



Taobao 淘寶



Press Release  
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**Bank of China (Hong Kong), Bank of China (Macau Branch),  
Taobao Hong Kong and Macau, and Mastercard  
jointly present BOC Taobao World Mastercard**

*"0% handling fee for everything in the abundant world of Taobao Master"*

Bank of China (Hong Kong) ("BOCHK"), Bank of China (Macau Branch), Taobao Hong Kong and Macau, and Mastercard jointly announced the launch of the first Taobao co-branded card **BOC Taobao World Mastercard** in Hong Kong and Macau today. This card allows customers to enjoy unlimited 0% handling fee on Taobao Hong Kong<sup>1</sup> all year round. A 0% handling fee offer is also applicable to overseas spending on websites and at brick-and-mortar merchants. "0% handling fee for everything in the abundant world of Taobao Master" – With this new credit card, customers get to shop more and spend less on Taobao Hong Kong and overseas. Upon successful application, new-to-bank customers who have also opened a bank account via Mobile Banking are eligible for up to HK\$500 cash rebate<sup>2</sup>, making for a more enjoyable shopping and banking experience.

The launch ceremony of BOC Taobao World Mastercard was held today at the Bank of China Tower. Officiating guests included Huang Jinyue, General Manager, BOC Credit Card (International) Co, Ltd; Chan Hiopeng, Deputy General Manager, Bank of China (Macau Branch); CK Chan, Head of Hong Kong and Macau, Tmall World; and Helena Chen, Managing Director, Hong Kong and Macau, Mastercard.

**Huang Jinyue, General Manager, BOC Credit Card (International) Co, Ltd**, said, "During the period from January to September 2020, about 30% of the total BOC Credit Card transaction value came from online spending, up 7 percentage points year-on-year. This growth illustrates that the consumption patterns of customers have shifted towards online shopping. BOCHK is delighted to launch BOC Taobao World Mastercard with its partners as the new credit card is set to enhance the online shopping experience for Taobao's enormous customer base with competitive spending rewards. Coupled with Mastercard's global merchant network, we will continue to offer customers with more value-added services. This partnership will build on the complementarities of all parties and facilitate cross-sector integration, giving full play to each party's strengths and promoting business development."

**Chan Hiopeng, Deputy General Manager, Bank of China (Macau Branch)**, said, "According to research<sup>3</sup>, more than 70% of Macau residents have made online payments while more than half of Macau residents would shop on Taobao. With the flow of people, logistics and capital in the Greater Bay Area becoming increasingly efficient, a core engine has taken shape to drive economic development. In order to enrich the application scenarios and payment experience for online shoppers, BOC Taobao World Mastercard is introduced to facilitate, from online to offline, the construction

of a global payment ecosystem that serves customers through a 'scenario + finance' model which marks the beginning of a new era in Macau's financial services industry."

**CK Chan, Head of Hong Kong and Macau, Tmall World**, said, "The changes of consumer behaviours in recent years have boosted the popularity of online shopping. The pandemic has become a catalyst to drive the adoption of online shopping, which is now the new norm among customers. Taobao Hong Kong and Macau is pleased to join hands with BOCHK and Bank of China (Macau Branch) in the launch of BOC Taobao World Mastercard in Hong Kong and Macau. No handling fees will be charged for Taobao customers in these two cities, allowing them to save more and spend less while shopping on Taobao. We believe this offer will further expand our customer base in Hong Kong and Macau, while driving change in consumer lifestyles and growth in the e-commerce market."

**Helena Chen, Managing Director, Hong Kong and Macau, Mastercard**, said, "Mastercard is pleased to partner with BOCHK, Bank of China (Macau Branch), and Taobao Hong Kong and Macau to bring fast, convenient, reliable and engaging shopping and payment experience to Hong Kong and Macau consumers, who are increasingly embracing online shopping. As a technology leader in the global payments industry, Mastercard is committed to providing cardholders with innovative, hassle-free and secure digital payment solutions that suit their evolving lifestyles."

For more details, please visit [www.bochk.com/cc/s/e/taobao](http://www.bochk.com/cc/s/e/taobao).

Remarks:

1. "0% handling fee on Taobao Hong Kong" is applicable to Main Cardholder shopping on Taobao Hong Kong through App or PC via (1) Payment in Taobao Mobile App with BOC Taobao World Mastercard or with AlipayHK App using BOC Taobao World Mastercard; or (2) Payment on world.taobao.com with AlipayHK App using BOC Taobao World Mastercard. Please refer to the promotional leaflet for details.
2. The above offers are subject to relevant terms and conditions. For details, please refer to [www.bochk.com/cc/s/e/taobao](http://www.bochk.com/cc/s/e/taobao). Reminder: To borrow or not to borrow? Borrow only if you can repay!
3. Source: *Internet Usage Trends in Macao 2020* by the Macao Association for Internet Research

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**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 more than 190 branches, 280 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, Laos 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".

### **Bank of China (Macau Branch)**

Bank of China (Macau Branch) has upheld the principle of "Rooted in Macau, Steadfast in Serving" for seventy years. As a traditional retail bank, Bank of China (Macau Branch) has transformed into one of the mainstream banks in Macau, and acts as one of the note-issuing banks and the agent bank for the Public Treasury. The Bank is also the current Chairman of the Macau Association of Banks and the Clearing Bank for RMB. Bank of China (Macau Branch) has also shown its full commitment to its social responsibilities by supporting initiatives that involve social affairs, education and culture.

As one of the most globalised and integrated national banks, Bank of China has set many precedents since its establishment in Macau, e.g. being the first bank to be awarded the "Medalha de Mérito Industrial e Comercial" by the Macau SAR Government, signing the "The first Greater Bay Area Banking Agreement", acting as the sole global coordinator to assist the Ministry of Finance in issuing government bonds, and successfully launching a number of electronic financial instruments, such as contactless UnionPay payment, UnionPay QR code payment, BoC Pay, intelligent counters, and cross-border wallets.

In the future, the Bank will accelerate the construction of a digital business model with technology as the core, while devoting itself to the creation of financial scenarios for education, sports, the elderly and Government. The Bank will also help write a new chapter for the people of Macau by assisting the city in its integration into the Greater Bay Area and the Belt and Road Initiative.

### **Taobao Marketplace**

Launched in 2003, Taobao Marketplace ([www.taobao.com](http://www.taobao.com)) provides consumers from both large cities and less developed areas with an engaging, personalized shopping experience, optimized by big-data analytics and technology. Through highly relevant and engaging content and real-time updates from merchants, consumers can learn about products and new trends. They can also interact with each other and their favorite merchants and key opinion leaders. Merchants on Taobao Marketplace are primarily individuals and small businesses. According to Analysys, Taobao Marketplace was China's largest mobile commerce destination with a large and growing social community, in terms of GMV for the 12 months ended March 31, 2020. Taobao Marketplace is a business of Alibaba Group.

### **Mastercard (NYSE: MA) [www.mastercard.com](http://www.mastercard.com)**

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments

and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.