

# SOME OF THE AWARDS AND RECOGNITION



## Customer-centric

- One of "Top 100 Banking Brands" (The Banker)
- SME's Best Partner Award 2009 (The Hong Kong Chamber of Small and Medium Business Limited)
- Hong Kong Call Centre Association Awards 2009
  - Gold Award: Best Contact Centre in Corporate Social Responsibility
  - Gold Award: Outbound Contact Centre of the Year (Under 50 Seats)
  - Gold Award: Contact Centre Technical Support Professional of the Year
  - Silver Award: Inbound Contact Centre Manager of the Year
  - Silver Award: Inbound Contact Centre Agent of the Year
  - Silver Award: Outbound Contact Centre Agent of the Year
  - Bronze Award: Inbound Contact Centre Supervisor of the Year
  - Bronze Award: Inbound Contact Centre Agent of the Year
- BOCHK Automatic Banking Centre at Mongkok East MTR Station: Annual Best Shop Image 2009 (MTR Corporation)
- Lipper Fund Awards 2009 – Best Mixed Assets Fund Group (Hong Kong Economic Journal and Metro Finance)
- The Global Chinese Business 1000 – Hong Kong Top 20 (Yazhou Zhoukan)
- Sing Tao Excellent Services Brand Award 2009 – Mortgage Services (Sing Tao Daily)
- The Best for Home – Banking Services (Take Me Home)
- Capital Weekly Service Awards 2009 – Internet Banking (Capital Weekly)

- Awards presented to BOC Credit Card (International) Limited by various organisations:

### China UnionPay:

Highest Card Volume (Credit Card) – Gold Award – Hong Kong  
 Largest Card Number (Credit Card) Award – Hong Kong  
 Highest Acquiring Volume Growth – Gold Award – Hong Kong  
 Bank of the Year Award – Hong Kong & Macau

### Visa International:

Largest Retail Sales Volume Growth – Silver Prize – Hong Kong  
 Highest Merchant Sales Volume – Bronze Prize – Hong Kong  
 Largest Card Issuer – Macau  
 Highest Retail Sales Volume – Macau



### MasterCard Worldwide:

The Highest Market Share In 2009: Number of Open Cards in Hong Kong – 1st Runner Up  
 The Highest Market Share In 2009: Premium Cards Spending in Hong Kong – 2nd Runner Up  
 The Highest Market Share In 2009: Merchant Purchase Volume in Hong Kong – 2nd Runner Up  
 The Highest Market Share In 2009: Number of Open Cards in Macau – Champion



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### Social Responsibility

- Magnificent Award & The Community Chest 40<sup>th</sup> Anniversary Benefactor of the Year Award (The Community Chest)
- Web Care Award – Silver Award (Internet Professional Association)
- Caring Company for seven consecutive years (The Hong Kong Council of Social Service)

### Environmental Protection

- Merit Green Enterprise of the 1<sup>st</sup> "CAPITAL Entrepreneur Green Enterprise Awards 2010"

#### BOC Tower, BOC Centre

- Management System Certificate of ISO 14001 (Det Norske Veritas)
- Indoor Air Quality Certificate – Excellent Class (Environment Protection Department of HKSAR)
- The Quality Water Recognition Scheme for Buildings Certificate (Water Supplies Department of HKSAR)

#### BOC Building

- HKQAA – Carbon Reduction Label (Hong Kong Quality Assurance Agency)
- The Quality Water Recognition Scheme for Buildings Certificate (Water Supplies Department of HKSAR)



### Innovation and Creativity

#### International ARC Awards

Annual Report 2008 of BOC Hong Kong (Holdings) Limited: Silver Prize in the category of Chairman's Letter: Bank Holding Company, Honors in the categories of Written Text: Bank Holding Company (Eastern Hemisphere) and Cover Photo/Design: Bank Holding Company

#### Astrid Awards

Annual Report 2007 of BOC Hong Kong (Holdings) Limited: Gold Award in the category of "Annual Report – Photography"

#### iNOVA Awards

Investor relations website of BOC Hong Kong (Holdings) Limited: Bronze Award for "Investor/Shareholder Relations"

#### Mercury Awards

Launch of RMB Sovereign Bonds in Hong Kong:

Gold Award in the category of "Publicity: Client Product Launch"  
SIBOS 2009:

Silver Award in the category of "Special Events: Exhibition & Gala Dinner"

Annual Report 2008 of BOC Hong Kong (Holdings) Limited: Honors in the category of "Annual Reports – Overall Presentation: Banks"

Cross-border RMB Trade Settlement Service: Honors in the category of "Promotion/Marketing: New Product Development"

#### Galaxy Awards

Beijing 2008 Olympic Games Hong Kong Dollar Commemorative Banknote: Gold Award for "Design: Packaging"  
BOCHK Website: Honors for "Web Sites: Banks"

#### International Film & Video Festival

BOCHK's Olympic Games TV Commercial: Certificate for Creative Excellence (Corporate: Sports)

