

PRIVATE WEALTH

私人財富

CONCIERGE SERVICE



中國銀行(香港)
BANK OF CHINA (HONG KONG)

MAKE THE MOST OUT OF LIFE WITH THE CONCIERGE SERVICE

Waving and flowing, through the dynamic conversion of movement; the way the dancer moves is our interpretation of the energy exchange and flow of life. We believe that success for you is more than just about wealth growth.

At *Private Wealth*, we draw inspiration from elegant dance moves to curate an unparalleled, prestigious and unique experience for you.

The concierge service is provided by Ten Lifestyle Management (Asia) Limited*. You can now enjoy bespoke services arranged based on your lifestyle, interests and preferences. Your Lifestyle Managers can provide you with professional advice and assistance 24/7. You can also enjoy a range of special offers and benefits from our local and global lifestyle partners.

THE CONCIERGE SERVICE

The concierge understands what you want and what you need. No matter what your request is, the Lifestyle Managers are here for you to turn the ordinary into extraordinary.

Elevate your travel experiences

Whether to fly across Africa in a hot air balloon, book your stay at a European castle, or plan a winetasting experience at a vineyard, your Lifestyle Managers can give you inspiration on your next trip and help you plan your itinerary. Enjoy preferential rates for flights from airlines all over the world and a curated collection of over 1,600 hotels, with accommodation offers, as well as car hire benefits.

Make every culinary journey memorable

Enjoy fabulous dining benefits at Michelin-starred and world's famous restaurants. The Concierge dining specialists will be able to make priority reservations for you at top restaurants that have close relationships with the concierge, and recommend great secluded restaurants to dine at.

Get tickets to popular shows and events

Tap into our extensive ticketing network to help you reserve tickets to popular concerts, sports events, exhibitions etc., so you won't miss a moment of your favourite shows or events.

Access unrivalled luxury benefits

Enjoy a whole host of exclusive benefits provided by internationally renowned brands and selected partners, such as enjoying complimentary champagne and bespoke menus at Michelin-starred restaurants, allowing you to experience a different lifestyle.

Enjoy privileged activities

Lifestyle Managers will invite selected partners to present you with a variety of quality lifestyle privileges, such as participating in guided tours to famous opera houses

and theatres, attending orchestra concerts etc. Lifestyle Managers will also help you plan and organise private parties. With our extensive global network, you will be granted access to private club membership as well, bringing you all kinds of high-quality life experiences.

Acquire rare items

Whether to acquire for you or your loved ones, your Lifestyle Managers will go above and beyond to find rare items for you.

***Remarks:**

- BOCHK *Private Wealth* is provided by Bank of China (Hong Kong) Limited ("BOCHK").
- BOCHK *Private Wealth* customers are required to enter into agreement directly with Ten Lifestyle Group ("TEN"), under which TEN and its group companies and their business partners will provide privileged concierge services to BOCHK *Private Wealth* customers directly. BOCHK is not a party to such agreement and is not responsible for providing concierge services. The privileged offers, services and products provided by TEN and its group companies and their business partners are subject to the terms and conditions specified by them. BOCHK *Private Wealth* customers must read carefully and accept the specified terms and conditions before obtaining or using the privileged offers, services or products. BOCHK is not responsible for the quality of the concierge services or for the failure or delay in providing the concierge services. BOCHK *Private Wealth* customers are required to make and resolve any complaint or dispute directly with the relevant service providers. Please scan the QR code below to read the terms and conditions of TEN:



- Regarding the use of the personal data of BOCHK *Private Wealth* customers, please refer to the BOCHK *Private Wealth* Terms and Conditions and visit <https://www.bochk.com/tc/importantnotice.html> to read the "Data Policy Notice".



PRIVATE WEALTH CUSTOMER'S EXCLUSIVE BENEFITS

Not only can you enjoy exclusive concierge services, you can also enjoy benefits provided by our partners, prepared exclusively for *Private Wealth* customers. Please contact your Lifestyle Managers to redeem the following benefits.

Shangri-La Hotels & Resorts

“To treat a stranger as one of our own” characterises the exceptional hospitality one can expect from leading hotel group Shangri-La. Enjoy world-class service amidst tranquil surroundings coupled with inspirational architecture and design. The finest dining experiences at all Shangri-La properties ensure that every palate is pampered, but what makes each stay truly memorable is the brand’s special kind of hospitality.

Shangri-La properties are located in major cities across Asia Pacific, North America, the Middle East, and Europe, offering a home-away-from-home experience wherever you are travelling to.

