



Cross-border  
Services

HK Stocks

Shanghai-Hong  
Kong Stock Connect

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RMB Exchange

Hong Kong

HKD\$

# Comprehensive Cross-border Financial Service



# Corporate Social Responsibility



Customers



Employees



Environment

Community



As a leading banking group in Hong Kong, we implement a full spectrum of Corporate Social Responsibility ("CSR") initiatives that contribute towards the sustainable development of the economy, society and the environment. We undertake this commitment because we recognise that fulfilling our CSR objectives is crucial for maintaining our long-term core competitiveness and forging closer relationships with our stakeholders. It also helps us achieve our vision of becoming the premier choice for customers, employees, shareholders and investors.

Embedded in our core business strategies and operations is our commitment to sustainability and stakeholder engagement. We have put in place policies for CSR, Environment and Sustainable Procurement to ensure that our CSR strategy is applied and integrated across the Group. This begins with maintaining effective communication with our stakeholders so that we can identify areas for improvement. During the year, we continued to seek their feedback in independent interviews under our Five-Year Stakeholder Engagement Plan from 2012 to 2016. To provide transparent disclosure of our CSR progress, we publish an annual CSR Report that makes reference to both international and local Environmental, Social and Governance ("ESG") reporting guidelines.

Our commitment to CSR has earned us wide recognition. For five years in a row, BOC Hong Kong (Holdings) Limited has been included as a constituent of the Hang Seng Corporate Sustainability Index Series. In acknowledgement of our efforts to implement family-friendly employment practices, we were presented the Award of Distinguished Family-Friendly Employer 2013/2014 by the Family Council. BOCHK has also been named a Caring Company by the Hong Kong Council of Social Service every year since 2003.





## Access to Banking and Finance

We believe that people from all walks of life in the community, including the underprivileged and grassroots of society, should have access to banking services.



### Caring Banking Services

**100%**   
ATMs provide protruding symbols

The Group provides ATMs with special functions and features, as part of our ongoing efforts to make our banking services more accessible. We are the first and only local bank to introduce Voice Navigation

ATMs for the convenience of the visually impaired and, in 2014, extended access to self-service banking by setting up new Voice Navigation ATMs in different districts. Protruding symbols are provided on all of our ATMs, while around 94% have soft keypads on both sides of the screen to aid in account/service selection. We also review the design and planning of our ATMs on a continuous basis in order to better serve our customers with special needs.

Account holders above the age of 65 or below 18, as well as recipients of government financial assistance, can enjoy service fee waivers on counter transactions. We also provide a HKD savings account with no minimum balance requirements and a free ATM card. In addition, no service fee is charged on dormant accounts in support of the Hong Kong Monetary Authority's Treat Customers Fairly Charter.

The Group serves customers looking for flexible retirement financial solutions. As a leading bank in the Reverse Mortgage Programme, we organised a series of seminars during the year to help retirees and the soon-to-be retired plan for their financial security.

Capitalising on our convenient banking platform, we offer NGOs a complete banking solution, including counter and payroll services to reduce their banking expenses. Additionally, we help increase their administrative efficiency through our comprehensive cash management solutions and facilitate donation collections with our Electronic Bill Presentment and Payment Service. We also waive the transaction processing fees for donations made through BOC credit cards.



As a leading bank in the Reverse Mortgage Programme, we organise a series of seminars to help retirees plan for their financial security

## Diversified Financing Solutions

The SME sector is an important pillar for the economic growth of Hong Kong. We therefore have been lending tremendous support to SMEs with a wide range of financing solutions and services to meet their diverse liquidity needs for business

development. These include the BOC Small Business Loan, the Hong Kong Mortgage Corporation Limited's Microfinance and SME Financing Guarantee schemes as well as the Trade and Industry Department's SME Loan Guarantee Scheme. Through our sponsorship of SME One, a consultancy centre set up by the Hong Kong Productivity Council, we helped SMEs stay abreast of the latest market trends, IT solutions and financing developments for the third consecutive year.

To foster the growth of SMEs, we have been sponsoring the Young Industrialist Awards of Hong Kong and the Industrialist of the Year Award, as well as the Hong Kong Awards for Industries. Our long-term support for SMEs has earned us recognition as the Best SME's Partner by the Hong Kong General Chamber of Small and Medium Business for seven consecutive years.

