

**ICBC (Asia) Launches “Sports Q&A - Withdraw Money to Win Gold Medal”
ATM Quiz Program to Gear Up the Grand Sports Event**

25 June 2012, Hong Kong – In order to gear up the international grand sports event held once every four years, ICBC (Asia) first launches a brand-new instant sports quiz via its ATMs. Customers can learn the history and knowledge of some popular sports through the interactive games. Customers can participate in the quiz while withdrawing money and get the chance to win gold medal (reference value at HK\$16,000) and fabulous prizes! Over 100 prizes are available for the games!

Everybody can enjoy the grand sports event and ICBC (Asia) ATM promotion is also open to public. From now till 31 August, both ICBC (Asia) customers and other banks customers can join the games when they withdraw HKD or RMB cash via more than 100 ATMs of ICBC (Asia) in Hong Kong with ICBC (Asia) debit cards/ credit cards or other JETCO debit cards/ CUP cards/ credit cards. Sports related multiple-choice question will be shown on the ATM screen before the completion of cash withdrawal transactions. By inputting correct answer within the time limit, customers can immediately join the grand lucky draw. The winning message will be shown on the screen instantly and printed on customer advice automatically. It only takes few seconds to complete the quiz, which is convenient and efficient.

The more times you withdraw money via ICBC (Asia) ATMs, the higher chance to win the prize! Please visit ICBC (Asia) ATMs nearby to experience such a brand-new promotion. Let’s win the fabulous prizes and gear up the grand sports events!

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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 52 branches, 18 “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). In June 2011, Fitch Ratings affirmed '1' Support Rating and 'C' Individual Rating assigned to ICBC (Asia). In October 2011, ICBC (Asia)'s A2/Prime-1 long-term/short-term deposit ratings and C- Bank Financial Strength Rating (BFSR) assigned by Moody's Investors Service were affirmed while the outlook on all ratings is stable.