

26 Sep 2013

**Bank of China (Hong Kong), CantonFair E-commerce and
UnionPay International Join Hands to
Launch BOC CUP E-Cantonfair Dual Currency Commercial Card**

Bank of China (Hong Kong) Limited (“BOCHK”), CantonFair E-commerce Co., Limited (“CFEC”) and UnionPay International (“UPI”) today jointly announced the launch of BOC CUP E-Cantonfair Dual Currency Commercial Card. It is a uniquely designed product that provides corporate customers with access to a cross-border e-commerce platform to enjoy a comprehensive trade opportunity and service.

“The Launch Ceremony of BOC CUP E-Cantonfair Dual Currency Commercial Card cum the Promotion Conference of the 114th Session of China Import and Export Fair in Hong Kong” was held today at the penthouse of Bank of China Tower. Mr Jianjun Liu, Spokesman of the Canton Fair, Deputy Director General of China Foreign Trade Centre, Vice President of China Foreign Trade Centre (Group), Chairman of Canton Fair E-commerce Co., Ltd.; Mr Xiaobo Zhou, CEO of Canton Fair E-commerce Co., Ltd.; Ms Lo Wai Man, Mary, Deputy General Manager of BOC Credit Card (International) Ltd. and Mr Carlson Li, UnionPay International Hong Kong Branch officiated at the ceremony to witness the fruitful collaboration of the three parties.

Addressing at the ceremony, Ms Lo Wai Man, Mary, Deputy General Manager of BOC Credit Card (International) Ltd. said, “As one of the major commercial banking groups in Hong Kong, BOCHK has established a solid foundation and enjoyed a leading position in various major business areas. Leveraging on BOCHK’s huge customer base in the corporate banking sector and its extensive branch network, our card issuing business has been growing steadily and our products are well received by the customers. CFEC and UPI are also the market leaders in the business sector. It is our great pleasure to partner with them in launching the new BOC CUP E-Cantonfair Dual Currency Commercial Card. We believe that this collaboration will help facilitate the economic cooperation between Hong Kong and the Mainland. It will also enhance the cost efficiency of the corporations and help promote the development of foreign trade in China.”

Mr Jianjun Liu, Spokesman of the Canton Fair, Deputy Director General of China Foreign Trade Centre, Vice President of China Foreign Trade Centre (Group), Chairman of Canton Fair E-commerce Co., Ltd. said, “China Import and Export Fair, also known as the Canton Fair, is a comprehensive one with the largest corporate customers in Hong Kong and the greatest business turnover in China. Today, we are delighted to join hands with BOC Credit Card to present the brand new BOC CUP E-Cantonfair Dual Currency Commercial Card, offering a wide range of exclusive services in the fair, as well as commercial financial management services to corporate customers in Hong Kong. We are confident that the new card will be well received by corporate customers.”

Mr Carlson Li, UnionPay International Hong Kong Branch said, “The UnionPay international network has been expanded to over 140 countries and regions to date. Capitalising on our efficient and convenient payment services to cardholders around the world, the usage of our card has been growing steadily. To better serve the customers in Hong Kong, UnionPay International will further improve the card products and continue to optimise card-using experience through closer cooperation with BOCHK and BOC Credit Card.”

Cardholders of the BOC CUP E-Cantonfair Dual Currency Commercial Card will automatically become members of the Canton Fair E-Commerce Platform to enjoy a wide range of exclusive services and privileges, including services in sourcing, on-site customer service, VIP Club service and trade matching service.

With the BOC CUP E-Cantonfair Dual Currency Commercial Card, cardholders are entitled to a handling fee waiver for both purchase and cash advance in the Mainland of China and overseas. From now until 31 December 2013 (“the Promotional Period”), cardholders can earn double gift points (2 gift points for every HK\$1/RMB1) for card spending and cash advances in the Mainland and overseas. Cardholders can also enjoy a host of facilities at selected Plaza Premium Lounge in the airport of Hong Kong, Beijing, Kuala Lumpur, Singapore and Vancouver simply by presenting the card.

In addition, during the Promotional Period, successful corporate applicants of BOC CUP E-Cantonfair Dual Currency Commercial Card will be entitled to a waiver of HK\$300

membership fee and an annual card fee waiver for each new card for the first 2 years. Moreover, each cardholder will receive a welcome gift (Multi-Function Travel Backpack) without any spending requirement.