The Group has been sponsoring the Young Industrialist Awards of Hong Kong and the Industrialist of the Year Award in recognition of the outstanding achievements of local business elites



## Conserving our Resources for the Environment

We endeavour to minimise our environmental impacts by reducing our carbon footprint, using resources more efficiently and effectively, and promoting environmentally responsible business practices.



With an aim of promoting low-carbon living, we have supported the 1,000 Environment-Friendly Youth Ambassadors Action Programme since 2011

## Building a Green Bank

In our operations, we make extensive use of electronic services to reduce paper consumption by encouraging customers to access e-posters and LED monitors in our renovated branches. In addition to our convenient internet and mobile banking services, we have implemented a paperless branch teller model in all our branches in Hong Kong and the average transaction



time is reduced by 24%. In 2014, over 90% of cash withdrawal transactions were conducted via ATMs, while more than 75% of financial transactions and over 80% of securities trading were completed through e-channels. The number of customers choosing to receive consolidated e-statements also continued to grow.

> 75%  
of financial  
transactions and  
> 80%  
of securities trading were  
completed through e-channels



To encourage greener practices among our corporate customers and suppliers, we have incorporated ESG factors into our lending and procurement assessment. In 2014, we continued to offer our Energy Efficiency Loan Scheme, which was launched together with the two local electricity companies, to extend loans to commercial and industrial customers carrying out energy-saving initiatives. As to our suppliers, we request that they complete a Self-Assessment Questionnaire to ensure compliance with our Supply Chain Code of Conduct.

We have also implemented energy-efficient and water-saving measures in our own buildings. Bank of China Tower, Bank of China Building, Bank of China Centre and Bank of China Wanchai Commercial Centre have all been awarded international and local certifications for environmental performance over the past few years. Significant electricity

reduction was achieved in our Data Centre as a result of the energy-efficient cooling systems we installed there.

For our staff, we have in-house recycling programmes for paper, plastic bottles, cans, batteries, lighting fixtures, toner cartridges and food waste. In addition, we provide a green menu every Monday to tie in with the Green Monday School Programme supported by the BOCHK Charitable Foundation ("the Foundation") that advocates a vegetarian diet to help reduce carbon emissions. As a sponsor of the Greener Action's Red Packet Recycling Programme, we collect used red packets in our buildings and branches for processing and distribution to the public for use in the following year.

## Promoting Carbon Reduction in the Community

Environmental education in the community is another key focus of our CSR work. The Foundation offers its continuous support to various green campaigns through key partnerships that promote low-carbon living at both the school and community levels.



As the title sponsor of the Green Monday School Programme, we help advocate a vegetarian diet on campuses

# Corporate Social Responsibility

As the title sponsor of the Green Monday 2013-2015 School Programme, we encourage students to follow a vegetarian diet. We made good progress with this programme in 2014, achieving a substantial increase in the number of participating schools from 400 to 800 and reaching 600,000 students. The meatless meal order rate also recorded a significant increase of 35.7% to 228,000. Other initiatives introduced during the year included organising the Short Film Competition and the Chinese University Go Veggie Campaign for tertiary school students and serving green recipes to kindergarten students.



The meatless meal order rate at schools recorded a significant increase of **35.7%**

Over the years, the Foundation has cooperated with the Association for Geoconservation, Hong Kong to implement a number of green campaigns. For example, we launched the world's first-ever *Global Geoparks iBook Series* in 2014 to promote global geoparks in the Mainland of China and Hong Kong through an interactive electronic platform. As a sponsor of the 1,000 Environment-Friendly Youth Ambassadors Action Programme since 2011, we have supported the training of



The Foundation fully supported the launch of the world's first-ever Global Geoparks iBook Series to promote global geoparks

more than 5,000 youths from the Mainland. These ambassadors play an active role in raising public awareness of the need for energy saving and carbon reduction.

Ever since we first spearheaded the Hong Kong Geopark Charity Green Walk in 2009, we have been constantly enriching this programme. Recent activities have included the 2013/2014 BOCHK's LOHAS Community – Eco Charity Walk and Photo Tours, 2014/2015 Hong Kong Coastal Geology and Ecology Tours and a dedicated social media page to promote geopark conservation. We have received an overwhelming response to these programmes, with more than 13,600 participants in over 130 eco-tours. Our new Shoreline Clean-up Volunteer Programme has been included as part of the activities organised by the Environmental Protection Department to encourage marine conservation.



