

PRIVATE WEALTH
私人財富

BESPOKE SERVICES



中國銀行(香港)

BANK OF CHINA (HONG KONG)



Private Wealth

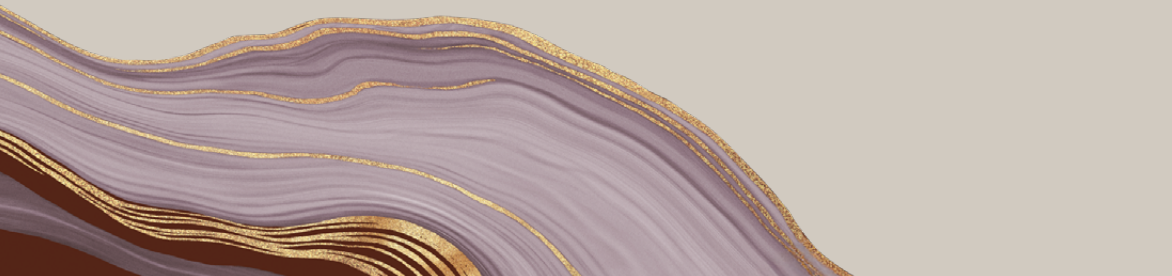
Bespoke Services

Timeless gold, sands shimmering bright.
Private Wealth offers more than material treasures;
it unveils a world of privilege, of experiences beyond
compare. Tread softly through life's fleeting moments,
savour each nuance, and embrace the beauty held
within each memory.

As a *Private Wealth* customer, you will gain access to
a range of lifestyle privileges, both close to home and
around the world, delivering a lifestyle of distinction.

To enjoy your exclusive *Private Wealth* privileges,
please call our dedicated reservations line at
+852 2603 9513 and provide your *Private Wealth*
Concierge Number. You may contact your
Relationship Manager or call *Private Wealth*
Service Hotline at +852 3988 2188 to inquire about
your *Private Wealth* Concierge Number.

Note: If you join BOCHK *Private Wealth* during the promotion period, please
register for *Private Wealth* Bespoke Services 14 working days after the
joining date.





Private Club Bookings in Hong Kong

Enjoy prestigious, private spaces in the heart of the city, perfect for business meetings or intimate gatherings.

Private Club Bookings on the Mainland

We have curated a selection of the finest private clubs in major cities, including Beijing, Shanghai, and Shenzhen, providing seamless access and exclusive privileges to elevate your cross-border travel experience.

Golf Course Booking Service

Gain access to over 50 exceptional golf courses across the mainland, allowing you to fully enjoy the art of golf amidst stunning landscapes.

