

**ICBC (Asia) Title Sponsors the First “e-Sports & Music Festival Hong Kong”  
Deliver Vitality and Positive Energy with the Hong Kong Tourism Board**

3 August 2017, Hong Kong — A 3-day Asia’s extravaganza “ICBC (Asia) e-Sports & Music Festival Hong Kong” will be held at the Hong Kong Coliseum from 4 to 6 August. The Festival includes two exciting never-seen-before events - the world’s first ever “Return of the Legends” tournament and the popular Korean music concert “SMTOWN SPECIAL STAGE in HONG KONG”. Combining exciting e-sports and music experiences in the event, the Festival can no doubt attract the younger crowd, and also allow tourists to experience Hong Kong’s charm as the Asia’s event capital.

To allow greater participation by the public and tourists, an “ICBC (Asia) e-Sports & Music Festival Hong Kong” Festival Zone will be held at Hong Kong Coliseum – Piazza. 5 large pavilions and 8 small booths in the Festival Zone will be showcasing some latest Virtual Reality (VR) games, e-sports games and related gaming products, making visitors to experience e-sports firsthand. Besides the VR game experience zone and the autograph sessions, the Festival Zone also features sign autograph with World-renowned players participating in “Return of the Legends”, cosplayer show, battles of local KOLs and e-sports teams, mini stages for challenges, etc. In addition, 6 food trucks and 9 food booths will serve special snacks and refreshing drinks in the Festival Zone. The event will offer both adults and children an unforgettable summer experience.

ICBC (Asia) is the title sponsor of the event. Organizing by the Hong Kong Tourism Board, “ICBC (Asia) e-Sports & Music Festival Hong Kong” is an accredited event celebrating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). For more details of the event, please visit: <http://www.emfhk.com/en>.

- END -

**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.