

## **China CITIC Bank International pioneers full mobile payment support for Hong Kong taxi**

**First Bank to partner with Hong Kong Taxi & PLB Association and Taxi Drivers & Operators Association for providing mobile payment choices for local taxi industry**

(Hong Kong: 12 August 2024) China CITIC Bank International Limited (“CNCBI”) takes pleasure in announcing that the Bank has become the first in Hong Kong to reach a consensus with Hong Kong Taxi & PLB Association and Taxi Drivers & Operators Association for providing local taxi firms, taxi drivers and passengers more comprehensive mobile payment choices and support.

### **Driving FinTech towards new application scenarios**

In adherence to the vision of “Agile. Professional. Simple.”, China CITIC Bank International has always been dedicated to driving the development and application of FinTech with a view to providing innovative mobile banking services including more comprehensive mobile payment solutions to the ever-growing customer population.

In line with the HKSAR government’s promotional drive for quality services in the local taxi industry, China CITIC Bank International is to expand the mobile payment application scenario to the taxi industry. Earlier, the Bank has reached a consensus with the Hong Kong Taxi & PLB Association and Taxi Drivers & Operators Association to provide Hong Kong taxi firms, taxi drivers and passengers a wider range of simple, efficient and professional mobile payment solutions in stages. In a move to facilitate the implementation of the various solutions, China CITIC Bank International will deploy professional teams to taxi firms to provide mobile payment related services and technology support, helping to simplify the process towards achieving an all-win situation for passengers, taxi drivers and taxi firms.

Meanwhile, the taxi fleets that have just been awarded with Taxi Fleet Licences in late July, including Big Boss Taxi Company Limited, CMG Fleet Management Limited, Sino Development (International) Company and Tai Wo Motors Limited, have stated that they would prioritise promoting the use of China CITIC Bank International’s mobile payment services.

Staying at the forefront of development of the local taxi industry, Hong Kong Taxi & PLB Association has always encouraged the industry to adopt new technologies for enhancing service quality and passenger experience. Taxi Drivers & Operators Association, in turn, is committed to driving high-quality taxi service enhancement, building cohesion within the industry so as to serve Hong Kong society. Riding on the collaboration with the Hong Kong

Taxi & PLB Association and Taxi Drivers & Operators Association, China CITIC Bank International is looking to contribute to the modernisation of the Hong Kong taxi industry by providing the industry as well as Hong Kong citizens and visitors with more convenient, secure and professional mobile payment services.

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