

## **China CITIC Bank International to continue “Centenary Joy” with 1,500 giveaways** 3<sup>rd</sup> online game in the theme of “Confidence” in celebration of 100<sup>th</sup> anniversary

(Hong Kong: 24 August 2022) China CITIC Bank International Limited (the “Bank” or “CNCBI”) announces today that the Bank is to continue its online-offline public game series “Centenary Joy”<sup>1</sup> with 1,500 gifts<sup>2</sup> for the public in celebration of the Bank’s 100<sup>th</sup> anniversary. The third online game in the theme of “Confidence” is launched from now until 30 August 2022 with more gifts to give away.

Following the enthusiastic public response to the first “Centenary Joy” online game in the theme of “Belief”, the second online game in the series in theme of “Trust” launched on 17 August also received stellar support from the general public with more than 300 Facebook users tagging their most trustworthy friends or family members according to the post instructions. All of the 350 gifts have been given away.

### **“Confidence”: Third-round “Centenary Joy” game to start from 24/8 to 30/8**

From now until 30 August, the first 300 eligible game participants (the “Winners”)<sup>3</sup> who watch the Bank’s centenary video on the [CNCBI official Facebook page](#), react<sup>4</sup> to the Facebook post, indicate the Bank’s competitive advantages which give them confidence in CNCBI<sup>5</sup> and add CNCBI centenary related hashtags in accordance with the requirements, will win a CNCBI “Centenary Joy” tote bag while the first 50 of them will also receive a CNCBI “Centenary Joy” wireless mobile charger. Winners may choose to collect the gift(s) at the Bank’s branches in Causeway Bay, Quarry Bay, Mongkok, Tseung Kwan O or Tsuen Wan during the redemption period<sup>6</sup>.

Launched in the theme of “Grow Together, Trust Forever”, “Centenary Joy” comprises three rounds of interactive games spanning three consecutive weeks in August on the Bank’s official Facebook page to share the Bank’s spirit of “Belief”, “Trust” and “Confidence”, followed by a September roadshow and gift giveaway series across various districts in Hong Kong.

Details of the September roadshow will be announced in due course. Or, scan the below QR code to follow [CNCBI official Facebook page](#) for the latest updates.



## Remarks

1. Terms and conditions apply.
2. While stocks last.
3. First 300 eligible participants (the “Winner”) who fulfilled the requirements of the game will receive a CNCBI “Centenary Joy” tote bag (random design) with the first 50 of them also receiving a CNCBI “Centenary Joy” wireless mobile charger. Each of the winners may only participate once in each round of the game series.
4. Participants need to react to the game post with a “Like”, “Love”, “Haha” or “Wow” emoji.
5. Game participants can select their choice(s) from the multiple answers provided or write their own answer.
6. Winners may choose to collect the gift(s) from a designated branch during the redemption period (Monday to Friday: 9am to 5:30pm; Saturday: 9am to 1pm).

## Photo



China CITIC Bank International's third “Centenary Joy” online game in the theme of “Confidence” continues to give away gifts to the public including a total of 1,500 CNCBI “Centenary Joy” totebags and / or wireless mobile chargers

## **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](http://www.cncbinternational.com).

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