

10 December 2020

**BOCHK launches brand new premium Private Wealth service
to help high-end customers grow their wealth and preserve their legacy**

Bank of China (Hong Kong) ("BOCHK") announced the launch of brand new premium Private Wealth service, which offers prestigious and personalised wealth management solutions to high net worth customers. Through an exclusive team of wealth management experts, Private Wealth supports customers' various wealth management needs by offering diverse services, including investment, wealth management, legacy planning, cross-border property purchase and luxury lifestyle benefits.

Stephen Chan, General Manager, Personal Banking and Wealth Management Department of BOCHK, said, "Wealth management has always been one of the key businesses for BOCHK. Our high-end customer base has been expanding steadily in recent years as the number of customers with a net asset value of over HK\$8 million grows more than 10% each year. We see a greater need for professional investment and insurance services as well as financial management analysis among this particular customer group. Their asset allocation mix consists of about 40% investment products, of which the majority are securities and funds. With the launch of brand new premium Private Wealth service, BOCHK is dedicated to serving high-end customers with comprehensive investment and insurance product offerings, including private banking-grade investment solutions, liquidity management tools and exclusive life insurance offerings. Combined with our luxury lifestyle solutions, we strive to help customers grow their wealth and preserve their legacy."

Today BOCHK held the launch ceremony of Private Wealth with officiating guests including Mr Chan and **acclaimed actor Simon Yam**. Mr Yam said, "As a long-standing BOCHK customer, I am very delighted to be a customer of Private Wealth. BOCHK has always impressed me with their diverse wealth management services. I believe Private Wealth will bring me even more professional and personalised services in my personal and family financial planning, helping me make the right asset allocation decisions that will grow my wealth."

BOCHK's Private Wealth is a bespoke service for customers with a net asset value of over HK\$8 million, complete with a team of seasoned Private Wealth relationship managers. In order to help customers maximise their wealth, our experienced and professional Private Wealth team will offer tailor-made asset allocation solutions that cover investment, insurance, equities, cross-border wealth management, mortgage, etc. Private Wealth will help customers and their offspring build an abundant future with a range of legacy planning and protection solutions, including consultation

services for wealth inheritance and exclusive life insurance offerings. Leveraging BOCHK's advantages in cross-border business, Private Wealth addresses customers' diverse needs for travelling, property purchase and investment by offering a full range of cross-border investment and property purchase services, including cross-border mortgage consultation services and Greater Bay Area financing solutions.

At BOCHK's Private Wealth Centre, customers will get to enjoy an immersive five-sense experience, complemented by signature tea blends, aromatherapy, music, décor and thoughtful services that are personalised for each customer. Private Wealth will soon launch RM Chat, a service that enables customers to communicate with our service team directly via Mobile Banking. Through RM Chat, designated relationship managers are able to swiftly follow up customers' transaction requests, ensuring both security and convenience.

Starting today, both new-to-bank Private Wealth customers and existing customers upgrading to Private Wealth will be entitled to an array of tailor-made wealth management services and remarkable privileges. For enquiries, please contact your designated relationship manager or call Private Wealth service hotline at (852) 3988 2188.

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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”.