

# Awards and Recognition

With our solid financial position and outstanding business performance, we earned various honours which have further reinforced our leadership in the market. During the year, we were named the Strongest Bank in Asia Pacific and Hong Kong by *The Asian Banker* in recognition of our competence to drive long-term profitability. In addition, we won a number of accolades acknowledging the achievements we have made in enhancing customer experience through continuous product innovation and channel optimisation. These include awards for our RMB business, cash management, asset management, SME, internet and mobile banking, and credit card services. We also received wide recognition for our commitment to the sustainable development of the economy, society and the environment.

## Financial Strength and Corporate Governance

- The Strongest Bank in Asia Pacific and Hong Kong (*The Asian Banker*)
- Corporate Governance Asia Recognition Award and Asian Excellence Recognition Award – Best Investor Relations Company (*Corporate Governance Asia*)



## RMB Business

- ISO 9001:2008 Quality Management System Certification presented to RMB Clearing Centre (**SGS Hong Kong Limited**)
- Shenzhen Financial Settlement System Innovation Award (**Shenzhen Financial Electronic Settlement Centre**)
- The Best RMB Bonds, Offshore (Three Years) and the Best RMB Manager in Hong Kong (**Asia Asset Management**)
- The Hong Kong Offshore RMB Centre – RMB Business Outstanding Awards (**Metro Finance, Metro Finance Digital and Wen Wei Po**):
  - Outstanding Corporate/Commercial Banking – Cross-border Trade
  - Outstanding Retail Banking – Multi-businesses
  - Outstanding Retail Banking – Electronic Banking Business
  - Outstanding Retail Banking – Credit Card
  - Outstanding Cross-border Mobile Payment Service
  - Outstanding Insurance – Annuity
  - Outstanding Insurance – Universal Life
  - Outstanding Insurance – Endowment
- Excellent Brand of RMB Banking Services (**Metro Finance and Metro Finance Digital**)
- The Best RMB Service Gold Award (**Metro Prosperity**)
- RMB Fixed Income Mutual Fund: Best-in-Class (**Benchmark**)





## Service Excellence

- Best Retail Bank in Hong Kong and Achievement Award for the Best Cash Management Bank in Hong Kong (*The Asian Banker*)
- Hong Kong Domestic Cash Management Bank of the Year and Online Securities Platform of the Year – Hong Kong (*Asian Banking and Finance*)
- Top bank in the Hong Kong-Macau syndicated loan market (*Basis Point*)
- Operational Excellence Appreciation Award (*Wells Fargo Bank N.A., New York*)
- Quality Recognition Award for Outstanding Achievement (*J.P. Morgan Chase Bank, New York*)
- The Best Life Insurance Company in Hong Kong (*World Finance*)
- The Best SME's Partner Award (*The Hong Kong General Chamber of Small and Medium Business*)
- Eleven honours in the Outstanding Financial Management Planner Awards, including two Grand Awards and the Best Presentation Award (*The Hong Kong Institute of Bankers*)
- Four honours in the HKCCA Awards, including the Mystery Caller Assessment Award – Best of the Best (*The Hong Kong Call Centre Association*)
- Three honours in the Customer Service Excellence Award, including the Outstanding Customer Service Programme Award (*The Hong Kong Association for Customer Service Excellence*)
- Top Performer (Bank and Services) in the Quality Service Scheme and Mid-Year Encouragement Award (*Mass Transit Railway Corporation Limited*)
- Product and Service Innovation: Outstanding Achiever, Customer Commitment and Engagement – Insurance: Best-in-Class and Customer Insight – Insurance: Best-in-Class (*Benchmark*)



# Awards and Recognition

- The Hong Kong Leaders' Choice Brand Awards (**Metro Finance and Metro Finance Digital**):  
Excellent Brand of Mortgage – Banking  
Excellent Brand of Securities Services – Banking  
Excellent Brand of Import and Export Trade Services – Banking  
Excellent Brand of Foreign Exchange Services  
Excellent Brand of Cross-border Banking Services  
Excellent Brand of Personal Credit Card  
Excellent Brand of Mobile Payments
- The Best of Consumer e-Banking Service Provider and the Best of Mobile Banking Service Provider (**e-zone**)
- The Best Retail Bank Gold Award (**Metro Prosperity**)
- My Most Favourite Credit Card for Travelling Award (**U Magazine**)
- Celent Model Insurer Asia – Product Design/Product Definition (**Celent**, a research and consulting company in the U.S.)

