billion at the end of 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.