

China CITIC Bank International CITICdiamond wealth management posts double-digit growth in clientele, AUM and income

Welcome rewards of up to HK\$180,000 to add value to customers' wealth

- *CITICdiamond promotion campaign at 2022's dawn attracted enthusiastic responses*
- *Growth in clientele, AUM and income in the first 8 months in 2022 reached approximately 25%, 30% and more than 40% respectively*
- *Welcome rewards of up to HK\$180,000 for CITICdiamond's new customers on or before 31 December 2022*
- *CITICdiamond looks to enrich product spectrum to fulfil customer demand*

(Hong Kong: 7 November 2022) China CITIC Bank International Limited (the "Bank" or "CNCBI") posts steady growth in its CITICdiamond wealth management clientele, assets under management (AUM) and income. With a view to providing more comprehensive wealth management solutions to customers with assets of HK\$4 million or above, CITICdiamond will continue to enhance its omni-channel service while working towards achieving its target to "double its clientele and AUM in two years".

Promotion campaign draws enthusiastic response and satisfactory results in first 8 months in 2022

In celebration of CNCBI's centenary anniversary, CITICdiamond launched a large-scale promotion campaign and a one-carat DIF diamond lucky draw at the dawn of 2022. Ms Shirley Leung, Executive General Manager, Wealth Management, Personal and Business Banking, CNCBI, said, "The campaign penetrated the young high-net-worth (HNW) market successfully and further strengthened CITICdiamond's brand position. About 80% of the newly acquired CITICdiamond HNW customers are below 45 of age. Clientele, AUM and income have been growing in the first 8 months of this year. The satisfactory results give us confident to achieve our target of doubling the CITICdiamond clientele and AUM in two years."

CITICdiamond has achieved satisfactory results. As of August 2022:

- Number of customers increased about 25% compared to end of 2021
- AUM rose about 30% compared to end-2021
- Income rose more than 40% y-o-y

Meanwhile, demand for service via digital channels has also been rising as a result of younger clientele growth. As of August 2022:

- Nearly 100% of CITICdiamond's new customers registered with CNCBI's flagship mobile banking platform inMotion and / or the Bank's other digital channels;
- More than 90% of the HNW customers conducted securities transactions via inMotion and / or the Bank's other digital channels.

Flexible approach to investment amid 4Q volatility

The 4Q investment market is expected to remain volatile. Ms Leung suggested a prudent approach to investment, “At the moment, customers may consider short-term investment grade bonds because they are in general relatively less sensitive to rate changes while the prices are comparatively less volatile. With the more attractive yields currently, they could help hedge against inflation. Meanwhile, currency-linked or equity-linked products are more popular choices for a more aggressive approach. Exchange-traded funds, blue-chip stocks including local bank stocks, Chinese telecom stocks and financial stocks, as well as leading technology stocks with steep valuation discounts can be considered.”

CITIC*diamond's* wealth management solutions encompass a diverse array of asset portfolios such as securities, bonds, investment funds, structured products, forex, life insurance, wealth legacy, retirement protection and professional investment products. Alongside our professional investment consultation teams, CITIC*diamond* helps develop bespoke asset portfolios to maximize customers' wealth amid the volatile investment environment.

Continuous omni-channel service enhancement committed to growing customers' wealth

In response to rising wealth management service demand, CNCBI is committed to improving customer experience by continuous omni-channel service enhancement.

In line with a Fintech innovation spirit, CNCBI spares no efforts in digitalising, enhancing and simplifying its online banking services. For instance, customers may now join CITIC*diamond* via inMotion without visiting a branch and apply for life insurance with a relationship manager via remote video calls. An enhanced investment account-opening interface and a new dedicated investment page have also been incorporated into inMotion for customers to make forex, securities and investment funds transactions with ease. Customers may also take advantage of robo advisory service “Robo 360” and currency-linked deposit functions to complete the related transactions with great convenience. CNCBI is looking to introduce more defensive and capital-guaranteed investment products in the fourth quarter this year to provide customers with more appropriate investment options against the potential investment risks entailed by market changes.

New promotion to bring CITIC*diamond's* new customers welcome rewards of up to HK\$180,000

A sumptuous array of welcome offers are now available to CITIC*diamond's* new customers with a view to attracting more customers to enjoy the comprehensive service of CITIC*diamond*. Customers who join CITIC*diamond* on or before 31 December 2022 may enjoy a maximum of HK\$182,800 welcome offers including a reward of up to HK\$14,500 for total balance growth and investment portfolio balance reward, additional MONOPOLY deposit bonus interest rate of up to 7.28%p.a. and five-star hotel staycation package.

For details of the offer, please visit <https://www.cncbinternational.com/citicdiamond>.

Photo



Ms Shirley Leung (2nd from right), Executive General Manager, Wealth Management, Personal and Business Banking, CNCBI presents DIF round diamond valued at more than HK\$240,000 and other prizes to winners of the CITICdiamond One-carat DIF Diamond Lucky Draw



Ms Shirley Leung reveals that CITIC*diamond* achieved satisfactory results in the first 8 months in 2022 and that CITIC*diamond* will widen its product spectrum and set up more CITIC*diamond* Centres to add value to customers' wealth while working towards the target of "doubling CITIC*diamond* clientele and AUM in two years"

Risk disclosure statements and disclaimer

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

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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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