



中國工商銀行(亞洲)

ICBC (Asia)

ICBC (Asia) Opens New North Point Branch Further Expands Retail Banking Network

26 June 2006, Hong Kong - ICBC (Asia) announces its North Point Branch was relocated to G/F, 436-438 King's Road, North Point, Hong Kong on 19 June. This is the sixth branch expansion project after similar enhancements at Yaumatei, Tsimshatsui East, Shamshuipo, Sheung Wan and Causeway Bay branches under the Bank's retail network optimisation programme. The programme enables the Bank to create a widespread branch network so that customers can reach the branches more easily and enjoy the comprehensive banking services at ease in a spacious environment.

The new branch is right at the hub in North Point with the busiest traffic and proximity to MTR exit at King's Road. The new branch covers an expanded floor area of 2,600 sq. ft. from the original 1,700 sq. ft. In addition to a broad spectrum of retail banking services, the new branch also features a securities trading area providing real-time quote and trading services together with advisory service by an investment professional. Besides, the new branch design concept is to create a comfortable ambiance that extends the style of other new branch sites.

At the ICBC (Asia) North Point Branch opening cocktail held today, Director and Deputy General Manager Mr. Stanley Wong, Deputy General Manager of Retail Banking Mr. Brian Fong, Head of Branches Sales & Services Mr. Raymond Fung, HK Island East Zone Manager Mr. Ip Kwok Wai and North Point Branch Manager Ms. Kitty Ho jointly officiated the ribbon cutting ceremony. Mr. Wong said: "Since 2004, six branches have been relocated and upgraded in order to offer premium service and facilities for our customers. We will continue the programme, including branch relocation and establishment of new branch, so that our branches are evenly distributed in various districts."

He added: "We will capitalise on our strong retail network to provide diversified banking services with focus on those related to Mainland China. Our Bank launched promotion for a series of "Comprehensive", "Unique" and "Competitive" RMB and Mainland-related Banking

Services in April, including exclusive Dual-Currency Card, Remittance Service with Predetermined RMB Exchange Rate and Phone Banking Roaming Service. Due to the product diversity and competitive offer, the services are well received and the number of RMB accounts recorded remarkable growth.”

Mr. Wong said: “ICBC (Asia) completed the acquisition of the credit card business from Industrial and Commercial Bank of China, Hong Kong Branch in March and the integration works are also accomplished. After the merger, we are now providing a variety of credit cards and launched several expenditure promotions for card members. We will carry on the marketing of credit card business to boost card issuance and stimulate expenditure volume.”

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ICBC (Asia)

ICBC (Asia) is a full licensed bank incorporated in Hong Kong with its shares listed on The Stock Exchange of Hong Kong (Stock Code: 349). It has 38 branches, 5 dedicated commercial business centres and an investment service centre in Hong Kong. It is principally engaged in banking, financial and other financial related services with focus on retail banking, commercial banking as well as corporate banking business. Being the flagship of Hong Kong banking business of Industrial and Commercial Bank of China, the largest commercial bank in the Mainland China (in terms of total assets), ICBC (Asia) is currently the sixth largest bank (in terms of total assets) among banks listed in Hong Kong. On 23 November 2005, ICBC (Asia) was assigned A2/Prime-1 long-term/short-term deposit ratings and D+ Bank Financial Strength Rating (BFSR) by Moody’s Investors Service.