Private Wealth Customer’s Exclusive Benefits:

- Complimentary upgrade to the next room type category
- Hotel credits up to USD100 or 10% of average daily room rate, whichever is higher (per stay)
- Complimentary breakfasts for two, including in-room dining
- VIP welcome amenities
- Early check-in and late check-out
- Dedicated concierge personnel to handle all requests

Scan for more:





Silversea Cruises

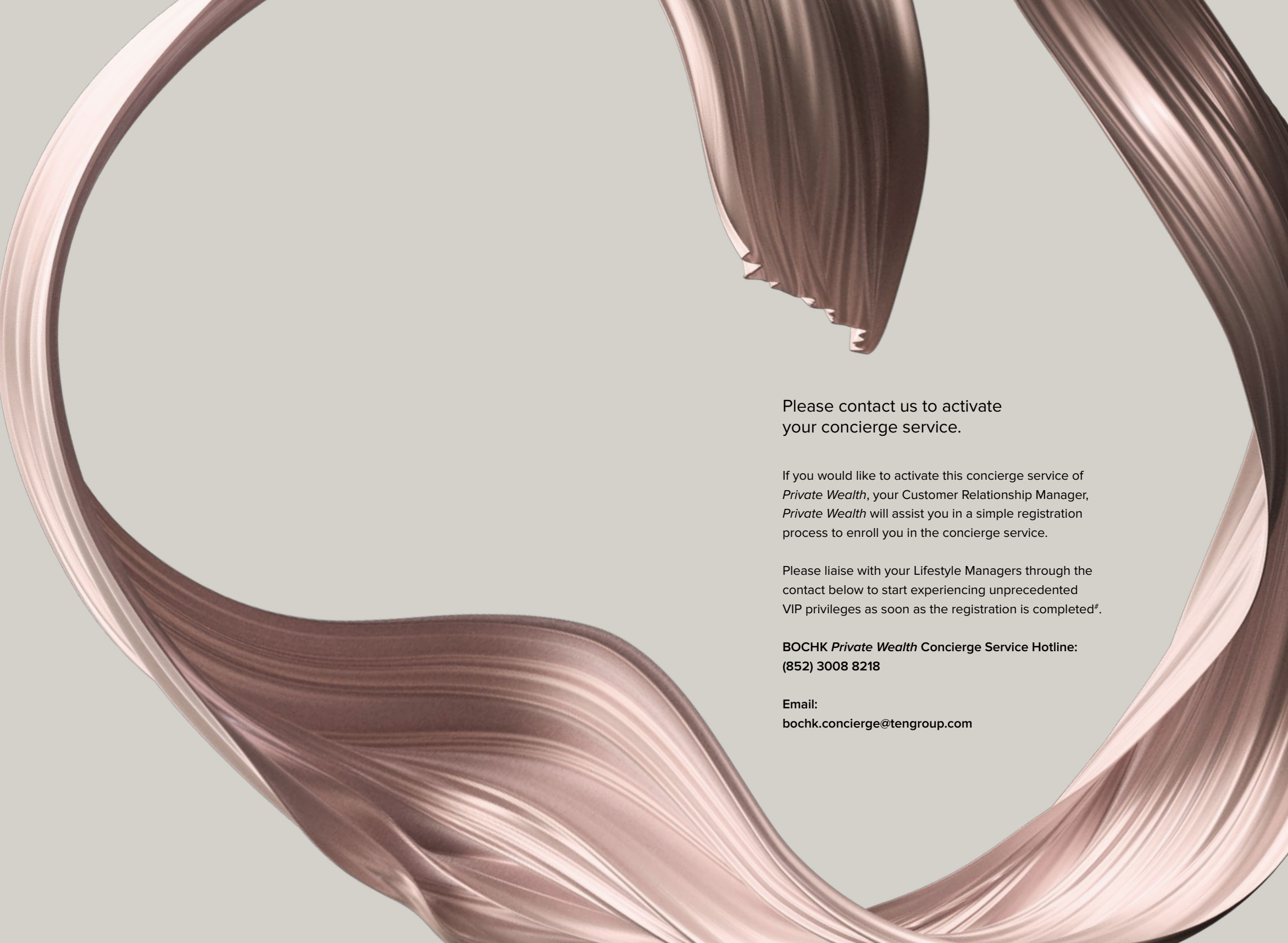
Silversea Cruises is recognised as an innovator in the ultra-luxury cruise line industry, offering guests amenities aboard its intimate and all-suite vessels designed to offer an atmosphere of conviviality and elegance. With the inclusion of the expedition ships such as Silver Muse, Silver Shadow, and Silver Cloud, Silversea's itineraries encompass all seven continents and feature luxury cruises to the Mediterranean, Caribbean, both Polar Regions and hundreds of fascinating destinations in between. Aiming to elevate guests' voyages with a range of sumptuous routes and heartfelt hospitality, Silversea Cruises redefines extravagant cruising experience for the most discerning travellers.

Private Wealth Customer's Exclusive Benefits:

- Enjoy USD200 shipboard credit which can be spent on spa, shopping, dining and shore excursions

Scan for more:





Please contact us to activate
your concierge service.

If you would like to activate this concierge service of *Private Wealth*, your Customer Relationship Manager, *Private Wealth* will assist you in a simple registration process to enroll you in the concierge service.

Please liaise with your Lifestyle Managers through the contact below to start experiencing unprecedented VIP privileges as soon as the registration is completed*.

BOCHK *Private Wealth* Concierge Service Hotline:
(852) 3008 8218

Email:
bochk.concierge@tengroup.com

BOCHK *Private Wealth* Concierge Service Delivered by Ten Lifestyle Group

[#]Remarks:

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- Please scan the QR code below to read the terms and conditions specified by TEN, its group companies or the relevant business partners:



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