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(the "Company", Stock Code: 2388)

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Li Jiuzhong (李久仲先生) has been appointed as Executive Director of the Company and the Bank with effect from 31 March 2015.

Appointment of Executive Director

Following regulatory approval, the Board of Directors of the Company (the "**Board**") is pleased to announce that Mr. Li Jiuzhong (李久仲先生) has been appointed as Executive Director of the Company and its principal operating subsidiary, Bank of China (Hong Kong) Limited (the "**Bank**"), with effect from 31 March 2015.

Mr. Li Jiuzhong (李久仲先生), aged 52, has been the Chief Risk Officer of the Company and its subsidiaries (the "Group") since March 2010. He is in charge of the Group's overall risk management function, overseeing the Bank's Risk Management Department, Compliance and Operational Risk Management Department. He is also a Director of Nanyang Commercial Bank, Limited, Nanyang Commercial Bank (China), Limited, BOC Credit Card (International) Limited and BOC Group Life Assurance Company Limited. Mr. Li has over 30 years' experience in the banking industry. Mr. Li joined Bank of China Limited ("BOC", a controlling shareholder of the Company) in 1983 and, since then, he has assumed various positions at BOC Head Office and overseas branch. He served as Assistant General Manager and became Deputy General Manager of BOC London Branch from 1996 to 2002, Deputy General Manager of Corporate Banking Department of BOC Head Office from 2002 to 2004, and also General Manager of Corporate Banking Department, Risk Management Department, and Global Markets Department of BOC Head Office from 2004 to 2009. Mr. Li graduated from Northeast Petroleum University in 1983 with a Bachelor's Degree in Science in Oilfield Development and Management and obtained a Master's Degree in Science in International Banking and Financial Studies from Heriot-Watt University (UK) in 1993.

As a Director of the Company, Mr. Li will be entitled to receive a director's fee of HK\$200,000 per annum. Such fee will be paid in proportion to the actual length of services served by him. The level of the aforesaid fee was determined with reference to the duties and responsibilities with the Company and prevailing market conditions, and was approved by the shareholders at previous general meeting of the Company. The Company has entered into a service contract with Mr. Li as senior management and his annual basic salary is HK\$3,662,280 with discretionary bonus and other benefits with reference to his duties and responsibilities in the Company together with its subsidiaries, the performance of the Company and himself. In accordance with the Articles of Association of the Company, Mr. Li will hold office until the next following general meeting of the Company and shall then be eligible for re-election by the shareholders for a term of approximately three years.

Save as disclosed above, Mr. Li does not have any relationships with any directors, senior management, substantial or controlling shareholders of the Company. Save as disclosed above, he has not held any directorships in other listed public companies during the last three years and does not hold any other position with the Company or any of its subsidiaries. As at the date of this announcement, Mr. Li does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance.

Save for the information set out above, there is no other information to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and there is no other matter which needs to be brought to the attention of the shareholders in connection with the appointment of Mr. Li.

The Board wishes to take this opportunity to warmly welcome Mr. Li to join the Board.

By Order of the Board CHAN Chun Ying Company Secretary

Hong Kong, 31 March 2015

As at the date of this announcement and following the above-mentioned appointment of director, the Board comprises Mr. TIAN Guoli* (Chairman), Mr. CHEN Siqing* (Vice Chairman), Mr. YUE Yi (Vice Chairman and Chief Executive), Mr. LI Zaohang*, Mr. ZHU Shumin*, Mr. GAO Yingxin*, Mr. LI Jiuzhong, Madam CHENG Eva**, Mr. KOH Beng Seng**, Mr. SHAN Weijian** and Mr. TUNG Savio Wai-Hok**.

- * Non-executive Directors
- ** Independent Non-executive Directors