

ICBC (Asia) and Wing On Travel Launch Premium Travel Credit Card

Offers Unique Discounts and Deals for Frequent Travellers

10 June 2013, Hong Kong – Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)”) and Hong Kong Wing On Travel Service Ltd. (“Wing On Travel”) today jointly launched the ICBC (Asia) Wing On Travel Platinum Card, which will offer targeted benefits to card holders who are frequent travellers. Mr. Song Wanhai, Assistant Chief Executive of ICBC (Asia), and Ms. Lanny Leung, Chief Executive Officer of Wing On Travel, hosted a launch ceremony to officially bring the credit card to the Hong Kong market.

ICBC (Asia) Wing On Travel Platinum Card allows cardholders who are frequent travellers to enjoy several travel-focused features. UnionPay Dual Currency Platinum Card consists of both Renminbi and Hong Kong Dollar accounts in one card. Purchases or cash advances via China UnionPay networks in Mainland China will be posted in Reminibi, saving cardholders from the risk on foreign currency exchange. Further, cardholders travelling on Guangshen Railway’s Concord train can simply swipe the card over the reader and board the train directly without the hassle of queuing up to buy tickets and can also earn reward points from train fare. Platinum MasterCard holders will enjoy the high-security protection of the “MasterCard SecureCode” service uniquely when using the card to make online purchases. Additionally, ICBC (Asia) Wing On Travel Platinum Card holders will automatically become Wing On Travel members, and will be able to enjoy member discounts and offers on tourism-related products using accumulated reward points. They will be also given an Accidental Emergency Medical Card protection in Mainland China for the first year.

Mr. Song Wanhai, Assistant Chief Executive of ICBC (Asia), said, “With China’s rapidly developing economy, tourists are travelling abroad at record rates and cross-border exchanges are occurring more frequently. As the flagship of Hong Kong and overseas market of Industrial and Commercial Bank of China Limited, ICBC (Asia) continually pursues opportunities in the market, actively works to provide comprehensive cross-border financial services and is dedicated to becoming “the Leading Bank for Cross-border Financial Services”. We seek to leap-forward development of our business while providing comprehensive and high-quality services for our customers. Partnering with Wing On Travel to jointly launch the ICBC (Asia) Wing On Travel Platinum Card demonstrates this approach to deepening our cross-border services. Recently, ICBC (Asia) has also launched new online and mobile banking services. With these new services in place, keen travellers can easily handle personal finances while enjoying the journey.”

Ms. Lanny Leung, Chief Executive Officer of Wing On Travel, said, “We would like to reward our loyal customers and frequent travellers by bringing this ICBC (Asia) Wing On Travel Platinum Card to the market. Card members can enjoy fabulous discounts and even accumulate bonus points when they spend with this card. We believe this Platinum Card will become very popular

among travellers, and this cooperation will greatly benefit both companies and customers. With the upcoming opening of Kai Tak Cruise Terminal which will anchor over 200,000 ton International Cruises, together with the well-established airline network with direct flights from Hong Kong to many worldwide destinations, we are very optimistic about the next wave of growth in Hong Kong tourism, attracting a record breaking number of travellers to Hong Kong.”

- End -



Photo caption:

Mr. Song Wanhai (left), Assistant Chief Executive of ICBC (Asia), and Ms. Lanny Leung (right), Chief Executive Officer of Wing On Travel, host the launch ceremony to officially bring the credit card to the Hong Kong market.



Photo caption:

Mr. Song Wanhai (second left), Assistant Chief Executive of ICBC (Asia); Ms. Lanny Leung (second right), Chief Executive Officer of Wing On Travel; Mr. Carlson Li (first left), Assistant General Manager of China UnionPay Hong Kong Branch; and Mr. Kevin Goldmintz (first right), Head of Hong Kong & Macau of MasterCard Worldwide propose a toast after the launch ceremony.

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 56 branches, 20 “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 15 June 2012, Fitch Ratings affirmed A/F1 Long-Term/Short-Term Issuer Default Rating with stable outlook, “A-” Subordinated Notes Rating and “1” Support Rating assigned to ICBC (Asia). On 15 June 2012, ICBC (Asia)’s A2/Prime-1 Long-Term/Short-Term Deposit Ratings and C– Bank Financial Strength Rating assigned by Moody’s Investors Service were affirmed while the outlook on all ratings is stable.

Wing On Travel

Wing On Travel has now been operating for 50 years, serves over 400,000 customers every year, and currently has total 18 branches in Hong Kong and Macau. Wing On Travel is one of the leading companies in outbound travel industry in Hong Kong, determined by management standards, the scope of travel routes and businesses. In order to meet travellers' needs, Wing On Travel continues to explore new destinations and routes. It now provides more than 2,000 types of outbound package tour, travelling to more than 400 destinations in 50 countries. Apart from travel tours, Wing On Travel also offers a wide range of travel-related services, including ticketing and hotel packages, cruise journeys, study tours, etc. Also, an online packages booking system, wingontravel.com has successfully launched last year.