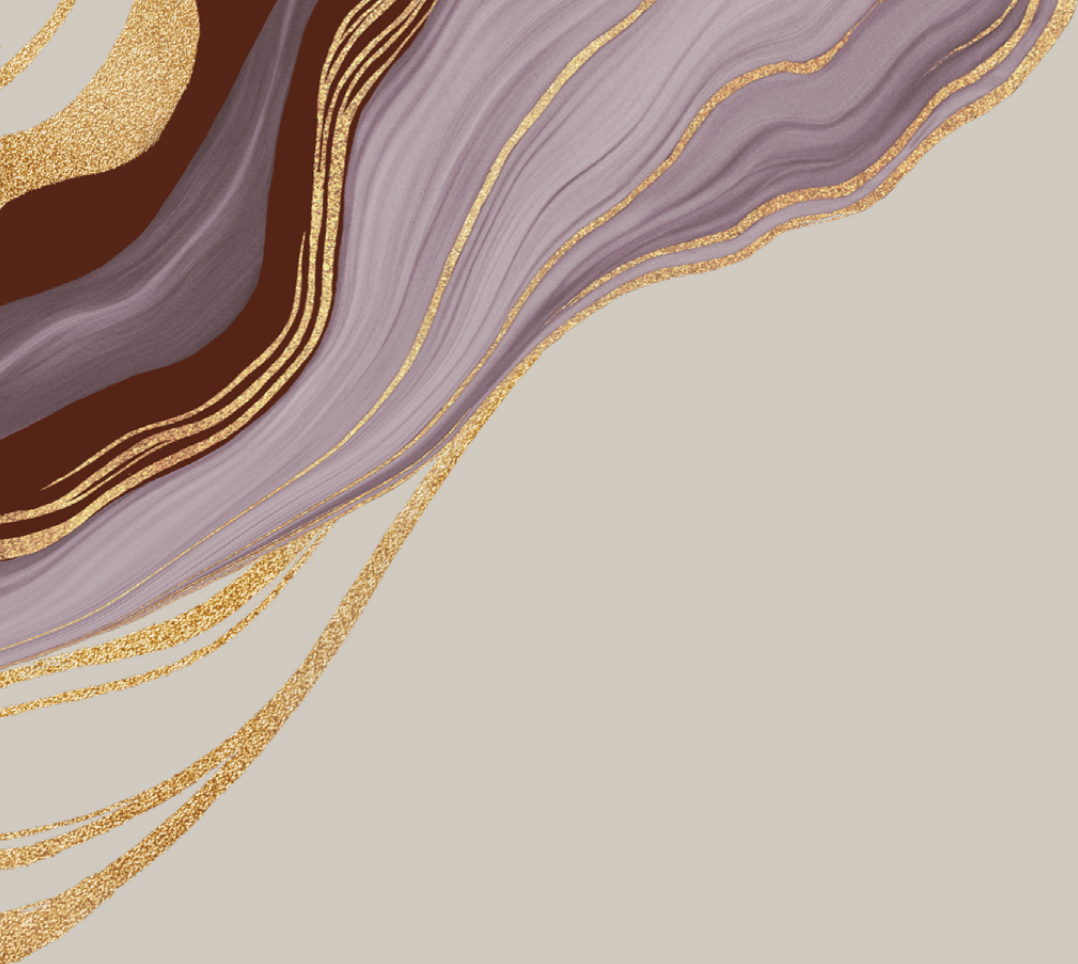
Global Education Support and Exclusive Offers

Enjoy comprehensive global education support and exclusive offers. Our professional education partners provide expert guidance for you and your children, complemented by a suite of valuable resources.

Share Exclusive Privileges with Your Loved Ones

You can nominate an authorised person (spouse or child aged 18 or above) to enjoy the same *Private Wealth* experience and status benefits with you!

- BOCHK *Private Wealth* Bespoke Services is provided to *Private Wealth* customers and his/her authorised person (spouse or child aged 18 or above), and *Private Wealth* customers are required to register his/her authorised person with Aspire Lifestyles in advance. Once registered, the authorised person cannot be changed.



Private Club Bookings in Hong Kong

Experience luxury and private meeting spaces at the city's most prestigious private clubs. These carefully selected venues provide the ideal setting for distinguished business discussions and unforgettable moments with friends and family.

- All food and beverage expenses must be paid in cash or by credit card during each visit.
- Reservation must be made in advance. Reservation is open 30 days before the dining date. Changes and cancellation on the reservation is advised to be made 48 hours prior to the reservation time.
- Submitting a booking request indicates that you have read and agreed to the terms and conditions of Aspire Lifestyles and the private club (if applicable). You also authorise Aspire Lifestyles to collect the information you provide.
- Your reservation request would be handled by Aspire Lifestyles and Aspire Lifestyles would submit the request to Service Provider on your behalf. Aspire Lifestyles will provide booking service to you in accordance with their terms and conditions.

Located in bustling Central, Hong Kong, it is famed for its unique 1930s Shanghai-style décor. The private club is adorned with antiques and artwork, with Art-Deco-styled staircases, elegant mahjong rooms, a spacious library, and private salons, creating a unique retro ambiance.

Privilege

- Enjoy dining experience

- Dress code: Smart casual (No shorts, singlet and sandals or slippers for gentlemen. No slippers for ladies).
- Except for Saturdays and banquets held on the 14th and 15th floors, children under 14 years old are not allowed in the club. Children must be closely supervised and accompanied by you or your guests.