While enjoying healthy hiking activity, participants of the Hong Kong Coastal Geology and Ecology Tours are encouraged to join our Shoreline Clean-up programme







## Contributing to Society

Rooted in Hong Kong, we actively participate in a wide range of charitable activities to spread the message of caring for all members of society. Over the past 20 years, the Foundation has contributed over HK\$200 million to the community and in 2014 sponsored a total of 29 programmes.

We help support the chronically ill through music

### Caring for the Communities We Serve

We reach out to the wider community by continuing to support activities organised by charitable organisations. In 2014, the Foundation sponsored the New Territories Walk for Millions – Stonecutters Bridge and the Community Chest BOCHK Cycling Challenge organised by the Community Chest of Hong Kong (“the Chest”), helping to raise over HK\$8 million for children and youth services. As the title sponsor of the Chest’s Charity Golf Tournament for four consecutive years, we helped raise

HK\$1.5 million in 2014 for psychiatric patients and rehabilitation services.

To spread the message of caring through music, the Foundation has been working with the Hospital Authority Chinese Orchestra under the 2014/2015 Caring Programme. Through a series of seasonal concerts and Chinese music therapy workshops at public hospitals, we helped support the chronically ill, medical staff and the elderly. Over 2,000 tickets were donated to them to enjoy the large-scale music concert.



BOCG Life is the sponsor of the three-year Health Engineer Programme, which encourages primary students to develop healthy habits by taking more exercise

Under the 2013/2014 Caritas BOCHK Computer Donation Scheme, we provided refurbished computers and donations to the Caritas Computer Workshop, giving the disadvantaged access to electronic devices.

The three-year Health Engineer Programme and five-year Kids The Future Programme, sponsored by our insurance arm BOCG Life, continued to organise health seminars and special interest classes for over 8,000 participants from local primary schools. Our Mainland subsidiary, NCB (China) supported homes for the elderly, victims of natural disasters and Yangping School on the Mainland through its donations.



## Supporting Educational Programmes

To nurture the next generation, we have awarded HK\$17.57 million in scholarships and bursaries to nine universities in Hong Kong, benefitting a total of 1,910 students since 1990. The Group also provides local and Mainland summer internship opportunities that enable university students to gain personal experience in an actual workplace environment.

Our insurance arm sponsored the BOCG Life Young Reporter Programme organised by the *South China Morning Post*. This three-month programme is designed to enhance the communication skills of secondary students, equipping them for their future careers.

We recognise that caring has no boundaries. In 2014, we sponsored the Education Walkathon and the Charity Golf Tournament of Sowers Action, both of which raise funds to help improve rural education on the Mainland. Over HK\$1.5 million was raised by the Education Walkathon to Jiangxi Province.

## Promoting Sports Development

Participation in sports not only promotes good health but also develops a positive mindset. In support of badminton, the Foundation has donated a total of more than HK\$15.85 million over the past 16 years to fund a diverse range of activities that benefitted more than 1.2 million participants.

To promote sporting excellence among young athletes, the Foundation has sponsored the Hong Kong Island and Kowloon Regional Inter-school Sports Competition for 12 consecutive years. In 2014, this popular event achieved around 80,000 athlete enrolments from over 270 schools at more than 8,000 matches. The first-ever BOCHK Schools Sports Volunteer Scheme launched in 2013 offered volunteer training to over 400 students from more than 50 secondary schools, who contributed over 6,200 hours of service in inter-school sports events. As a result of the Scheme, students were successfully educated in the concept of lending a helping hand to others in the community.



We invited Ms Yip Pui Yin and Mr Ng Ka Long, the Hong Kong badminton team members, to help promote among the public the benefits of playing badminton

## Promoting Culture

As culture enriches our lives and enhances creativity, the

Group continued to support cultural events and performances during the year.

In 2014, the Group sponsored the Paris Chinese Painting Legacy of 20th Century Chinese Masters presented during Le French May. This exhibition showcased a magnificent ensemble of more than 100 works by painters such as Wu Guanzhong and Lin Fengmian, giving the public the opportunity to appreciate the exceptional artistry of these famous Chinese artists. We also supported the Hong Kong Trade Development Council's Tea Sharing for the fourth consecutive year to promote the tea culture.

