

“ICBC (Asia) Team Up 2018 e-Sports Fever”
Witnessing the Birth of Hong Kong Qualifier for ICBC (Asia) EMFHK Hong Kong PUBG
World Invitational
Singer Jason Chan Locks Horns with 50 PUBG Challengers

July 11 2018, Hong Kong – The e-Sports & Music Festival Hong Kong (“EMFHK”), organised by Hong Kong Tourism Board (“HKTB”) and title-sponsored by ICBC (Asia) for the second year is around the corner! To kick things off, ICBC (Asia) is all set for “ICBC (Asia) Team Up 2018 e-Sports Fever” (“Team Up”) to take place between July 19 and 22, 2018 at Stars Atrium, 1/F, Plaza Hollywood, Diamond Hill. The birth of Hong Kong Qualifier for ICBC (Asia) EMFHK Hong Kong PUBG World Invitational will be taken place in the event!

The venue will be divided and transformed into multiple zones for the ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier, a retro game zone and a 4D Virtual Reality experience corner equipped with the latest technology for gamers and families alike.

The recent emergence of e-Sports in Hong Kong and beyond, both as an industry and a sport, offers great opportunity for the next generation to pursue their passion and aspiration in a game that challenges their tactics, reflexes, teamwork and communication. Thanks to the participation of young talent and entrepreneurs, the industry takes on a creative and vibrant vibe that goes perfectly in sync with ICBC (Asia)’s visions for “innovation, excellence and giving back to society”.

In the run up to ICBC (Asia) EMFHK, ICBC (Asia) organises “Team Up” to show support to local young people as they unleash their potentials in the pursuit of dreams with like-minded comrades. By playing host to ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier, ICBC (Asia) wishes to become the wind beneath young aspirants’ wings as they vie for a chance to shine in the international arena, thereby spreading a positive message in society.

Singer Jason Chan (陳柏宇) Locks Horns with 50 PUBG Challengers

To turn up the heat, Canto pop singer-songwriter and e-Sports enthusiast Jason Chan is turning out at the opening ceremony of “Team Up” on 19th July for a 1 vs 50 PUBG challenge! Geared up in heavy weapons, Jason will stand against 50 unarmed players in battles commented by renowned DJ Sammy Leung. And the last one standing will win a “chicken dinner” (a term for victory in PUBG).

To make this great event more special, a promotional video featuring Jason Chan in his upcoming PUBG challenge is produced as an exhilarating introduction to the hair-raising battle royale!

The video can be watched on Facebook Page of ICBC (Asia) (www.facebook.com/icbcasia.enjoylife).

Birth of Hong Kong Qualifier and fight for winning a prize pool of HK\$200,000

Two winning teams of the Hong Kong Qualifier will share a prize pool of HK\$200,000 from ICBC (Asia), plus a chance to represent Hong Kong in the ICBC (Asia) EMFHK Hong Kong PUBG World Invitational against 14 international e-sports squads running August 24 – 26, 2018 during the EMFHK.

“ICBC (Asia) Team Up 2018” Event Programmes:

1 vs 50 Celebrity Grand Challenge Featuring Jason Chan

Come and challenge Jason Chan – if you dare! At the opening ceremony of “Team Up” on July 19 2018, Jason will enter the ring of PUBG with mighty weapons against 50 challengers attempting to be the fastest one to ‘kill’ him with bare hands within the time limit and to win prize.

ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier

160 e-Sports teams from Hong Kong will go head to head in an epic fight for final berths in Hong Kong PUBG World Invitational and prize pool totalling HK\$200,000 from ICBC (Asia). Large screen and seats will be provided for audience to watch the competition.

Virtual Reality (VR) Game Zone

Indulge in the red hot 4D virtual reality games that boost the adrenaline of kids and kidults alike!

Retro Game Challenges & Winners Ranking

Three retro arcade games, namely *The King of Fighters '98*, *Metal Slug* and *Last Resort*, will be in store for you to revisit childhood memories with a chance to win prizes!

PUBG Photo Zone

Step into the PUBG battlefield featuring popular gear and props to pose for photos as real-life players vying for chicken dinners!

Pre-registration for Priority Access

ICBC (Asia) offers a stellar lineup of perks for pre-registered participants to enjoy priority access to the VR Game Zone, plus VIP tickets reservations at the ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier to cheer for local contenders at the best spot. Better still,

you can also register for the 1 vs 50 Celebrity Grand Challenge against Jason Chan to win fabulous prize! Limited quotas are distributed on a first-come-first-served basis, so act fast!

For pre-registration and event details, please visit:

www.icbcasia.com/icbc/teamupen/

“ICBC (Asia) Team Up 2018 e-Sports Fever” Event Opening Ceremony

Date: July 19, 2018

Time: 2pm

Venue: Stars Atrium, 1/F, Plaza Hollywood

“ICBC (Asia) Team Up 2018 e-Sports Fever” Event Opening Hours

Date: July 19 – 22, 2018

Time: 12nn – 10pm (12nn – 7pm on July 22)

Venue: Stars Atrium, 1/F, Plaza Hollywood

ICBC (Asia) EMFHK Hong Kong PUBG World Invitational – Hong Kong Qualifier

Date & Time: 12nn – 10pm, July 19 – 20, 2018

12nn – 5:30pm, July 21 – 22, 2018

Venue: Stars Atrium, 1/F, Plaza Hollywood

Let’s Team Up to Win!

ICBC (Asia) e-sports & Music Festival Hong Kong

Organised by the Hong Kong Tourism Board, the “ICBC (Asia) e-sports & Music Festival Hong Kong” was first launched in August 2017 and has been sponsored by the Industrial and Commercial Bank of China (Asia) for two consecutive years. Combining exciting e-sports tournaments, fun-filled carnival experience and live music performance in one event, the Festival offers to visitors and locals alike an unforgettable summer experience, reinforcing Hong Kong’s position as the event capital of Asia. For more details of the event, please visit: www.emfhk.com.

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 is the flagship of overseas banking business of Industrial and Commercial Bank of China Limited (“ICBC”) – currently the largest commercial bank in China. It has 56 retail outlets (including 29 “Elite Club” Wealth Management Centres) in Hong Kong. It is engaged in commercial banking, investment banking and other financial services, including those of securities, insurance and funds, with a focus on commercial and retail banking as well as the global

market business. The total assets of ICBC (Asia) amounted to HK\$898.1 billion as at 31 December 2017. Chinese Mercantile Bank and ICBC Asset Management (Global) Company Limited, two wholly-owned subsidiaries of ICBC (Asia), specialize in Renminbi services in mainland China and ICBC's global asset management business respectively.