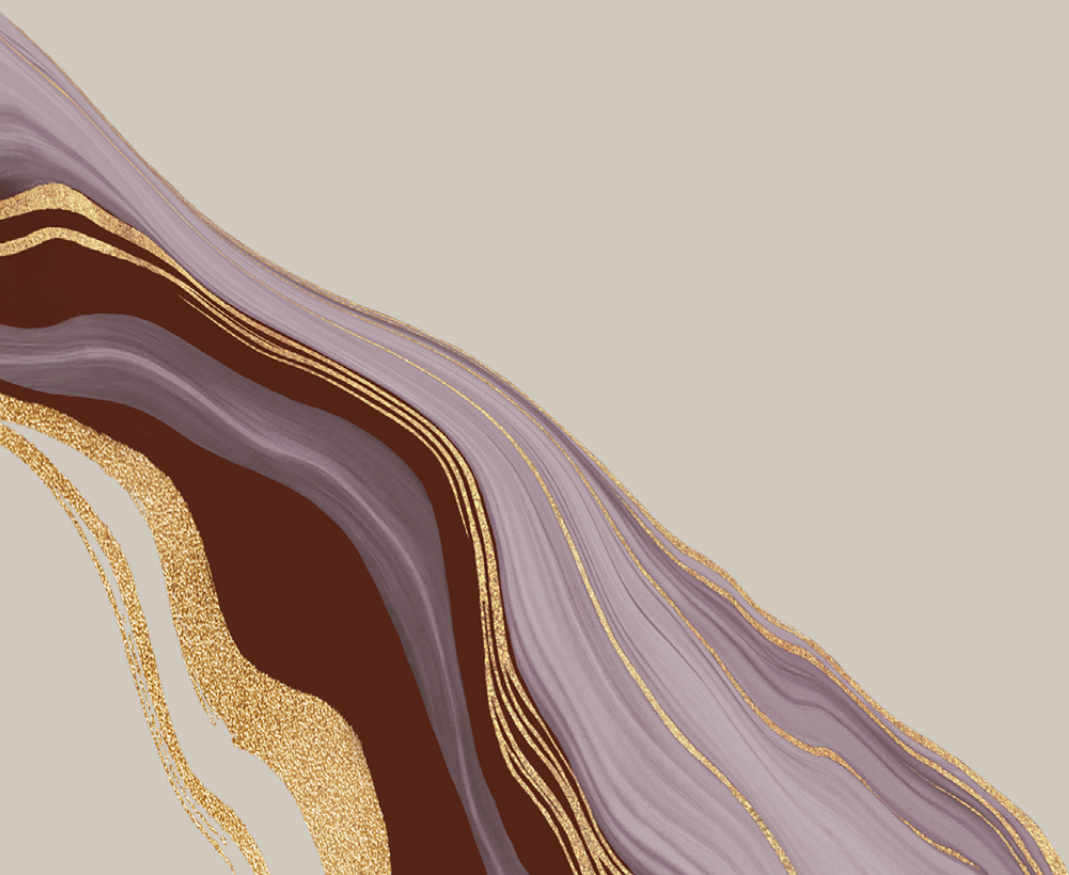
Another private club located in Central, famed for its exceptional Italian cuisine, curated beverages, elegant style, and impeccable service.

Privilege

- Enjoy dining experience

- Dress code: Smart casual (No shorts, singlet and sandals or slippers for gentlemen).
- Only children aged 12 and above can access the club from Monday to Friday. All children must be closely supervised and accompanied by you or your guests. Children and infant of all ages to be accompanied by you or your guests are welcome to the club on Saturdays.







Private Club Bookings on the Mainland

Enjoy access to prestigious private clubs in the major cities, including Beijing, Shanghai, and Shenzhen. These meticulously selected world-class venues cater to your discerning cross-border lifestyle.

Located adjacent to Tiananmen Square, this prestigious business and banqueting club has been a landmark of elegance and sophistication since 1996. Renowned for its exquisite cuisine and impeccable service, it has been repeatedly recognised as one of China's most coveted clubs by *Hurun Best of the Best*.

Privilege

- Enjoy dining experience at Chinese and Japanese Restaurants

- Minimum spending requirements: Starting from RMB1,000/per person. A deposit of 50% is required for reserving set menus.
- Changes and cancellation on the reservation must be made 48 hours prior to the reservation time.



Housed in a nationally protected historic building on Shanghai's iconic Bund, this exclusive club boasts world-class cuisine, and a stunning terrace restaurant and bar overlooking the Huangpu River. While some floors are open to the public, others are reserved exclusively for members, including royalty, diplomats and prominent figures from Shanghai's elite.

