

China CITIC Bank International rebrands to leverage fully the integrated advantages of China CITIC Bank

(Hong Kong: 19 November 2012) CITIC Bank International Limited today renames into **China CITIC Bank International Limited** (“the Bank” or “CNCBI”) and in Chinese as **中信銀行(國際)有限公司**. The Bank also adopts a new logo that embraces the emblem of its parent China CITIC Bank (“CNCB”) in order to accentuate its corporate image with increased synergy with CNCB.

Mr. Zhang Xiaowei, Director and Chief Executive Officer, China CITIC Bank International, says, “The new logo underscores our important position as a member of Mainland China’s largest conglomerate CITIC Group and as CNCB’s offshore platform for international expansion. We will continue to leverage the superior advantage of being part of the CITIC family, standing by our clients to capture RMB opportunities. Meanwhile, we will drive overseas expansion, enhance the Bank’s local branch network and launch new concept branches this year to bring our clients a brand new banking experience.”

China CITIC Bank International’s new logo embraces the key elements of CNCB’s emblem and emphasises the CITIC brand with a composition that emulates a pair of doors which signifies CITIC Group’s pioneering role in China’s reform and opening up.

Mr. Zhang continues, “This year marks the 25th anniversary of China CITIC Bank and the 90th birthday of China CITIC Bank International. Our rebranding plan carries special meanings to China CITIC Bank International. In future, the Bank will continue to help our clients to grasp the opportunities brought forth by the economic growth in China and Asia, maintain our leading position in RMB business, and strive to become customers’ ‘China Bank of Choice’.”

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 33 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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