

AWARDS AND RECOGNITION



Customer-centric

- Best Domestic Bank Award – Hong Kong (Asiamoney)
- The Asian Banker Achievement Award for Trade Finance in Hong Kong (The Asian Banker)
- Global Chinese Business 1000 – Hong Kong Top 20 (Yazhou Zhoukan)
- SME's Best Partner Award (The Hong Kong Chamber of Small and Medium Business Limited)
- Lipper Fund Awards – Best Mixed Assets Fund Group (Hong Kong Economic Journal)
- Sing Tao Excellent Services Brand Award – Mortgage Services (Sing Tao Daily)
- Hong Kong Call Centre Association Awards:
Gold Award: Inbound Contact Centre of the Year (Under 50 Seats)
Gold Award: Mystery Caller Assessment Award
Gold Award: Outbound Contact Centre Team Leader of the Year
- "Make-a-Difference" Service of Customer Service Ambassadors: Gold Prize of the Award for Excellence in Training and Development 2010 (Hong Kong Management Association)
- Manpower Developer 1st in the ERB Manpower Developer Award Scheme (Employees Retraining Board)
- Capital Weekly Service Awards – Internet Banking (Capital Weekly)
- BOCHK Mobile Banking Service: "Your Choice @ Focus – Hong Kong White Collars' Most Favourite Brand Awards 2010" (Focus Media Hong Kong)

Awards presented to BOC-CC by various organisations:

- **China UnionPay:**
Largest Card Number (Credit Card) – Gold Award – Hong Kong
Highest Card Volume (Credit Card) – Gold Award – Hong Kong
Highest Acquiring Volume – Gold Award – Hong Kong
Innovative Award – Cross-Border (Shenzhen & Hong Kong) Bill Payment Service – Hong Kong and Macau
Bank of the Year Award – Hong Kong and Macau
- **Visa International:**
Largest Merchant 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: Number of Open Cards in Macau – Champion
The Highest Market Share: Cardholder Spending in Macau – Champion
The Highest Market Share: Number of Open Cards In Hong Kong – 1st Runner Up
The Highest Market Share: Merchant Purchase Volume in Hong Kong – 2nd Runner Up
- The World's First BOC CUP Dual Currency Credit Card "Two Currencies, One Card": Certificate of Merit of HKMA/TVB Awards for Marketing Excellence
- Complaints Handling System Certificate of ISO 10002 (Hong Kong Quality Assurance Agency)

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Environmental Protection

BOC Tower & BOC Centre

- Management System Certificate of ISO 14001 (Det Norske Veritas)
- Indoor Air Quality Certificate – Excellent Class (Environmental Protection Department of HKSAR Government)
- The Quality Water Recognition Scheme for Buildings Certificate (Water Supplies Department of HKSAR Government)
- Hygiene Control Management Systems Certificate (SGS Hong Kong)

BOC Building

- Management System Certificate of ISO 14001 (Det Norske Veritas)
- HKQAA Carbon Reduction Label (Hong Kong Quality Assurance Agency)
- The Quality Water Recognition Scheme for Buildings Certificate (Water Supplies Department of HKSAR Government)

Awards presented to BOC Life by various organisations:

- One of Top Three of the 14th Asia Insurance Industry Award – Life Insurance Company of the Year (Asia Insurance Review, Singapore and The Review Worldwide Reinsurance Magazine, UK)
- Silver Award: The HKMA Quality Award (Hong Kong Management Association)
- “Endless Love” – Rebranding BOC Life: “Excellence Award” and “Citation for Outstanding TV Campaign” of HKMA/TVB Awards for Marketing Excellence
- “Endless Love” TV Commercial: The Annual Most Popular TV Commercial Awards (Asia Television)
- Best Practice Awards – Best Practices in Customer Engagement (Best Practice Management Group)

Awards presented to NCB (China) by various organisations:

- The Most Socially Responsible Company Award in the China CFO Most Trusted Bank Contest (CFO)
- Debit Card with the Fastest Growth Rate Award in the Most Respected Bank and Best Retail Bank Contest in China (Financial Weekly)
- World Expo Ambassador Programme: Bronze Award of The Most Innovative Marketing Award – the 17th China International Advertising Festival
- Most Popular Foreign-invested Bank for Business Elites (Companion)

Social Responsibility

- Included as a constituent of the Hang Seng Corporate Sustainability Index and Hang Seng (Mainland and HK) Corporate Sustainability Index respectively
- Magnificent Award and The Community Chest Top Donor of the Year Award (The Community Chest)
- Caring Company for eight consecutive years (The Hong Kong Council of Social Service)
- Gold Award for Volunteer Service (Social Welfare Department of HKSAR Government)
- Gold Award and Silver Award for Volunteer Service in the East Asian Games (Social Welfare Department of HKSAR Government)
- Jade Award for Web Care Award 2010 (Internet Professional Association)

Innovation and Creativity

- International ARC Awards
Annual Report 2009 of BOC Hong Kong (Holdings) Limited: Gold Award for “Interior Design: Bank Holding Company”, Silver Award for “Financial Data: Bank Holding Company”
- Astrid Awards
BOCHK Cross-border RMB Trade Settlement Service: Gold Award for “Campaigns – Multi-Media”, Bronze Award for “Campaigns: New Product Launch”
SIBOS 2009: Gold Award for “Special Projects: Integrated Campaign”, Honors for “Graphic Design”
Desk Top Calendar 2010: Gold Award for “Calendars: Corporate”
Launch of RMB Sovereign Bonds in Hong Kong: Silver Award for “Advertisements – Print: Campaign”
- The Ninth China Golden Awards for Excellence in Public Relations
Launch of RMB Sovereign Bonds in Hong Kong: Gold Award for “Public Relations in Finance and Economics”
- Mercury Awards
Launch of RMB Sovereign Bonds in Hong Kong: Gold Award for “Publicity: Client Product Launch”
BOCHK Cross-border RMB Trade Settlement Service: Honors for “Publicity: New Product Development”
- iNOVA Awards
2009 Christmas and 2010 Lunar New Year E-Cards: Silver Award for “Brand Management: E-Cards”
- Questar Awards
“Because of love, plan for other’s future” – BOC Life Corporate Advertisement: Gold Award for “Advertisement/Commercials: Banks/Credit Cards”
- Best Annual Reports Awards 2010 by Hong Kong Management Association
Annual Report 2009 of BOC Hong Kong (Holdings) Limited: Bronze Award for the “General” category