Privileges

- Enjoy dining experience in a members-only private room on the 3rd floor
- Access to venue bookings

- Reservation must be made in advance. Reservation is open 15 days before the dining date. Changes and cancellation on the reservation is advised to be made 48 hours prior to the reservation time.



外滩观光隧道
Bund Sightseeing Tunnel

北京东路
Beijing East Road

Shenzhen Dameisha Bay Yacht Club

Nestled between the mountains and the sea, Shenzhen Dameisha Bay Yacht Club spans over 80,000 square metres of prime coastal property. With its expansive beach, swaying coconut trees, and lush subtropical atmosphere, the club offers a tranquil escape. Centred around a 56,000-square-metre natural inner lake, the marina provides a secure haven for over 200 yachts and sailboats, including superyachts exceeding 100 feet.

Privileges

- Exclusive discounts on yacht rentals
 - Complimentary room upgrades at hotels (subject to availability, limited to the next room category, excluding suites)
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- Yacht and hotel reservations must be made at least 72 hours in advance.
 - Cancellation or any changes require notification 72 hours in advance. If the customer cancels or changes the yacht within 72 hours prior to the reservation, a penalty of RMB1,000 will be charged to the client. Hotel cancellation requires at least 72 hours prior to check in date, penalty applies otherwise.



Golf Course Booking Service

Enjoy access to over 50 top golf courses across the mainland, covering major cities such as Beijing, Shanghai, Tianjin, and Guangzhou. These include championship-grade courses offering a variety of terrain and challenges. Enjoy challenging play amidst stunning natural landscapes and experience the unique charm of golf.

- Prices for each golf course are subject to seasonal fluctuations and real-time confirmation.
- Reservations should generally be made at least five working days in advance. Cancellations must be made at least 72 hours in advance (specific cancellation policies of each golf course apply).



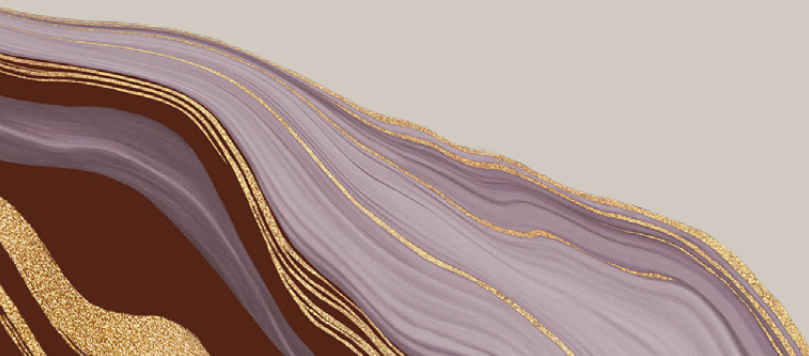
Global Education Support and Exclusive Offers

Focusing on your children's local education opportunities, or considering sending them abroad for further studies?

Global education support and exclusive offers are available to ensure a seamless transition to their international education journey.

Service Overview

Our global education partners (including Crimson Education, Britannia and Devoted Education Group) provide complimentary one-on-one consultations for you and your children, offering full support for applications to Hong Kong, the mainland and overseas schools. Additional services include mock admission interviews, exam preparation coaching and study resource kits.



Reaching countries

	UK	US	Canada	Australia	New Zealand	Hong Kong, China	The Chinese mainland
Britannia	●	●		●		●	
Crimson Education	●	●	●	●	●	●	
Devoted Education Group	●	●	●	●	●	●	●

Service extension

	Boarding school	University	International Schools (HK)	Kindergarten	Others
Britannia	●	●	●	●	
Crimson Education	●	●			Postgraduate
Devoted Education Group	●	●	●	●	

- All consultation sessions must be made by prior appointment with Aspire Lifestyles.
- This Offer cannot be used in conjunction with other promotions, discounts, offers or coupons and cannot be exchanged for cash or other products.

