

China CITIC Bank International and Dah Chong Hong to launch CNCBI DCH Living Mastercard Card

Year-round offers and rewards meeting customers' lifestyle aspirations

(Hong Kong: 31 October 2023) China CITIC Bank International Limited ("CNCBI") and Dah Chong Hong Holdings Limited ("DCH"), a wholly-owned subsidiary of CITIC Limited, jointly launch the CNCBI DCH Living Mastercard Card to provide customers with year-round rewards and rebates on healthcare, food, home living and motor services in a move to helping customers to enhance quality living while becoming the customers' lifestyle partners.

The launch of the co-branded CNCBI DCH Living Mastercard Card marks a milestone in the strategic partnership formed between CNCBI and DCH since 2022. Mr Bi Mingqiang, Executive Director, President and Chief Executive Officer, CNCBI, said, "This co-branded card not only enriches CNCBI's credit card product line-up but also demonstrates the uniqueness of the synergy between CNCBI and DCH. It highlights our business advantages, complementary strengths and the ongoing expansion of our respective product and service ecosystems as we embrace our role as customers' lifestyle partners."

Mr Zeng Chen, Chairman and President of CITIC Pacific Limited and Chairman of Dah Chong Hong, noted that, "At Dah Chong Hong, we have always been committed to enriching the lives of our customers by providing a diverse range of exciting and high-quality products and experiences. Today, with the launch of this CNCBI DCH Living Mastercard Card, we have not only strengthened our service offering by leveraging inter-Group synergy, but are providing enhanced value and convenience to our many customers."

Quality lifestyle with the environment in mind

The CNCBI DCH Living Mastercard Card is made with recycled PVC for a reduced carbon footprint of up to 50% as compared to cards made with first-use PVC. It allows customers to enjoy a quality life while standing by their green aspirations with a competitive bonus points reward scheme and an array of lifestyle offers including:

- Up to 30% off international gourmet food, vehicle solutions and home appliances at designated DCH merchants;
- HK\$1 spending equals to 1 bonus point;
- Up to 15 times bonus points for spending at designated DCH merchants;
- 20,000 bonus points redeemable for HK\$100 in DCH Living e-Coupons on CNCBI's flagship mobile banking platform inMotion.

Welcome offers

From now until 31 December 2023, new credit card customers who successfully apply for the CNCBI DCH Living Mastercard Card and accumulate spending of HK\$3,800 or more within the two months following the card's issuance date will receive a HK\$500 DCH Living e-Coupon. Existing credit card customers who successfully apply for the CNCBI DCH Living Mastercard Card and meet the related spending requirements will receive a HK\$300 DCH Living e-Coupon¹. Both new and existing customers can also enjoy a perpetual annual fee waiver. In addition to this, new bank customers who open a new CNCBI account and apply for the CNCBI DCH Living Mastercard Card via inMotion will receive an extra cash reward of HK\$288².

For details, please visit: .

https://www.cncbinternational.com/personal/promotions/dch_living_mastercard/en/index.html

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

Notes:

1. Terms and conditions apply. For details, please visit:

https://www.cncbinternational.com/personal/promotions/dch_living_mastercard/en/index.html

2. For details, please visit: <https://www.cncbinternational.com/personal/e-banking/inmotion/images/offers/inMotion-tnc-en.pdf>

Photo:



Mr Bi Mingqiang (fourth from left), Executive Director, President & Chief Executive Officer, China CITIC Bank International Limited (“CNCBI”); Mr Zeng Chen (fourth from right), Chairman and President of CITIC Pacific Limited and Chairman of Dah Chong Hong (“DCH”); Mrs Helen Kan (third from left), Executive Director & Deputy Chief Executive Officer, Head of Personal & Business Banking Group, CNCBI; and Mr Frank Lai (second from right), Chief Executive Officer, DCH; with Mr Tim Kan (second from left), Executive General Manager & Deputy Head of Wholesale Banking Group, CNCBI; Mr Fei Yiping (third from right), Chief Financial Officer, CITIC Pacific Limited; Mr Peter Yim (far left), Executive General Manager, General Banking Products, Personal & Business Banking Group, CNCBI, and Mr Alex Lee (far right), Executive Director and Head of Motor & Yachts, DCH, at the CNCBI DCH Living Mastercard Card unveiling ceremony

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.

Dah Chong Hong Holdings Limited

Dah Chong Hong Holdings, an indirect wholly owned subsidiary of CITIC Limited (stock code: 0267.HK), is an integrated trading and distribution company operating in 13 Asian markets. DCH is a leading distributor and dealer of motor vehicles in Greater China as well as a provider of a full range of associated services. DCH’s consumer business comprises the manufacture, retail and distribution of food, FMCG, healthcare, electrical appliances, and lifestyle products, supported by an extensive logistics network.

For more details, please visit www.dch.com.hk.

About DCH Living

DCH Living is an online shopping platform operated by Dah Chong Hong Holdings Limited, a leading Asian distributor with decades of experience and the trusted partner of hundreds of international brands. We are committed to serving the holistic needs of our customers, anytime, anywhere by offering home delivery on a wide range of exceptional products including food, electrical appliances, vehicles and healthcare solutions.