



Press Release

29 November 2018

**BOCHK launches BOC Hong Kong Airlines Visa Card**  
As Low as HK\$3 for One FWC Point, Extra Fun for Young Travel Lovers

Bank of China (Hong Kong) (“BOCHK”) jointly announced the launch of BOC Hong Kong Airlines Visa Card (“the Card”) with Hong Kong Airlines Limited (“Hong Kong Airlines”) and Visa. Cardholders can earn one Fortune Wings Club (“FWC”) point for as low as HK\$3 spent on overseas or online purchases. Those who set up HKD or USD time deposit with new funds concurrently can enjoy a welcome offer of up to 360,000 FWC points, which allow the redemption of eight Hong Kong Airlines business class round-trip award tickets to Japan.

The launch ceremony was held today on the 70th floor of Bank of China Tower. Officiating guests included Mrs Ann Kung, Deputy Chief Executive of BOCHK; Mr George Liu, Chief Marketing Officer of Hong Kong Airlines; and Ms Shirley Yu, Group Country Manager of Visa Greater China.

Mrs Ann Kung, Deputy Chief Executive of BOCHK, said, “Hong Kong people have a passion for travelling. BOC Credit Card continuously sees a double-digit growth for its overseas card spending. The growth of overseas card spending among young customers in particular has surged over 23% so far this year. As a service provider which keeps up with the pace of its customers, BOCHK joins hands with Hong Kong Airlines and Visa to introduce BOC Hong Kong Airlines Visa Card. It combines the strengths of Hong Kong Airlines’ ever-expanding international network that covers nearly 40 popular travel destinations among Hong Kong people, as well as Visa’s extensive global merchant network and online shopping platforms. Such collaboration not only enables the three companies to complement each other and create synergy, but also brings attractive rewards and services to our customers.”

Mr George Liu, Chief Marketing Officer of Hong Kong Airlines, said, “Hong Kong Airlines is delighted to celebrate our new partnership with BOCHK and our cooperation will create great synergy to mutually benefit our customers. We are very pleased to offer one of the most competitive points earning plans in town to help customers earn points quicker, and enjoy the value-added services offered by Hong Kong Airlines.”

Ms Shirley Yu, Group Country Manager of Visa Greater China, said: “According to Visa Global Travel Intention Study, Hong Kong millennials are expected to take more trips than their regional and global counterparts and almost double their spending in the coming year. With more Hong Kong millennials travelling abroad, Visa is pleased to join BOCHK and Hong Kong Airlines to offer consumers a compelling rewards programme that matches their exacting travel needs, tapping into Visa’s millions of global acceptance locations in 200 countries and territories worldwide, as well as many exclusive dining and shopping platforms.”



Personal customers of BOCHK's integrated account services (including Wealth Management, Enrich Banking and i-Free Banking) who apply for the Card and at the same time set up HKD or USD time deposit with new funds, can earn up to 345,000 FWC points. In addition, new customers who apply for the Card through electronic platforms and spend designated amounts within two months upon card issuance will be rewarded with an extra 15,000 FWC points, adding up to 360,000 FWC points in total. These points can be used to redeem eight Hong Kong Airlines business class round-trip award tickets to Japan.

In addition to an annual 50% discount in redemption of Hong Kong Airlines award tickets, cardholders can enjoy extra FWC points by purchasing tickets via the Hong Kong Airlines website or mobile App. Cardholders and their travel partners can enjoy five free visits annually to the two Hong Kong Airlines VIP lounges – Club Autus and Club Bauhinia. BOC Hong Kong Airlines Visa Signature cardholders participating in "Accelerate Programme" are eligible for unlimited free visits to the VIP lounges within one year and a 50% discount on point redemption for business class upgrade of long-haul flights. BOC Hong Kong Airlines Visa cardholders can enjoy discounts on purchases of inflight tax-free items.

For application information, please refer to <https://www.bochk.com>.

Note: The above offers are subject to the terms and conditions. Please refer to the relevant leaflet for more details.

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#### **About Bank of China (Hong Kong) Limited**

Bank of China (Hong Kong) Limited ("BOCHK") is a leading commercial banking group in Hong Kong with strong market positions in all major businesses. We have the most extensive local branch network and diverse service platforms in Hong Kong, including over 190 branches, more than 250 automated banking centres, efficient e-channels of over 1,000 self-service machines, as well as Internet and Mobile Banking services. We offer a comprehensive range of financial, investment and wealth management services to personal, corporate and institutional customers. To implement the overseas development strategy of BOC Group, we strive to drive our regional development by expanding our business in the Southeast Asian region. Our branches and subsidiaries have been extended to Southeast Asian countries such as Thailand, Malaysia, Vietnam, the Philippines, Indonesia, Cambodia and Brunei, with the provision of professional and high-quality financial services to local customers. We will also expedite our development into a top-class, full-service and internationalised regional bank.

BOCHK is one of the three note-issuing banks and the sole clearing bank for Renminbi ("RMB") business in Hong Kong. With our strong RMB franchise, we are the first choice of customers in this business. Through the deep collaboration with our parent bank, BOC, we provide a full range of high-quality cross-border services to multinationals, cross-border customers, mainland enterprises going global, central banks and super-sovereign organisations.

BOC Hong Kong (Holdings) Limited, BOCHK's holding company, is one of the largest listed companies on the main board of the Stock Exchange of Hong Kong, with stock code "2388" and ADR OTC Symbol "BHKLY".



### **About BOC Credit Card (International) Limited**

BOCC Credit Card (International) Limited (“BOCCC”) was established in 1980 and is a wholly-owned subsidiary of Bank of China (Hong Kong) (“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 bank, Chiyu Banking Corporation, as well as other institutions and organisations. BOCCC plays an important role in the credit card business in the Chinese mainland, Hong Kong and Macao.

BOCCC provides a wide variety of products to serve different market needs. Its product family includes UnionPay Dual Currency Diamond and Platinum Card, Visa Infinite, World MasterCard, Visa and MasterCard Platinum Card, Titanium Card, Gold Card, Classic Card, Business and Corporate Card, Purchasing Card, Co-branded Card (with over 30 co-branding corporations and organisations), Intown Virtual 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 Hong Kong Airlines**

Established in 2006, Hong Kong Airlines is a full-service airline firmly rooted in Hong Kong. The airline flies to nearly 40 destinations across Asia Pacific and North America, and currently maintains 81 interline and 19 codeshare agreements with multiple airline partners and TurboJET. Hong Kong Airlines operates one of the youngest fleets in the world. It has been awarded the internationally acclaimed four-star rating from Skytrax since 2011.

### **About Visa Inc.**

Visa Inc. (NYSE: V) is the world’s leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company’s relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device, and a driving force behind the dream of a cashless future for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information, visit [Visa.com.hk](http://Visa.com.hk), [VisaAPNews.asia](http://VisaAPNews.asia) and [@VisaNews](https://twitter.com/VisaNews).

### **Media Enquiry:**

#### **BOC Credit Card (International) Limited**

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