

ICBC (Asia) Held the “Dog Sports Day”

22 July 2014, Hong Kong – To let the public well experience the fabulous privileges of ICBC Xplore Visa Signature Card, Industrial and Commercial Bank of China (Asia) Limited ("ICBC (Asia)") held the “Dog Sports Day” at Kowloon Bay International Trade & Exhibition Centre on 20 July. The activity was one of the large-scale pet events in Hong Kong in recent years and it attracted 40 participating teams to join. This interesting and meaningful event provided a good opportunity for the pet lovers to enjoy pleasure moments with their lovely pets and to spread the awareness of animal care in the society.

The ICBC Xplore Visa Signature Card is the first Visa Signature card comes with Visa payWave function. It provides a series of unique benefits related to pets, such as pet supplies, pet entertainment, pet hotel, pet grooming, pet training, pet photography and many more. Apart from the privileges for pets, the card also comes with “real” lifestyle benefits - the “Buy 1-get-2” offer, including “Buy-1-get-1” free movie tickets at MCL, “Buy-1-get-1” free coffee at Pacific Coffee, Show Club “Buy-1-get-1” free Cattier Champagne and happy hour drinks, Little Lab “Buy-1-get-1” free wine by the glass/ beer/ house liquor (before 9pm from Monday to Wednesday), The Flying Winemaker “Buy-1-get-1” freewine classes, Barista “Buy-1-get-1” free latte art workshop crash course, and also “Buy-1-get-1” free lunch offer from The Mira Hong Kong Michelin recommended restaurants Cuisine Cuisine and WHISK, etc. All these privileges and benefits are specially designed to meet the young generation’s demand in a stylish and tasteful lifestyle.

“Tailored for young and high-end customers, ICBC Xplore Visa Signature Card is even superior to Platinum Card, and it is one of our key credit cards to promote this year,” said Mr. Arthur Tai, ICBC (Asia) Credit Card Centre General Manager. “Since its launch, the card has received very positive enrolment responses from the public, especially for the young and high-end groups. Currently, there are 13 large business partners to provide pet services and over 10 merchants to provide the “Buy One Get Two” offer. We will continue to make effort to bring more attractive services and privileges to our customers. This meaningful event has further promoted our ICBC Xplore Visa Signature Card and spreaded the awareness of animal care to the society, as well as showed our Bank’s social responsibility on caring animals and the community.”

The “ Dog Sports Day ” were divided into four sections: “Hi Five”, “Up & Dead”, “Keep Still” and “Jump & Tennis”. This event received wildly enthusiastic responses from the enrolment section – apart from the 40 selected teams participated the event, many other pet lovers attended with their dogs and cheered to show supports for the game players. The pet lovers showed their love and patience to their dogs during the whole campaign, from enrolment, training to playing in games. Finally, they all rewarded deeper friendship and treasured memories with their dogs. The campaign also gained great supports from two dogs concern groups: Hong Kong Dog Rescue and Hong Kong Guide Dogs Association, who had attended and set up booths in this meaningful activities. The first, second and third place winners for each section received fabulous prizes with a total value up to HK\$50,000 for the whole campaign, including ICBC Xplore Visa Signature Card free spending limit, Free dog food and spa service sponsored by Pet Pet Group. The event was full of joy and laughs and ended with cheers and applause.

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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 55 branches, 22 “Elite Club” Wealth Management Centres and 4 commercial business centres in Hong Kong. It is principally engaged in banking, financial and other finance-related services with a focus on retail and commercial banking as well as corporate banking business. As at the end of 2013, the balance of total assets of ICBC (Asia) amounted to HK\$569.8 billion with its after-tax net profit reached HK\$5.257 billion in 2013. Chinese Mercantile Bank and ICBC (Asia) Investment Management Company Limited, two wholly-owned subsidiaries of ICBC (Asia), are specialized in 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 (“ICBC”) – currently the largest commercial bank in China.