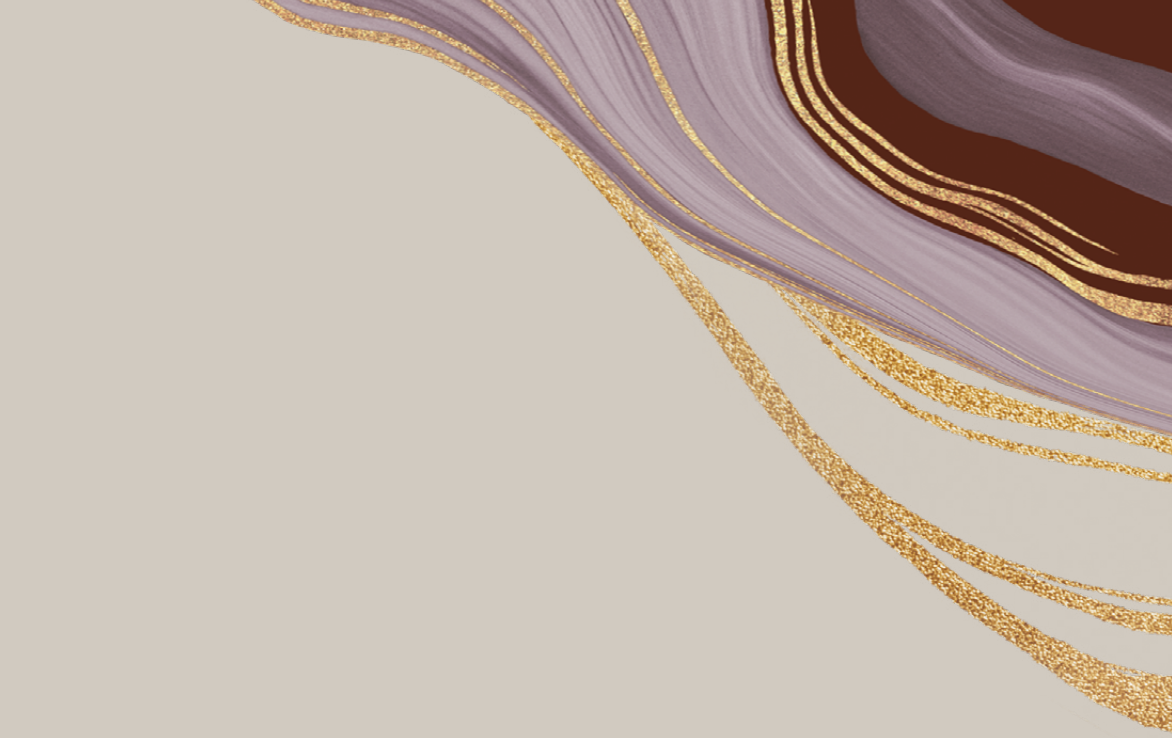


Britannia

Britannia connects Asian families with top UK educational resources. It offers convenient, personalised, one-stop study abroad services tailored to each student, with professional exam preparation coaching. Renowned in the industry, it has been recognised by Fortune magazine as a leading consultant for boarding schools.

Privileges

- Complimentary 1-on-1 consultation
- Exclusive discounts:
 - i. 20% off for UK University Application Service Fee
(original price: HK\$2,800; discounted price: HK\$2,240)
 - ii. 20% off for UK school admissions mock test and mock interview
(original price: HK\$2,000; discounted price: HK\$1,600)

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- The consultation booking will open 30 calendar days before the consultation day, and close 5 calendar days before the consultation day (“Booking Period”).
 - Only customers who successfully book consultation services within the Booking Period and submit required information 3 calendar days before the consultation day can enjoy the offer.
 - All consultations should be booked with Aspire Lifestyles with written confirmation, the booking without confirmation is regarded as invalid.
 - Consultation is offered on a first-come-first-served basis.
 - Rescheduling or cancellation must be made with Aspire Lifestyles at least 24 hours before the consultation.
 - Britannia shall be entitled to charge for the consultation if the cancellation notice is made less than 24 hours.
 - Rescheduling of booking must be completed within the 30 days from the end date of the original Booking Period.
 - All paid and confirmed mock tests and interview bookings are non-refundable and non-transferable.
 - Britannia reserves the right of final decision on the eligibility for the offer.