Moreover, we sponsored a performance of the Hong Kong Philharmonic featuring the world-famous pianist Lang Lang, who played a selection of enchanting piano classics. Our support of the Hong Kong Chinese Orchestra – Majestic Drums concert promoted the spirit of vitality that the drums represent.

The VIP guests officiated at the ceremony of the Paris Chinese Painting Legacy of 20th Century Chinese Masters



# A People-oriented Bank

People are at the heart of our sustainable development programmes. As at the end of 2014, the Group employed a staff of over 14,800, including talented professionals with diverse backgrounds and experiences.



The Group provides multi-faceted training, including the Leadership Development Programme



A diverse range of recreational activities are organised to advocate work-life balance and strengthen the bonding among all levels of staff

## Staff Training and Development

We have laid a solid foundation for our future business development with comprehensive talent management and training programmes at various staff levels.

To align our staff development plan with the Group's medium- and long-term business strategies, we set up a Leadership Model and Fundamental Competency Model in 2014 to specify the respective competency levels for leadership and non-leadership roles. Both models provide clear objectives for personal development and serve as the foundation for our talent recruitment and staff performance assessments.

Our systematic training mechanism includes multi-faceted training programmes, such as our Leadership Development Programme for management staff, as well as in-house training and cross-postings for other staff. By making compliance training courses mandatory for every employee, we have strengthened our compliance culture throughout the Group. We also encourage continuous self-learning via e-platform to fulfil our staff's learning objectives.





## Employee Engagement and Well-being

The Group conducts a staff opinion survey which contributes to the continuous enhancement of our working environment and staff management policies. As a family-friendly employer, we provide free annual body checks, competitive medical schemes and counselling services. Our staff can also enjoy early leave on their birthdays and festivals, as well as paid paternity leave. To promote work-life balance, we organise a variety of recreational activities and sports competitions. Our staff fun day at Hong Kong Disneyland in September 2014 recorded a phenomenal turnout of over 27,000 participants. Outstanding staff and distinguished teams are recognised at an annual award presentation, which motivates staff to strive for excellence.



We organised a Staff Fun Day at Hong Kong Disneyland and various recreational activities for our colleagues and their families to participate



BOCHK Choir won the Gold Award at the finals of the "On Stage of Hong Kong Coliseum" Choir Contest

In recognition of our staff development efforts and involvement, we received the Employee Engagement Award – Banking: Best-in-Class from *Benchmark* in 2014.

## Employee Volunteering

Involving our employees in meaningful community initiatives benefits both our staff and the community. As at the end of 2014, over 1,400 employees registered as members of BOCHK Dynamic Volunteer Team. Their hours of service grew significantly in 2014 by 81% over the year before. In addition to







We enthusiastically supported the HKAB's Little Volunteers, Big Hearts to proactively spread the message of caring and help build a harmonious society

As at the end of 2014,  
**> 1,400**  Employees  
 registered as members of our  
 Dynamic Volunteer Team

As the alternate chairman bank of the Hong Kong Association of Banks ("HKAB") this year, we enthusiastically supported the launch of the Little Volunteers, Big Hearts volunteering programme. Our staff represented the Group and joined with student volunteers on visits to low-income families. To promote financial literacy, our team participated in educational activities organised by HKAB. These included the Junior Banker Induction Programme for secondary students, Financial Education Workshops for low-income families and the ATM Education Programme for the elderly.

In recognition of our staff's community service, we have received the Gold Award for Volunteer Service by the Social Welfare Department for five consecutive years.

For 2015 and beyond, we will continue to enhance our CSR initiatives in order to create greater value for all of our stakeholders.

**81%**   
 increase of volunteer  
 service hours in 2014

taking part in various community activities for children, the elderly and the disabled, our team supported the Group's CSR programmes such as providing computer training

for the underprivileged and assisting in eco-tours as well as music concerts and workshops. We also continued to arrange volunteer training for staff to strengthen their communication skills in serving those in need so that they can enjoy more rewarding volunteer experiences.



BOCHK Dynamic Volunteer Team took part in an astronomy class with the physically disabled

Our volunteers provide computer training to grassroot families

