

**ICBC (Asia) Launched Large-scale “Exciting New Internet Banking”  
Promotional Campaigns  
Achieving Substantial Increase in the Numbers of New Customers**

27 November 2013, Hong Kong - Starting from June 2013, ICBC (Asia) (the “Bank”) has launched a series of large-scale "An Exciting New Internet Banking " promotional campaigns in order to promote its brand-new Internet Banking and Mobile Banking services, which were leveraged on the technological advantages and integrated global platform of its parent company, the Industrial and Commercial Bank of China, bringing more secure and efficient online banking experiences with more features to customers.

Launching the “Exciting New Internet Banking” large-scale promotional events with diverse channels, the Bank achieved notable results. The promotional campaigns included sizable multi-channeling outdoor advertisements, newspapers and magazines, digital advertising and the “Online Banking Lucky Draw” for the online banking, etc. Meanwhile, the Bank co-worked with a local free newspaper to launched an “Online Banking Knowledge Quiz” so as to invite audience to participant in. In addition, the Bank has co-launched “An Exciting New Internet Banking” essay competition with local universities, in order to encourage customers to share experiences after using the brand-new online banking services and collect valuable comments in the aim of enhancing the overall qualities of the online banking services. The essay competition winner could not only win great prizes donated by the Bank, but also have an opportunity to work as an intern in the Bank.

TheBank launched the brand-new and good quality online banking services, which has helped to increase the satisfaction of the Bank’s customers along with enhancing the brand image. After the “Exciting New Internet Banking” promotional campaigns, the numbers of the Bank’s new customers have increased significantly: the numbers of personal banking customers have increased by 25% while the total numbers of the activated mobile banking customers have also achieved a growth of 28%.

To assess the effectiveness of the promotional activities, ICBC (Asia) has invited an independent third-party research firm to perform a market research survey. The results have shown that the overall public and customers both were very satisfied with the Bank's online banking services, and customers were also showing high recognitions in aspects of security and reliability, comprehensive functions, and capability to meet customers' requirements, etc.

In addition to the praises from customers, the bank's brand-new online banking services have been fully recognized by the market. Due to the brand-new online banking services, the Bank received "CAPITAL China Outstanding Cross Border Online Banking" and "CAPITAL China Outstanding Innovative Investment Product Banking" awards for 2013 from CAPITAL magazine in Hong Kong..

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### **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 56 branches, 22 "Elite Club" Wealth Management Centres and 4 commercial business centres in Hong Kong. It is principally engaged in banking, financial and other finance-related services with a focus on retail and commercial banking as well as corporate banking business. 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 businesses with a focus on Asia respectively. ICBC (Asia) is the flagship of Hong Kong banking business of Industrial and Commercial Bank of China Limited ("ICBC"). ICBC was ranked first on the Forbes Global 2000 list (by sales, profits, assets and market value) in 2013, and topped Fortune's Global 500 in Commercial Banks. On 25 June 2013, Fitch Ratings affirmed A/F1 Long-Term/Short-Term Issuer Default Rating with stable outlook, with '1' Support Rating assigned to ICBC (Asia). On 27 June 2013, ICBC (Asia)'s A2/Prime-1 Long-Term/Short-Term Deposit Ratings and C- Bank Financial Strength Rating (BFSR) assigned by Moody's Investors Service were affirmed. The outlook on the BFSR was revised to 'negative' from 'stable', while the outlook on the bank's deposit rating remained 'stable'.