

China CITIC Bank and China CITIC Bank International
to create a new milestone of cross-border collaboration
with grand launch of Diamond Wealth Management

(Hong Kong: 30 March 2015) China CITIC Bank Corporation Limited's ("CNCB") subsidiary in Hong Kong, China CITIC Bank International Limited (the "Bank" or "CNCBI"), announces the launch of Diamond Wealth Management to meet the cross-border demand of high-end customers on both sides of the Chinese border, which signifies a new milestone for cross-border business collaboration between the two banks.

To mark the occasion, CNCBI today held a Diamond Wealth Management press conference and had the pleasure of the presence of CNCB's President Ms. Li Qingping, First Executive Vice President Mr. Sun Deshun, Vice President Mr. Cao Guoqiang, Vice President Mr. Zhang Qiang at the launch ceremony with CNCBI's President and CEO Mr. Zhang Xiaowei and Executive Director and Alternate Chief Executive Officer Mrs. Helen Kan.

Ms. Li said, "The launch of the Diamond Wealth Management service aims at meeting high-end customers' diversification and global asset allocation needs, effectively consolidating the customer base and product and service portfolio that were established by the two banks over the years. Riding on the Diamond Wealth Management service, customers may reap the benefits of one-stop, personalised, overseas wealth management and global asset allocation while experiencing an array of services under one unified brand. In future, the two banks will step up customer communication and interaction, and adopt marketing strategies to strengthen collaboration and synergy. With enhanced, diversified asset management capability, customers can expect to experience best-in-class service standards."

She continued: "In accordance with CNCB's business internationalisation strategies, CNCB will in future assume full ownership of CNCBI. As a key strategic component of CNCB's global development, CNCBI will receive more significant support from its parent bank. Collaboration will be fortified so that the two banks will continue to join forces to furnish more comprehensive financial products and services to customers across the Chinese border."

Mr. Zhang noted, "Thanks to CNCB's continuous support, CNCBI has over the years established a leadership in cross-border business. This has included Hong Kong's first aviation dual-currency credit card in 2013, the first-in-market CNCBI Cross-border Banking Demand Index and WeChat banking platform in 2014. The Bank also posted extraordinary

2014 results including an RMB deposit growth of 12% in Hong Kong and Singapore, a 67% growth in cross-border RMB trade settlement over a two-year period, and a 63% increase in referral business from CITIC companies only last year. Aside from this, CNCBI is a contributing bank in the CNH Hong Kong Interbank Offered Rate fixing with a 10% market share in CNH Forex trading.”

He continued, “The Diamond Wealth Management launched today will realise the effective integration of the services from the two regions. This signifies not only another new milestone for the collaboration for high-end private wealth management business between the two banks but also the development of the cross-border retail market as a whole.”

Diamond Wealth Management targets CNCB’s Diamond customers who have HK\$4 million or RMB\$3 million in total asset and who require overseas wealth management and global asset allocation services. It also caters to CNCBI’s high-end customers who have needs for cross-border private wealth management. The range of services encompasses securities trading, mutual funds, bonds, structured products, insurance, foreign exchange, foreign exchange and gold margin trading, premium financing, secured loans and more.

Diamond Wealth Management customers, with a Diamond ATM card, will be able to withdraw cash from any UnionPay and JETCO ATM across Hong Kong and mainland China. They are also privileged with access to myriad CNCB and CNCBI benefits including:

Hong Kong customers visiting mainland China:

- Priority reservations and exclusive discounts on CNCB-partnered golf facilities on the mainland (no memberships required)
- CNCB Wealth Management VIP lounge facility
- Plaza Premium Lounge services at mainland cities’ airports

Mainland customers visiting Hong Kong:

- High-end Health Screening Plan and Annual Dental Care Scheme
- CITIC*first* Banking Centre facility
- Plaza Premium Lounge services at the Hong Kong International Airport
- Priority access to wealth management forums and alternative investment seminars, wine tasting and art appreciation events

Mrs. Kan said, “Earlier in 2011, the Bank has already launched its Private Banking service for cross-border customers and successfully launched the CNCBI Account Opening Witness

