

“I GO HK&MACAU” Kick-off Ceremony Credit Card Spending Enjoy Up to 21 % Cash Rebate

29 June 2017, HONG KONG – Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)”) always strives to offer varieties of cash rebate and discount privileges to credit cardholders. To commemorate the 20th Anniversary of the transfer of the sovereignty of Hong Kong to China, ICBC (Asia) cooperates with parent bank ICBC and ICBC (Macau) to promote “I GO HK&MACAU” shopping privileges campaign and the kick-off ceremony is hosted on 29 June. The campaign provides ICBC credit cardholders with up to 21% cash rebate on retail spending.

With reference to the success of the popular “I GO GLOBAL” and “I GO WEEKEND” programs launched by ICBC earlier this year, ICBC (Asia) launches “I GO HK&Macau” campaign with up to 21% cash rebate on credit card spending to bring exciting rewards to ICBC credit cardholders.

Mr. Peter Leung, Deputy Chief Executive of ICBC (Asia), said: “ICBC (Asia) always strives to offer varieties of cash rebate programs and discount privileges to credit cardholders. To commemorate the 20th Anniversary of the transfer of the sovereignty of Hong Kong to China, ICBC (Asia) especially joints together with ICBC to launch “I GO HK&MACAU” shopping privileges, offering up to 21% cash rebate for the ICBC (Asia) credit cardholders; and at the same time to promote Hong Kong retail merchants to 120 million credit cardholders in mainland, making them to be the “preferred” places for ICBC credit cardholders to enjoy the special privileges when they are in Hong Kong. This creates lots of business opportunities to our retail merchants.”

Mr. Leung also mentioned: “The total credit card spending in the first quarter had recorded a nice double digits year-on-year growth, and the uptrend is being forecasted. Through our numbers of promotion this summer, namely our title sponsorship for “Summer Fun” and “ICBC (Asia) e-Sports & Music Festival Hong Kong” which are organized by Hong Kong Tourism Board, as well as the launch of the “I GO HK&MACAU”, we are expecting the sales volume growth of credit card spending and the acquiring business volume may be further pushed up.”

Introduction of “I GO HK&MACAU” Program

The promotion period of “I GO HK&MACAU” Program is from 30 June to 31 October 2017 and will be held in two phases. Phase 1 is from 30 June to 31 August 2017 and Phase 2 is from 1 September to 31 October 2017. Within the promotional period, registered cardholders can enjoy up to 10% cash rebate upon single purchase of HK\$1,000 or above with ICBC credit cards issued by ICBC (Asia). Meanwhile, within the promotional period, the top 400 cardholders with the highest spending amount at selected local merchants in each phase with ICBC credit cards issued by ICBC (Asia) can enjoy up to maximum of 11% extra cash rebate, which means the maximum cash rebate could be up to 21%.

A lot of merchants participate in the program and offer discount privileges, namely China Travel Service (Hong Kong) Limited, Chow Tai Fook, Lukfook Jewellery, Sa Sa, Puyi Optical, Europe Watch Company, San Xi Lou, Regal Hotels, merchants in Lee Tung Avenue, merchants in Lan Kwai Fong, etc. Through the cooperation with the merchants, ICBC (Asia) provides diversified shopping and dining privileges to credit cardholders in Hong Kong and Mainland. For details of the merchant privileges, please visit the webpage of ICBC (Asia) www.icbcasia.com.

The offers are subject to relevant terms and conditions.

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Photo Caption: (from left to right) Mr. Liu Heng, General Manager – UnionPay International HK Branch, Mr. San Chung Kam, Director & Deputy General Manager – China Travel Service (HK) Ltd., Mr. Lv Wen Ning, Vice President – ICBC Credit Card Centre, Mr. Peter Leung, Deputy Chief Executive – ICBC (Asia), Mr. Paul Jung, Head of Products Northeast Asia - Visa Hong Kong Limited, Mr. Cameron Irving, Director of Market Product Management – Mastercard attended the kick-off ceremony.

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.