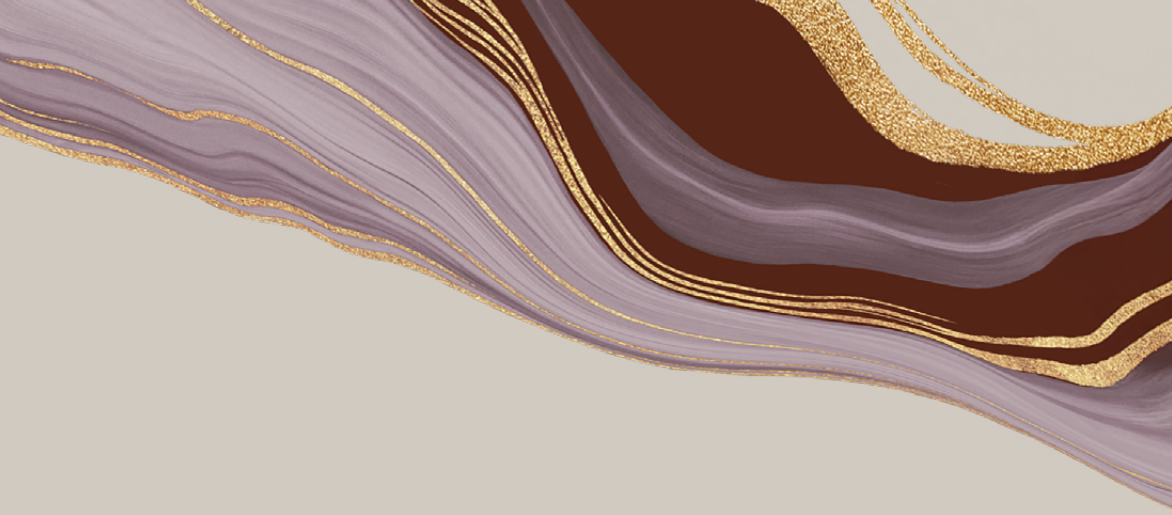


Crimson Education

Founded in New Zealand in 2013, Crimson Education has become a leading provider of personalised university admissions consulting. By integrating elite mentorship, big data, and cutting-edge technology, Crimson empowers students to reach their full potential and gain acceptance to the world's most prestigious universities. Their comprehensive services include application support for US and UK universities, access to the Crimson Global Academy (CGA), early education planning, and opportunities for prestigious internships.

Privileges

- Complimentary 1-on-1 consultation (Reference Value: HK\$800)
- Online University Admissions Resource Package (Reference Value: HK\$1,600)
- Exclusive discounts:
 - i. 10% off for US & UK Core Services (Only applicable for engaging both US & UK)
 - ii. 5% off for US or UK Core Services, Working Experience Programs, Workshop & other courses (Including 1 on 1 private hours with Former Admission Officer, Research Paper Program, Fortune 500 Company's working experience, Oxbridge Summer Scholars etc.)
- Exclusive access to global events and competitions co-hosted by Crimson and leading universities, such as Model United Nations, Global Essay competition, and High School Academic Research Competitions



- This Offer is only available to BOCHK *Private Wealth* customers, and each customer may only redeem the offer once.
- All consultation sessions must be made by prior appointment with Aspire Lifestyles.
- This Offer cannot be used in conjunction with other promotions, discounts, offers or coupons and cannot be exchanged for cash or other products.
- This Offer is not applicable to any existing offers between Aspire Lifestyles and Crimson Education.
- In case of any dispute, Aspire Lifestyles and Crimson Education reserve the right of final decision.
- Crimson Education does not assume any responsibility for the customer arrangements of Aspire Lifestyles. Crimson Education will only be responsible for the quality of the products and/or services provided.
- In the event of any breach of contract or legal regulations, Aspire Lifestyles and Crimson Education reserve the right to terminate the offer at any time or amend the terms and conditions of any offer without prior notice.



