



中國工商銀行(亞洲)
ICBC (Asia)



ICBC (Asia) Opens Hung Hom Branch With Dedicated “Elite Club” Wealth Management Centre

8 October 2007, Hong Kong - ICBC (Asia) announced that its Hung Hom Branch is officially open for business at Shop 2A, G/F, Hung Hom Shopping Mall, 2-34E Tak Man Street, Hung Hom, Kowloon, which occupies an area of approximately 3,500 square feet. The new branch has a dedicated “Elite Club” Wealth Management Centre, which provides personal wealth management services to high net worth customers.

Hung Hom Branch is located at the transportation hub and prime region within the district, and is adjacent to several private residential estates. It can provide one-stop integrated banking services to numerous individual customers, including securities trading service and safe deposit box service which is in high demand in the district. In addition, Hung Hom Branch is close to many industrial and commercial buildings and it can provide tailor-made banking services to small and medium sized enterprises.

ICBC (Asia) introduced its wealth management service - “Elite Club” in March this year. Hung Hom Branch is equipped with an “Elite Club” Wealth Management Centre, which can provide personalized banking and investment services to the privileged customers with total liquid assets of HK\$800,000 or above. The “Elite Club” Wealth Management Centre has several VIP rooms in which the dedicated relationship managers can study the financial position and needs of the privileged customers before offering deposit plans to customized investment and protection plans.

The opening cocktail of ICBC (Asia) Hung Hom Branch is 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, Kowloon Central Zone Manager Mr. Chung Kwok Nam, and Hung Hom Branch Manager Mr. David Moy jointly officiated the ribbon cutting ceremony.

Mr. Stanley Wong stated after the opening ceremony, “The retail banking business of ICBC (Asia) is devoted to optimize branch network in recent years. The initiatives included relocation

and expansion of existing branches so as to provide more comprehensive banking services. New branches were also established in new districts for which our branch network did not cover before, in order to market our excellent services to potential customers. We opted to expand businesses in Hung Hom due to its high population density and numerous small and medium sized enterprises nearby. The new branch may satisfy the huge demands from personal and commercial customers for banking services. Moreover, we will continue to expand “Elite Club” service while the “Elite Club” Wealth Management Centre at Hung Hom Branch is the eighth one. It is expected that further wealth management centres will be established in future. More cross-border services will also be explored with the “Elite Club” business of our parent company ICBC, so as to allow the privileged customers to enjoy all-round Renminbi and mainland-related services.”

Customers who use the securities, investment funds, time deposits, credit card and “Elite Club” services at the Hung Hom Branch will enjoy additional preferential offers and a fine welcome gift.

- END -

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 41 branches, 8 “Elite Club” Wealth Management Centres, 5 dedicated commercial business centers 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. ICBC (Asia) is now the flagship of Hong Kong banking business of Industrial and Commercial Bank of China Limited, the largest commercial bank in the Mainland China (in terms of total assets). On 6 June 2007, ICBC (Asia) was assigned A2/Prime-1 long-term/short-term deposit ratings and C– Bank Financial Strength Rating (BFSR) by Moody’s Investors Service.