

20 March 2023

**BOCHK Named the “Best Retail Bank in Hong Kong” and  
“Best Big Data and Analytics Initiative” by *The Asian Banker***

Bank of China (Hong Kong) (“BOCHK”) has received two prestigious awards, namely the “Best Retail Bank in Hong Kong” and the “Best Big Data and Analytics Initiative” at *The Asian Banker* Global Excellence in Retail Financial Services Awards 2023. The recognition is a testament to the Bank’s outstanding retail banking performance and its dedicated efforts to use big data analytics to elevate personalised banking experience.

*The Asian Banker* said, “Amid a challenging market environment, BOCHK demonstrated its resilient retail performance, strong branding and refreshing digital customer engagement, and has managed to grow the frontline capacity strategically. The Bank has pivoted to remote channels such as Relationship Manager Chat (“RM Chat”), Virtual Manager Chat (“VM Chat”) and Home Expert app to enable remote transactions, wealth management and mortgage advisory services. It also expanded social media channels and reconfigured digital branches to engage with and serve customers during COVID-19.”

**Mary Lo, General Manager, Personal Banking and Wealth Management Department of BOCHK**, said, “We are delighted to see our retail banking recognised as the best in the industry once again. The two awards affirmed our strong commitment to deliver excellent retail banking services and our ongoing efforts to use technology to redefine wealth management and customer experience. During the pandemic, we doubled down on expanding innovative digital and fintech offerings to better serve our customers. Through utilising big data and AI to understand and analyse customers’ banking behaviours and habits, we introduced a host of personalised digital banking services to satisfy the daily banking needs of our customers. With the full return to normalcy, we seize the opportunity to actively reach out to our local and cross-border customers through various channels, helping them achieve their financial goals. The awards also underscored our achievements in promoting ESG development, as well as our market-leading position in cross-border and regional banking services.”

*The Asian Banker* Global Excellence in Retail Financial Services Award is the most rigorous, prestigious and transparent annual awards programme to recognise institutional and individual leadership in retail financial services. It establishes the objective and undisputed benchmark of the performance of the industry in Asia Pacific, the Middle East and Africa,

and increasingly so on a global scale. This year, *The Asian Banker* assessed in great detail the performance of more than 100 retail financial institutions from across the world. Since 2020, the programme also incorporated the customer experience evaluation of The BankQuality Consumer Survey and Ranking of Retail Banks, that involve 11,000 respondents in 11 markets in Asia.

-End-