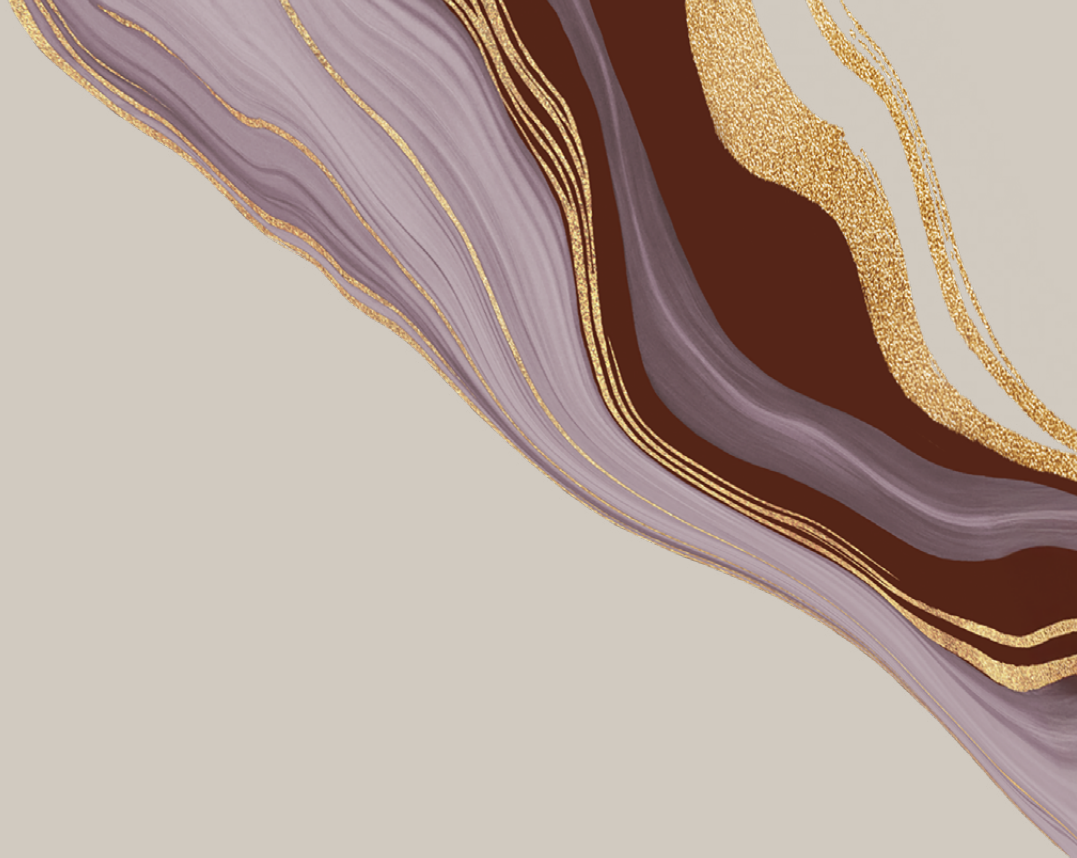
博學(國際)有限公司
DEVOTED EDU.
GROUP LIMITED

Devoted Education Group

Founded in Hong Kong in 2004, Devoted Education Group is dedicated to the holistic development of students, guided by educational research and innovation. Through its subsidiaries — Devoted Chinese, Devoted English, Devoted Maths and Science, and the Devoted International Education Advisory Centre — it provides comprehensive support for students from preschool through secondary school, offering academic enrichment courses and study abroad counselling services.

Privileges


- Complimentary 1-on-1 consultation
 - Exclusive discounts:
 - i. 10% off for admission application package
 - ii. 10% off for group courses
 - iii. 5% off for the 1-on-1 VIP lesson
 - Priority appointments with professional advisors such as former school principals and former admissions officers
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- This Offer cannot be combined with any other promotions or discounts.
 - All paid and confirmed consultation bookings are nonrefundable and non-transferable.
 - Rescheduling or cancellation must be made with Aspire Lifestyles at least 7 days before the consultation to avoid being charged the full fee.
 - Devoted Education Group reserves the right of final decision on the eligibility for the offer.





BOCHK *Private Wealth* Bespoke Services Provided by Aspire Lifestyles

#Notes:

- BOCHK *Private Wealth* customers are required to enter into agreement directly with Aspire Lifestyles, under which Aspire Lifestyles 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 Aspire Lifestyles and its group companies and their business partners are subject to the terms and conditions specified by them. BOCHK *Private Wealth* customers must carefully read 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 must address and resolve any complaints or disputes directly with the relevant service providers.
- The information in this guide (including notes) does not replace any terms and conditions. For details on BOCHK *Private Wealth*, please refer to the BOCHK *Private Wealth* welcome brochure and other relevant service guides.
- Please scan the QR code below to view the terms and conditions of BOCHK *Private Wealth* Bespoke Services:

- In the event of discrepancies between the Chinese and English versions of this guide, the Chinese version shall prevail.