Services. At present, the CNCBI Account Opening Witness Services network provided by CNCB has expanded to 35 branches across mainland China. This has laid a solid foundation for cross-border retail business collaboration for both CNCB and CNCBI. Over the last 4 years, the volume of referral business to CNCBI by CNCB have grown manifold year-on-year. Last year alone, the number of new Private Banking customers to CNCBI and the total income from the collaboration tripled. The Diamond Wealth Management launched today serves as a mutual status and recognition of high-end customers for both CNCB and CNCBI, helping to further unify our brand image and enhance customer segmentation and integration towards the development of the cross-border high-end private wealth management market. In view of this, it is anticipated that the number of cross-border high-end customers and total asset will increase fivefold in the next 3 years.”

Photo:



China CITIC Bank’s President Ms. Li Qingping (third from right), First Executive Vice President Mr. Sun Deshun (far right), Vice President Mr. Cao Guoqiang (third from left), Vice President Mr. Zhang Qiang (second from left), with China CITIC Bank International’s President and CEO Mr. Zhang Xiaowei (second from right) and Executive Director and Alternate Chief Executive Officer Mrs. Helen Kan (far left) at the CNCBI Diamond Wealth Management launch ceremony

China CITIC Bank Corporation Limited

Founded in 1987, China CITIC Bank is among the earliest emerging commercial banks established during China's reform and opening up and China's first commercial bank participating in financing at both domestic and international financial markets. It is renowned at home and abroad for brushing numerous track records in the contemporary Chinese financial history. Over the years, it has made positive contributions to China's economic development.

As one of the strongest domestic commercial banks in terms of capital base, CNCB has grown rapidly in the wave of economic development in China. With simultaneous listing of A + H shares (SH601998, HK0998) in 2007, CNCB has gone both public and international and become a national commercial bank with strong comprehensive competitive edges. In July 2014, CNCB ranked 37th in terms of consolidated tier-one capital of the whole Group and 48th in terms of total assets among the "Top 1,000 World Banks" published by *The Banker* magazine in the UK, ranking among the best of all Chinese commercial banks. In May 2014, CNCB ranked 134th among the "Top 2,000 Global Enterprises" published by *Forbes* magazine.

CNCB provides corporate customers with integrated financial solutions in corporate banking, international business, financial market transactions, investment banking, supply chain finance, cash management, domestic and overseas factoring and asset custody, and offers individual customers diversified financial products and services covering retail banking, credit card, consumer finance, safe deposit box, wealth management, private banking and going abroad finance. For both corporate and individual customers, CNCB provides all-round finance services in fund and wealth management, e-banking and small & micro enterprise finance.

As at end-2014, CITIC Limited was the controlling shareholder of CNCB, holding 67.13% of its total issued and outstanding shares. CNCB had 1,230 outlets in 121 large and medium cities in mainland China, which were mainly distributed in coastal areas in Eastern China and economically developed cities in Central and Western China, and employed over 50,000 employees nationwide. CNCB had 3 subsidiaries, namely, CITIC International Financial Holdings Limited (CIFH) and China Investment and Finance Limited (CIFL) in Hong Kong, and Zhejiang Lin'an CITIC Rural Bank in mainland China, plus a representative office in London. China CITIC Bank International (CNCBI), a subsidiary of CIFH, had over 1,800 employees and more than 40 outlets in Hong Kong, Macau, New York, Los Angeles, Singapore and mainland China.

China CITIC Bank International Limited

China CITIC Bank International Limited (the “Bank” or “CNCBI”) is a wholly-owned subsidiary of CITIC International Financial Holdings Limited (“CIFH”), which in turn is 70.32%-owned by China CITIC Bank Corporation Limited and 29.68%-owned by Banco Bilbao Vizcaya Argentaria, S.A. (“BBVA”) of Spain. By providing value-creating financial solutions to define and exceed both the wealth management and international business objectives of our Greater China and overseas customers, the Bank aspires to be the “China Bank of Choice”, with the best international standards and capabilities. The Bank’s footprint in Greater China includes 35 branches in Hong Kong, as well as branches and presence in Beijing, Shanghai, Shenzhen and Macau. The Bank also has overseas branches in New York, Los Angeles and Singapore. More information about the Bank can be found on its website at www.cncbinternational.com.

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