

27 July 2023

BOCHK partners with Visa to launch *BOC Cheers Card*

Enjoy up to 10X Gift Points on dining and travel spending

“Savour Every Moment Together, CHEERS with you”

Bank of China (Hong Kong) (“BOCHK”) and Visa today jointly announced the launch of *BOC Cheers Card*, offering extra Gift Points for dining and travel spending, as well as a series of exclusive privileges that cater for the consumption patterns of middle-class customers pursuing a high-quality lifestyle.

BOC Cheers Card provides customers with up to 10X Gift Points, equivalent to HK\$1.5 spent for 1 Mile¹ or a 4% cash rebate², on global dining spending and overseas purchases. In addition, from today until 31 December 2023, customers who register for the “10X Amazing Rewards” programme can enjoy an extra 9X Gift Points for their spending, representing a total of up to 19X Gift Points. It is equivalent to a conversion rate of nearly HK\$0.8 spent per Mile or a 7.6% cash rebate. New customers who successfully apply for the card through mobile banking and website of BOCHK can enjoy up to 300,000 Gift Points, which can be redeemed for 20,000 Miles or a HK\$1,200 cash rebate.

The launch ceremony for the *BOC Cheers Card* is held at a luxurious and stylish hotel, highlighting the high-end positioning of the card. Officiating guests included Stephen Chan, Deputy Chief Executive of BOCHK; Paulina Leong, General Manager of Visa Hong Kong and Macau; Huang Jinyue, General Manager of BOC Credit Card (International) Ltd; Joanne Lam, Deputy General Manager of BOC Credit Card (International) Ltd; Ruby Kwan, Assistant General Manager of BOC Credit Card (International) Ltd; and Aarif Rahman, a renowned actor who frequently travels around the world and enjoys delicious cuisine.

Joanne Lam, Deputy General Manager of BOC Credit Card (International) Ltd, said, “Credit card spending on dining and travel is rebounding as the world returns to normal. According to our statistics, dining spending and travel expenses have increased by 2.6 times and 3.6 times year-on-year respectively as of April this year. The Bank attaches great importance to consumption experience of customers. As such, we are delighted to partner with Visa to introduce to middle-class customers the *BOC Cheers Card*, featuring extensive dining and travel privileges that cater for their consumption patterns and habits. Customers can fully enjoy card spending benefits by flexibly converting their Gift Points to Miles or cash rebates according to their needs.”

“As the world starts to reconnect, every travel experience and reunion with loved ones become even more special and cherished,” said **Paulina Leong, General Manager, Visa Hong Kong and Macau**. “We believe that *BOC Cheers Card*’s unique proposition will deeply resonate with customers who want to relish every moment with their loved ones. As long-term partners, we are very excited to be working with BOCHK to help customers create memorable moments and remarkable travel experiences through Visa’s extensive network and innovative payment technologies.”

BOC Cheers Card provides customers with a range of dining and traveling privileges. For **dining**, customers can enjoy buy-one-get-one-free offers at designated MICHELIN starred and other high-end restaurants. For **travel**, customers can enjoy a 25% discount on hotel reservations, and a maximum of 10 complimentary visits to the Plaza Premium Lounge per year with supplementary card customers or accompanying guests.

For customers who are interested in applying for the *BOC Cheers Card*, please visit www.bochk.com/s/a/cheers.

Remarks:

1. For the above mileage rewards, 15 Gift Points are required to redeem one Asia Miles mileage.
2. Every 250 Gift Points can be used to offset HK\$1 of eligible transaction amount, equivalent to the basic 0.4% Cash Rebate.
3. For details and registration of the “10X Amazing Rewards”, please visit: www.bochk.com/s/a/ms2023_10x
4. Terms and Conditions are applicable to the above offers and services.

Reminder: To borrow or not to borrow? Borrow only if you can repay!

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About Bank of China (Hong Kong) Limited

Bank of China (Hong Kong) Limited (“BOCHK”) is committed to promoting sustainable and high-quality development. Capitalising on our advantages as a major commercial banking group in Hong Kong, we continue to increase local market penetration, capture business opportunities in the Greater Bay Area and actively expand our business development in Southeast Asia. Adhering to our customer-centric philosophy, we explore every possibility to meet customers’ needs. We elevate customer experience with new technology and strive to make green and sustainable development a reality. We provide customers with comprehensive, professional and high-quality services, connecting them with opportunities to achieve more.

As one of the three note-issuing banks and the sole clearing bank for Renminbi (“RMB”) business in Hong Kong, BOCHK has strong market positions in all major businesses. Our strong RMB franchise has made us the first choice for customers in RMB business. Leveraging Hong Kong's most extensive branch network and diversified service platforms, as well as efficient e-channels such as internet and mobile banking services, we offer a comprehensive range of financial, investment and wealth management services to personal, corporate and institutional customers.

We are actively pushing forward our regional development and expanding our business in the Southeast Asian region. With our branches and subsidiaries in Thailand, Malaysia, Vietnam, the Philippines, Indonesia, Cambodia, Laos, Brunei and Myanmar, we support customers in the region with professional and high-quality financial services. Through close cooperation 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.

As a leading commercial and regional bank with deep roots in Hong Kong for over 100 years, BOCHK is committed to “serving where our roots are”, undertaking our corporate social responsibilities and delivering greater value for our stakeholders and the community.

BOC Hong Kong (Holdings) Limited 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 Visa

Visa is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement. Learn more at [Visa.com](https://www.visa.com)