## UnionPay International:

- Bank of the Year Award and Highest UPOP Acquiring Volume – Gold Award in Hong Kong and Macau, as well as Highest Acquiring Volume – Gold Award in Hong Kong
- Highest UPOP Issuing Volume Award in Hong Kong and Macau, as well as Largest Card Number Award (Commercial Credit Card) in Hong Kong
- Largest Card Number, Highest Card Volume and Highest Card Volume Growth – Credit Card Gold Awards in Hong Kong

## Visa International:

- Risk Management Best Fraud Control (Issuing) in Hong Kong and Macau
- Commercial Card (Business Card) and Infinite Card Largest Payment Volume Growth in Hong Kong
- Bank of the Year in Macau
- Platinum Card Highest Payment Volume and five other awards in payment and sales volumes in Macau
- Customer Service Standard: ISO 10002 Customer Complaint Management Certification presented to BOCCC (**Hong Kong Quality Assurance Agency**)
- ISO 9001:2008 Quality Management System Certification presented to Branch Services Centre (**SGS Hong Kong Limited**)
- Person-to-Person Telemarketing Code of Practice Certification presented to Call Centre (**Hong Kong Call Centre Association**)

## Social Responsibility

### Caring for Society

- Included as a constituent of the **Hang Seng Corporate Sustainability Index** and **Hang Seng (Mainland and HK) Corporate Sustainability Index** respectively, and a constituent of the **Hang Seng Corporate Sustainability Benchmark Index**
- President's Award (**The Community Chest of Hong Kong**)
- A Caring Company (**The Hong Kong Council of Social Service**)
- A Distinguished Family-Friendly Employer (**Family Council**)
- Gold Award for Volunteer Service and Award of 10,000 hours for Volunteer Service (**Social Welfare Department**)
- Corporate Citizenship – Banking: Outstanding Achiever (**Benchmark**)





### Environmental Protection

**BOC Tower, BOC Building, BOC Centre and BOC Wanchai Commercial Centre:**

- ISO 14001:2004 Environmental Management System Certification (**UKAS**)
- Certificate of Quality Water Recognition Scheme for Building (**Water Supplies Department**)

**BOC Tower, BOC Centre and BOC Wanchai Commercial Centre:**

- ISO 50001:2011 Energy Management System Certification (**UKAS/SGS Hong Kong Limited**)

**BOC Tower, BOC Building, BOC Centre and BOC Group Life Assurance Tower:**

- Indoor Air Quality Certificate – Excellent/Good Class (**Environmental Protection Department**)



### Talent Development Management

- Social Capital Builder Award (**Labour and Welfare Bureau as well as Community Investment and Inclusion Fund**)
- Qualifications Framework Partnerships Commendation (**Education Bureau**)
- Four honours in the Awards for Excellence in Training and Development, including the Bronze Award for the Training and Development Programme (**Hong Kong Management Association**)
- Employee Engagement – Banking: Best-in-Class (**Benchmark**)
- Gold Award presented to BOCHK Choir at the finals of the “On Stage of Hong Kong Coliseum” Choir Contest (**Hong Kong Celebrations Association**)

### Promotional Campaigns

- Outstanding Corporate Image Award (**TVB Weekly**)
- Metro Creative Awards – The Best CSR Ad (**Metro Daily**)
- Silver Award for Promotion – Product Launch: Enrich Banking Service (**Astrid Awards**)
- Silver Award for Advertisements/Commercials – Banks/Credit Cards: “Power Up Your Wealth” TVC (**Questar Awards**)
- Bronze Award for Interior Design and Honours for the Cover Photo/Design (Hong Kong/PRC) in the Banking and Financial Services Category: BOC Hong Kong (Holdings) Limited’s Annual Report 2013 (**International ARC Awards**)