



中國工商銀行(亞洲)
ICBC (Asia)



**Industrial and Commercial Bank of China (Asia) Limited and Dragon Centre launch
the first "Dragon Centre MasterCard"
Anticipating Continuous Growth in Card Spending Next Year**

12 December 2007, Hong Kong – Industrial Commercial Bank of China (Asia) Limited and Dragon Centre today announced the launch of the first “Dragon Centre MasterCard”, ICBC (Asia)’s first ever co-branded credit card with a local shopping mall. Dragon Centre MasterCard cardholders will receive a series of exclusive privileges and benefits when spending with the card. With this year's flourishing economy, cardholders can indulge in an unforgettable shopping experience during the upcoming Christmas and Chinese New Year holidays.

Mr. Stanley Wong, Director & Deputy General Manager of ICBC (Asia) said, “Riding on the robust economy of Hong Kong this year, we are taking a proactive approach by providing bigger and better benefits to our cardholders. We have also bolstered our ongoing partnership with the Industrial and Commercial Bank of China Limited, our mother company, by offering our merchants’ offers across the borders of China, Macau and Hong Kong. We will also promote the benefits offered in Hong Kong to the strong network of 20 million ICBC cardholders in Mainland China, further boosting our merchant partners' profiles as must-go shopping destinations for Mainland travelers.”

"Compared to the previous year, our credit card acquiring business as of November has nearly doubled, and we believe the Hong Kong retail market will continue to sustain substantial growth throughout the upcoming peak consumption period, over Christmas and Chinese New Year. Hence, with the timely launch of the Dragon Centre MasterCard, we expect to see at least a 20% increase in our bank's overall credit card spending," added Mr. Stanley Wong.

“There is no doubt that the West Kowloon district has great development potential. Dragon Centre is the only dominant shopping mall in Sham Shui Po, located at the traffic hub connecting Kowloon and New Territories West. A few years ago, we have also transformed the 5th floor of the mall into a trendy hot spot – Apple Mall,” said Mr. Simon Ng, Assistant General Manager of Dragon Centre. “Together with the significant economic upturn this year, we expect that Hong Kong's purchasing power will continue to increase and the spending at the mall will also rise

dramatically. It is our great honor to launch the Dragon Centre MasterCard with ICBC (Asia). By offering a variety of card benefits and a wide range of Christmas activities, we foresee an increase in spending at Dragon Centre.”

Mr. Danny Cheung, vice president and business manager, Greater China, MasterCard Worldwide said, “Consumers are looking for increased value from their payment cards. Both ICBC (Asia) and Dragon Centre are well established brands, with Dragon Centre being a popular shopping mall with many consumers. The many benefits available with this card should prove attractive to consumers, especially as during the upcoming festive season.”

The first ICBC (Asia) and Dragon Centre co-branded MasterCard card brings numerous benefits to cardholders. Special discounts and privileges will be provided at designated merchants at the Dragon Centre, including restaurants, the skating rink, boutiques and cosmetic stores. Cardholders also stand to win prizes in the monthly lucky draw, as well as participate in special events at the mall, such as fashion shows, seminars and celebrity promotional events. Aside from benefits at the Dragon Centre, cardholders can also receive extra interest for opening a HKD time deposit account with designated amount at ICBC (Asia), and are entitled to as low as 1.88% commission fee for opening a lump sum investment account with specific subscription amount. For detailed information, please refer to the promotional leaflets.

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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 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.

Dragon Centre

Dragon Centre is an energetic shopping mall located at the traffic hub connecting Kowloon and New Territories West, attracting visitors coming from different directions. We are the first retail complex that houses 9 levels of retail activities in Hong Kong with total area of 840,000 sq. ft. In

Dragon Centre, there are over 600 shops and designer boutiques of fascinating diversity, restaurants serving various cuisines, ice-skating rink of 17,000 sq.ft as well as an amusing game centre gathers electronic games all over the world. In short, we present customers with a one-stop shopping and entertainment hotspot in downtown Hong Kong.

MasterCard Worldwide

MasterCard Worldwide advances global commerce by providing a critical economic link among financial institutions, businesses, cardholders and merchants worldwide. As a franchisor, processor and advisor, MasterCard develops and markets payment solutions, processes over 16 billion transactions each year, and provides industry-leading analysis and consulting services to financial institution customers and merchants. Through its family of brands, including MasterCard®, Maestro® and Cirrus®, MasterCard serves consumers and businesses in more than 210 countries and territories.