

China CITIC Bank International inMotion to introduce classic MONOPOLY game Driving new trend in gamified mobile banking experiences

- CNCBI MONOPOLY Deposit to offer bonus interest rates of up to 5.88% p.a.^{Note 1}
- Maximum of HK\$3,000 referral rewards up for grabs in MONOPOLY Referral Reward Programme
- Threefold increase in number of new inMotion customers anticipated over the next two years

(Hong Kong: 11 January 2021) China CITIC Bank International Limited (the “Bank” or “CNCBI”) today announces the introduction of world-renowned MONOPOLY brand from global play and entertainment company Hasbro, bringing the classic MONOPOLY character and gaming concepts into various aspects of CNCBI’s flagship mobile banking platform inMotion with a view to giving customers a wealth of fun gamified experiences while driving a new trend in mobile banking development.

In line with the MONOPOLY theme, CNCBI is launching a MONOPOLY Deposit scheme with bonus interest rates of up to 5.88% p.a. as well as a MONOPOLY Referral Reward Programme among other fabulous offers which are aimed at helping customers to take the first steps on the road to prosperity.

Mrs Helen Kan, Executive Director and Alternate Chief Executive Officer, CNCBI, said, “With inMotion’s continuous customer-centric innovations that keep up with the rhythm of customers’ life by providing simple, convenient and humanised financial services, it is not only the Bank’s flagship mobile banking platform but also a catalyst in the development of Hong Kong’s mobile banking. The introduction of the classic MONOPOLY game elements aims at giving customers interesting and relevant gamified experiences which set life in motion and make finances fun and easy. We will continue to enrich the gamified aspects of inMotion to bring immersive experiences to customers and drive new trends of gamification in the development of mobile banking services.”

Mrs Helen Kan added that: “The business performance of inMotion has been encouraging last year with high double-digit growth in the number of new customers. The MONOPOLY related promotions and games are expected to attract more customers to inMotion and boost the number of new customers threefold over the next two years.”

Road to prosperity starts from inMotion

The first stage of inMotion and MONOPOLY’s partnership starts off with a series of account-opening, deposit and customer referral offers in addition to inMotion Astronaut and Mr. MONOPOLY limited-edition gifts giveaways:

- **Registration / Account opening:** New customers who open an account via inMotion or existing customers who login to inMotion for the first time may receive an exclusive limited-edition inMotion Astronaut & MONOPOLY Diatomite Coaster Set.
- **MONOPOLY Deposit:** From now until 31 March 2021, customers who make a deposit of eligible new funds and register for MONOPOLY Deposit can enjoy a bonus interest rate of up to 5.88% p.a. Customers who make a deposit of eligible new funds of HK\$100,000 or above may receive an exclusive limited-edition MONOPOLY floor mat.
- **MONOPOLY Referral Reward Programme:** From now until 31 March 2021, customers can enjoy a HK\$300 referral reward by referring a friend who successfully applied for a Multi-Currencies Statement Savings Account ("MCSSA") via inMotion. Customers can enjoy a maximum of HK\$3,000 referral rewards during the promotion period.

CNCBI is looking to promote inMotion and the above-mentioned MONOPOLY offers in a fun and interactive way^{Note 2} which includes assigning MONOPOLY online tasks to customers via Facebook Messenger, distributing an inMotion Astronaut and Mr. MONOPOLY WhatsApp stickers set and launching a heart-warming micro film series. Customers may also join in the fun of interaction and carry out the online tasks on the television screen at CNCBI branches.

Terms and conditions apply. For further details of the latest inMotion x MONOPOLY promotions and fabulous offers, please visit China CITIC Bank International's website at https://www.cncbinternational.com/personal/e-banking/inmotion/en/offers/Monopoly-promotion/index.html#MONOPOLY_Referral_Reward_Programme or the Bank's Facebook page at <https://www.facebook.com/CNCBI/>. For the micro film series, please visit [CNCBI's YouTube channel](#).

CNCBI has over the years launched various first-in-Hong Kong innovations, including the standalone security token mobile app CNCBI Token, deposit accounts binding to WeChat Pay Hong Kong Wallet and biometrics-enabled Touch Balance. In March 2018, CNCBI again led the market and launched inMotion with the truly remote account opening service, and subsequently incorporated Hong Kong's first truly virtual credit card Motion Virtual Credit Card, full-function securities trading mobile app inVest and robo advisory service Robo 360 onto inMotion. The comprehensive suite of virtual banking services on inMotion now encompasses account opening, spending and investment.



