

China CITIC Bank International to unveil prestigious Jewel World Elite Mastercard Card

**Redefining high-end credit card service benchmarks with exclusive
benefits and 2.5% cash-back**

(Hong Kong, September 25, 2023) China CITIC Bank International Limited ("CNCBI") has always been committed to enhancing its suite of customer-centric services. Riding on a strategic partnership with Mastercard, CNCBI today announces the launch of CNCBI Jewel World Elite Mastercard Card, which caters specifically for the high-net-worth (HNW) segment in the market and provides affluent customers with an array of exclusive benefits and extraordinary experiences, redefining the benchmark for premium credit card service.

Stepping up on outstanding credit card business performance

Peter Yim, Executive General Manager, General Banking Products, Personal & Business Banking Group, CNCBI, noted, "On the back of a century's heritage and a solid root in Hong Kong, CNCBI remains dedicated to delivering customer-centric banking services to our customers. In view of the Greater Bay Area's economic development, the HNW market will continue to exhibit rapid growth. During the first half of this year, CNCBI's private banking new clientele grew substantially by 130% compared to the same period last year. The introduction of the China CITIC Bank International Jewel World Elite Mastercard Card marks a key milestone in our ongoing efforts to enhance our credit card service. It also signifies an important move which serves to fortify CNCBI's competitive edge on the Bank's solid credit card business foundation."

Helena Chen, Managing Director, Hong Kong & Macau, Mastercard, emphasised the significance of HNW individuals leveraging premium credit cards as influential instruments to elevate their lifestyles and access exclusive privileges. Chen stated, "Mastercard aims to always deliver the best experience for cardholders, which is why the company is delighted to launch the CNCBI Jewel World Elite Mastercard Card in collaboration with CNCBI. Through the newly launched card, affluent and high-net-worth cardholders will have access to bespoke privileges that are tailored to their needs and lifestyles."

CNCBI posts remarkable credit card performance. As of the first half of 2023:

- New credit card issuance has more than doubled compared to the same period last year;
- Credit card spending rose by 60% compared to the same period last year, with overseas transactions showing a growth rate exceeding 100%;

- HNW customers' average monthly credit card spending is almost 2 times higher than the average of all credit card customers

Exclusive privileges and experiences to set new standards of premium card service

CNCBI recognises the rising demand and expectations of HNW customers for premium credit card service. Committed to delivering unparalleled, unique service and experiences which escalate customers' lifestyle to new heights, the CNCBI Jewel World Elite Mastercard Card exemplifies a sense of prestige and furnishes customers with myriad exclusive privileges as well as a remarkable 2.5% cash-back on all retail transactions in addition to such benefits as access to premier private clubs and VIP lounges, complimentary green fees at top-notch golf courses, and free worldwide travel insurance coverage of up to USD 500,000 per trip.

For more information and application details, please visit <https://www.cncbinternational.com/WorldElite-EN>.

CNCBI Jewel World Elite Mastercard Card Exclusive privileges

Esteemed Private Club Facilities and Dining Experience

- Exquisite dining experience at prestigious private club and Lubuds restaurants¹
- Extraordinary racing experience at CNCBI VIP Box at the Shatin Racecourse

Exceptional Travel Privileges

- Complimentary global travel insurance with coverage of up to USD 500,000 per trip (with coverage of up to 50% for family members)¹
- Complimentary airport lounge access ¹
- Complimentary airport limousine service
- Complimentary HotelLux Elite Plus Membership¹
- Waived green fees at designated golf courses across 40 locations in nine Southeast Asian countries¹

Personalised Service

Exclusive 24-hour Concierge Service Hotline¹

Spending Rewards

- A 2.5% cash-back on all retail transactions²

Annual Fee

- HKD3,800 (waived for customers with a total balance of HK\$8M or above)

Remarks

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

The aforementioned offers and services are subject to relevant terms and conditions. For more details, please visit our website at <https://www.cncbinternational.com/WorldElite> or reach out to our branch staff members for further assistance.

1. The offers are provided by third-party providers and are subject to terms and conditions. For more information, please visit <https://www.cncbinternational.com/WorldElite> or reach out to our branch staff members for further assistance.
2. 2.5% cash rebate includes 0.5% basic cash rebate and 2% extra cash rebate. The maximum amount of the 2% extra cash rebate shall be HK\$3,800.

Photo



China CITIC Bank International redefined the benchmark for premium credit card service through its strategic collaboration with Mastercard to launch the Jewel World Elite Mastercard Card, impeccably catering to the discerning needs of high-net-worth clients seeking exclusive benefits and extraordinary experiences.

Pictured: Peter Yim, Executive General Manager, General Banking Products, Personal & Business Banking Group, CNCBI (Left) and Helena Chen, Managing Director, Hong Kong & Macau, Mastercard (Right)

China CITIC Bank International Limited

China CITIC Bank International Limited (“CNCBI”), a major offshore platform of commercial banking business of the CITIC Group, 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”).

China CITIC Bank International’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, and overseas branches in New York, Los Angeles and Singapore.

Across a century, China CITIC Bank International has grown together with its employees, customers and partners since 1922 and will continue to move towards its vision of “Agile. Professional. Simple.” in adherence to the 4C (Culture, Customer, Collaboration, Cyberspace) core values while driving actively its missions to “create value for customers, seek happiness for employees, make profit for shareholders, perform responsibility for society”.

More information about China CITIC Bank International can be found on its website at www.cncbinternational.com.

Mastercard

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.