



## ICBC (Asia) Opens Sai Wan Ho Branch Further Expands the Branch Network in Hong Kong Island East

17 October 2011, Hong Kong – ICBC (Asia) announced today the opening of Sai Wan Ho Branch at Shop G10, G/F, Tai On Building, 57-87 Shau Kei Wan Road, Hong Kong. The personal banking network of ICBC (Asia) is now expanded to 51 branches.

The Sai Wan Ho Branch of ICBC (Asia) is located at Tai On Building, which is one of the traditional landmarks in Sai Wan Ho and adjacent to MTR Sai Wan Ho Station. It is also the main access point for residents within this district. Moreover, there are many large-scale quality residential estates in the area with high population density and busy traffic. The establishment of Sai Wan Ho Branch allows the Bank to absorb more quality customers. Meanwhile, the comprehensive financial services of new branch enable the existing customers to enjoy more caring and convenient services.

Mr. Ying Weiyun, Assistant Chief Executive of ICBC (Asia), stated, "Sai Wan Ho Branch now officially commenced business, whereas Shau Kei Wan Branch is under renovation and will be transformed into personal banking centre. We plan to progressively renovate and merge more branches. Meanwhile, more self service banking centres, personal banking centres and offices in MTR stations will be established in order to meet the market demand for self service banking and personalized services. They can also further enhance the business development and service quality of our personal banking sector. Developing business in Sai Wan Ho aims to strengthen network coverage and get well prepared for expanding business in Hong Kong Island East. It is because Hong Kong Island East develops rapidly in recent years, many high quality residential buildings and commercial buildings have been built. Together with the stimulation of the policy of revitalizing industrial buildings, it boosts the demands for both retail and commercial banking services in the area. It is expected that the new branch in Sai Wan Ho not only enables us to acquire more new customers, but also further strengthens the branch network of ICBC (Asia) in Hong Kong Island East."

The Sai Wan Ho Branch covers a floor area of approximately 1,800 sq.ft. It adopts the

decoration style matching with other recently renovated branches, in order to enable the customers to enjoy efficient banking services in a cozy environment and to further enhance the banking service quality. In addition to the general banking services and the investment service sector, Sai Wan Ho Branch features an "Elite Club" Wealth Management Centre to serve the privileged customers with total liquid assets of HK\$800,000 or above with personalized banking and investment services. The "Elite Club" Wealth Management Centre has several VIP rooms in which the dedicated relationship managers would evaluate the financial status and needs of the privileged customers before providing professional and appropriate banking and investment plans. Moreover, Sai Wan Ho Branch is equipped with self services banking and internet banking facilities by which customers can handle banking matters in an easy and efficient way.

To commemorate the opening of Sai Wan Ho Branch, new customers who open "Elite Club" Account / "e-Age Banking" Account / 349 Super Account, set up time deposit with new funds and apply for the designated products will enjoy account opening reward up to HK\$3,050 and a fine gift.

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## Industrial and Commercial Bank of China (Asia) Limited

Industrial and Commercial Bank of China (Asia) Limited ("ICBC (Asia)") is a licensed bank incorporated in Hong Kong. It has 51 branches, 16 "Elite Club" Wealth Management Centres and 4 commercial business centres in Hong Kong. It is principally engaged in banking, financial and other financial related services with focus on retail banking, commercial banking as well as corporate banking business. Chinese Mercantile Bank and ICBC (Asia) Investment Management Company Limited, the wholly-owned subsidiaries of ICBC (Asia), are specialized in the RMB services in Mainland China and the investment management businesses with a focus on Asia respectively. ICBC (Asia) is the flagship of Hong Kong banking business of Industrial and Commercial Bank of China Limited, the largest commercial bank in Mainland China (in terms of total assets). On 5 May 2010, Fitch Ratings assigned '1' Support Rating and 'C' Individual Rating to ICBC (Asia). On 7 May 2010, ICBC (Asia) was assigned A2/Prime-1 long-term/short-term deposit ratings and C– Bank Financial Strength Rating (BFSR) by Moody's Investors Service while the outlook on all ratings is stable.