For details of the promotional offers of BOC CUP E-Cantonfair Dual Currency Commercial Card, please visit the BOC Credit Card website at www.boci.com.hk or call its 24-hour Promotion Hotline at (852) 2108 3288.

Note: The above offers are subject to specific terms and conditions. For details, please refer to the promotional leaflet.

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About Bank of China (Hong Kong) Limited

Bank of China (Hong Kong) Limited (“BOCHK”), established on 1 October 2001, is a leading listed commercial banking group in Hong Kong. With over 260 branches, more than 580 ATMs and other distribution channels in Hong Kong, BOCHK and its subsidiaries offer a comprehensive range of financial products and services to individual and corporate customers. BOCHK is one of the three note issuing banks in Hong Kong. In addition, the BOCHK Group (comprising BOCHK, Nanyang Commercial Bank and Chiyu Banking Corporation) and its subsidiaries have 39 branches and sub-branches in the Mainland of China to provide cross-border banking services to customers in Hong Kong and the Mainland. BOCHK is appointed by the People’s Bank of China as the Clearing Bank for Renminbi business in Hong Kong. On 13 July 2010, BOCHK was authorised as the Clearing Bank of RMB banknotes business for the Taiwan region.

BOC Hong Kong (Holdings) Limited, BOCHK’s holding company, began trading on the main board of the Stock Exchange of Hong Kong on 25 July 2002, with stock code “2388”, ADR OTC Symbol “BHKLY”.

About BOC Credit Card (International) Limited

BOC Credit Card (International) Limited (“BOCCC”) was established in 1980 and is a wholly-owned subsidiary of BOCHK. All credit cards issued by BOCCC are collectively called BOC Credit Cards. BOCCC has issued various international credit cards and revolving loan cards, and is now the card issuing and acquiring processing centre for BOCHK and its subsidiary banks (Nanyang Commercial Bank and Chiyu Banking Corporation), as well as other institutions and organisations. BOCCC plays an important role in the credit card business in the Mainland of China, Hong Kong and Macau.

BOCCC provides a wide variety of products to serve different market needs. Its product family includes the Visa Infinite, Visa and MasterCard Platinum Card, Titanium Card, Gold Card, Classic Card, Business/Corporate Card, Purchasing Card, Co-branded Card (with over 20 co-branding corporations and organisations), Intown Virtual Credit Card, BOC CUP Dual Currency Credit Card and BOC Express Cash Card. It also took the lead in launching the UnionPay Card Payment Service in Hong Kong in January 2004.

About Canton Fair E-Commerce Co., Limited

In 2012, in the support of Chinese Ministry of Commerce and the Guangdong provincial government, China Foreign Trade Centre (Group) implements the strategy of “E-commerce”, establishing Canton Fair E-Commerce Co., Ltd., devoting to build the largest scale E-commerce platform in China and serve the Chinese commerce. Canton Fair will again realize the historical leap and break the limitation of time and space, transforming from an exhibition into an international trade service synthesis, developing from a biannual on-site transaction Canton Fair into an electronic commerce platform providing annually comprehensive service for both suppliers and buyers. At the same time, it promotes the development of Chinese foreign trade business by over one million trader resource and benefits every zone, every trading group and every exporting enterprise via the internet.

As China Foreign Trade Center (Group) of the holding company, Canton Fair E-Commerce Platform www.e-cantonfair.com is Canton Fair’s only Official E-commerce Platform. Canton Fair E-Commerce Platform has the official authorization and access to the core buyer data of Canton Fair. It is the only online trade enterprises that engage in the Canton Fair business with legal rights.

About UnionPay International

UnionPay International is a subsidiary focusing on international business of UnionPay. UnionPay International defines Membership Scheme to be the basis for development of the worldwide UnionPay Card acceptance network; promotes the international issuance and usage of the UnionPay Card as well as other innovative payment solutions and enhance the international brand position of UnionPay. By cooperation with over 200 associations worldwide, the UnionPay international network has enabled the UnionPay Card acceptance in over 140 countries and regions to date. UnionPay cards have been issued in above 30 countries and regions. UnionPay International provides quality, efficient and secure cross-border payment services to the world's largest cardholders group; and provides convenient and localized service to the increasing overseas UnionPay cardholders.