Photo:



Mrs Helen Kan, Executive Director and Alternate Chief Executive Officer, CNCBI expects that the introduction of classic MONOPOLY game into inMotion will help boost the number of new inMotion customers threefold over the next two years and drive gamification trends in mobile banking development.

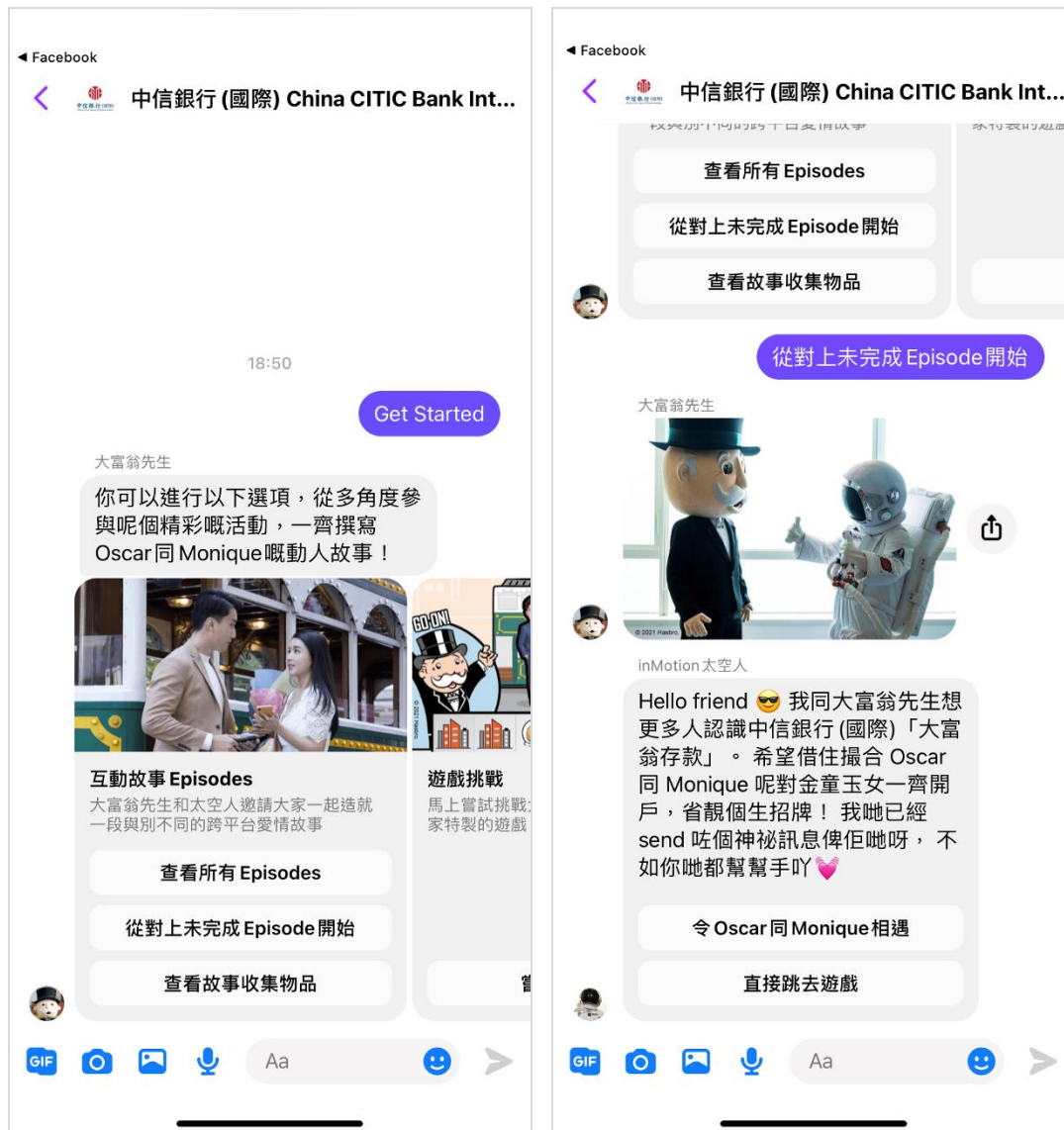
Note 1: CNCBI MONOPOLY Deposit

The 5.88% p.a. interest rate is applicable to new customers who register for the MONOPOLY Deposit in January 2021. Further announcement of the registration details of MONOPOLY deposit and its bonus interest rate in February & March 2021 will be made in due course. Please visit CNCBI's website for interest rate for existing customers.

