

China CITIC Bank International CITICdiamond logs manifold growth

Clientele and AUM expected to double in 2 years as omni-channel development continues

- *CITICdiamond's 2021 AUM doubled y-o-y with 2021 total income up 3-fold y-o-y*
- *CITICdiamond clientele and AUM expected to double in 2 years as HNW segment gets younger*
- *CITICdiamond to increase ESG and multi-currency life insurance products towards customer needs*

(Hong Kong: 27 June 2022) China CITIC Bank International Limited (the "Bank" or "CNCBI") announces that the Bank's CITICdiamond wealth management service reaps encouraging results with assets under management (AUM) and full-year total income up manifold since its official launch. CITICdiamond will seek to maintain the growth momentum and continue to provide customers with innovative, comprehensive wealth management service with omni-channel, with an aim of doubling its clientele and AUM in 2 years.

Unique brand for customers' financial and physical wellbeing

CNCBI's CITICdiamond provides customers with assets of HK\$4 million or above myriad professional wealth management services from the best of retail and private banking. Ms Shirley Leung, Executive General Manager, Wealth Management, Personal and Business Banking, CNCBI, said, "CITICdiamond's proposition of 'Progress with Confidence' stems from the Bank's brand philosophy of 'Grow together, trust forever'. It conveys our 'Belief' in adding value to customer's wealth and health, the 'Trust' we share with our customers for many years and the 'Confidence' to build a bright future for customers. These are the cornerstones of CITICdiamond's success."

Committed to adding value to customers' wealth and health, CITICdiamond's diverse array of products includes forex and securities as well as investment funds, bonds and structured products curated by the product team. Investment consultants help formulate highly personalised portfolios for customers who may utilise standby cash from the proprietary CITICdiamond Secured Revolving Credit Facility for financial flexibility. CITICdiamond also collaborates with top-notch medical and health organisations to provide all-round body check-ups and wellness plans* to customers, taking care of the customers' financial and physical wellbeing.

Brand advantage attractive to young HNW customers

Ms Leung noted that the prevailing pandemic in recent years did not curb high-net-worth (HNW) customers' demand for wealth management. At the end of 2021, CITICdiamond's AUM nearly doubled y-o-y while total income surged nearly 3-fold y-o-y.

In line with CNCBI's 100th anniversary celebration, CITIC*diamond* launched a large-scale marketing campaign at the dawn of 2022 to increase public awareness of the brand. The campaign received enthusiastic response and attracted more HNW customers successfully. The number of new customers aged below 45 rose more than 10% from around 35% at the end of 2021 to about 50% at end of April this year. The increase revealed that the Bank's HNW clientele is getting younger.

FinTech application an online income generator

In view of HNW customers' mounting demand for online banking, CNCBI has been beefing up and accelerating the development of cutting-edge online financial products and services on its customer-centric innovative spirit. The Bank also set up an Agile Team to enhance customer experience via customer opinions collection, data analysis and technology intelligence. Customers can enjoy remote account opening, spending and professional wealth management services at anytime from anywhere via the Bank's mobile banking flagship platform inMotion. They may also buy China, Hong Kong and US stocks, subscribe for IPOs and keep tabs on investment information via inVest. This year, CNCBI also launched a remote insurance service for customers to join consultation and select and take out insurance products online.

CNCBI's continuous service enhancement has fuelled an online income increase. For instance, online income from forex transaction has risen about 90%.

Two-fold growth in clientele and AUM expected in 2 years on continuous service enhancement

Hong Kong's wealth management markets is expected to expand as GBA development and financial and information technology advancement accelerate. Ms Leung believed that demand on wealth management will grow further with an increased emphasis on investment product personalisation and diversification.

CNCBI is dedicated to promoting the development of green finance. The Bank has also launched recently a number of low- to high-risk ESG funds and will continue to comb the market for more ESG (environmental, social and governance) products. Aside from this, the Bank is also looking to roll out multi-currency life insurance products this year to meet HNW customers' needs for succession planning and asset protection.

As for the future development of CITIC*diamond*, Ms Leung said, "Through omni-channel enhancement, we are confident that CITIC*diamond* will scale new heights and achieve the target of doubling the number of customers and AUM within the span of the next 2 years."

Remark

* Terms and conditions apply. Please visit <https://www.cncbinternational.com/citicdiamond/tc/life.html> for details.

Photos



Ms Shirley Leung, Executive General Manager, Wealth Management, Personal and Business Banking, CNCBI revealed that CITIC*diamond*'s AUM and full-year total income grew manifold at end-2021 and that the Bank targets to double its CITIC*diamond* clientele and AUM in 2 years



CITIC*diamond* successfully attracted an increased number of HNW customers as this specific segment grew younger in recent years

Risk disclosure statements and disclaimer

To borrow or not to borrow? Borrow only if you can repay!

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For details of product risk disclosure statement, please visit the following webpages:

1. ELI and Investment related

<https://www.cncbinternational.com/personal/promotions/integrated-investment/en/index.html>

2. Foreign exchange related

<https://www.cncbinternational.com/personal/promotions/integrated-investment/en/index.html#fx>

3. Investment funds related

<https://www.cncbinternational.com/personal/promotions/integrated-investment/en/index.html#investmentfunds>

China CITIC Bank International Limited – “Grow Together Trust Forever”

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

CNCBI’s footprint in Greater China includes 24 branches and two business banking centres in Hong Kong, as well as presence in Beijing, Shanghai, Shenzhen and Macau. CNCBI also has overseas branches in New York, Los Angeles and Singapore. 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 provider”, with the highest international standards and capabilities.

“Grow Together Trust Forever” – China CITIC Bank International Limited has grown together with its employees, customers and partners through 100 glorious years since 1922. Your trust strengthens our perpetual belief, gives us confidence and continues to be our infinite pursuit. With that, we will walk with you and move further into the future together.

More information about CNCBI can be found on its website at www.cncbinternational.com.

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