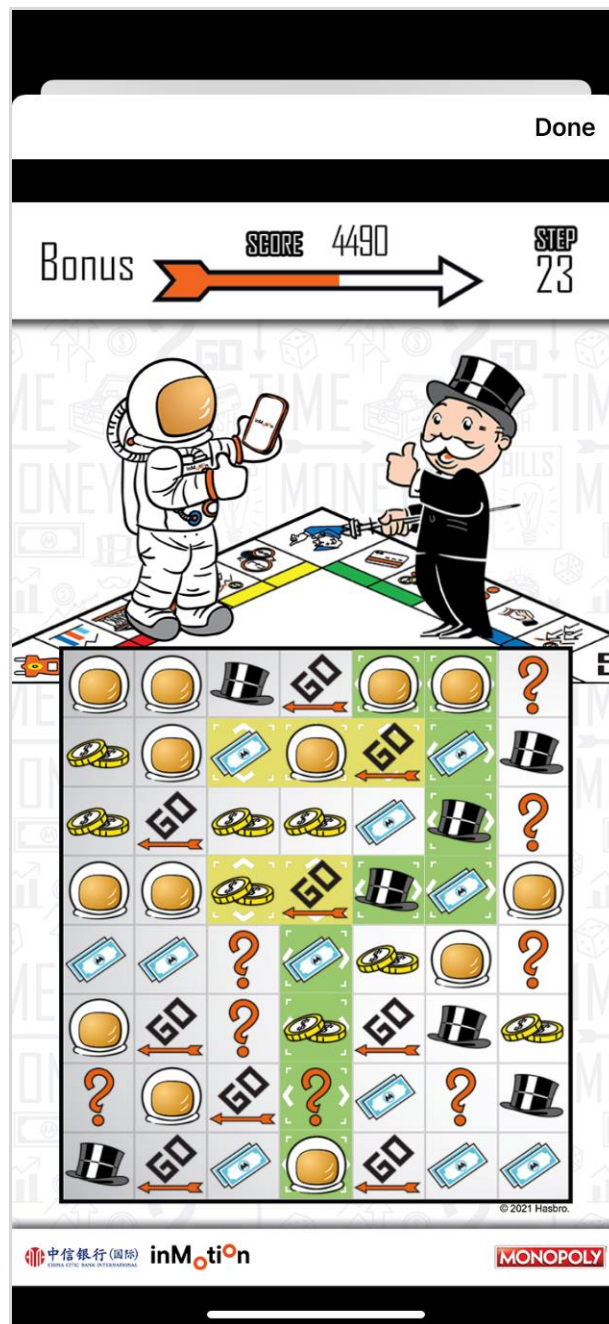
Note 2: Facebook Messenger online fun

CNCBI is assigning fun MONOPOLY online tasks to customers via Facebook Messenger:

1. Microfilm series: In a 12-episode heart-warming microfilms series, inMotion Astronaut and Mr. MONOPOLY become the cupids who bring together the protagonists and promote the inMotion x MONOPOLY promotions and offers. Customers who watch the series may participate and decide where the story goes.



2. Online swap game: By swapping the inMotion Astronaut- and Mr. Monopoly-related tiles to form a line for elimination, customers who achieve certain scores at the designated levels can expect a reward.



- Upon completion of the online game, virtual treasures from inMotion Astronaut and Mr. MONOPOLY will be given to customers and kept in the treasure log. Two sets of a total of 16 inMotion Astronaut and Mr. MONOPOLY WhatsApp stickers will also be rewarded to customers for sharing and interacting with their friends and family. More WhatsApp stickers will become available.



China CITIC Bank International Limited

China CITIC Bank International Limited ("CNCBI") is 75%-owned by CITIC International Financial Holdings Limited ("CIFH"), which in turn is a wholly-owned subsidiary of China CITIC Bank Corporation Limited ("CNCB").

By providing value-creating financial solutions to define and exceed both wealth management and international business objectives of Greater China and overseas customers, CNCBI aspires to be "the best integrated financial services institution", with the highest international standards and capabilities.

CNCBI's footprint in Greater China includes 27 branches and two business banking centres in Hong Kong, as well as branches and presence in Beijing, Shanghai, Shenzhen and Macau. CNCBI also has overseas branches in New York, Los Angeles and Singapore. More information about CNCBI can be found on its website at www.cncbinternational.com.

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