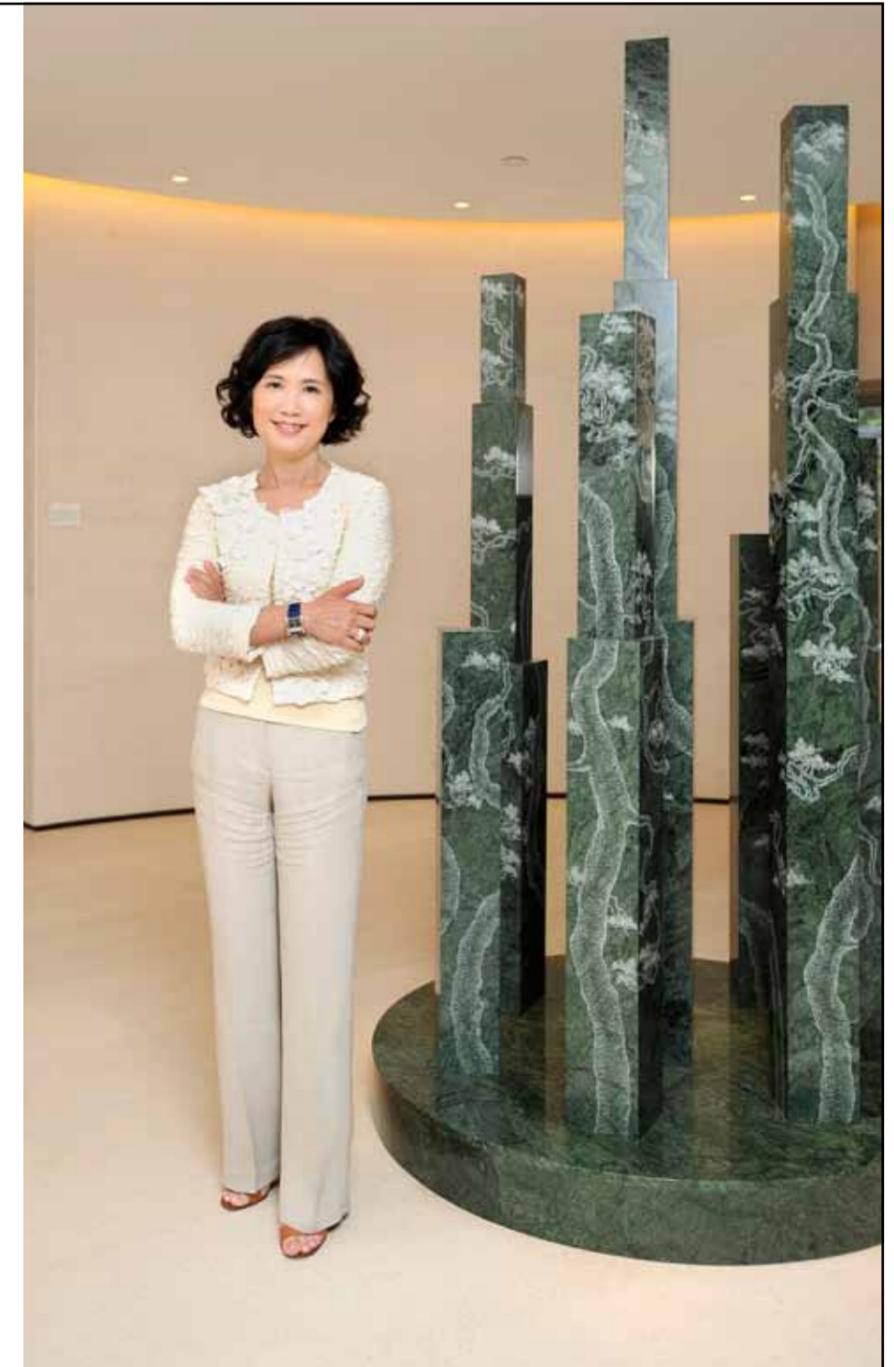




As Managing Director of Bank of China (Hong Kong) Limited's new Private Banking division, veteran banker Wendy Tsang says: "The key to a trusted partnership with my client is integrity and accountability."



READY TO SERVE IN A FAST-CHANGING WORLD

Despite the financial turmoil in 2008, Bank of China (Hong Kong) Limited (BOCHK) continues to sustain its strengths in financial position and core businesses, enabling it to deepen its relationship with customers. Its long-term credit rating was raised by Standard & Poor's by two notches from A- to A+ in 2011, which reaffirms the market recognition of the Group's strong fundamentals.

In the past few years, the world has changed dramatically, for both private banks and their high net worth customers.

Wendy Kam Yin Tsang, Managing Director, Head of Private Banking, at BOCHK's newly launched private banking arm, explains how private banking has changed and how her clients' wealth management philosophy has changed as well.

"In the past five years, the financial turmoil has changed the entire landscape of the market. The whole industry has now had to restructure to meet the new compliance and control requirement as well as needs of new wealth in emerging Asia," says the veteran banker. "As a newcomer in private wealth management, we are lucky to be able to develop our infrastructure according to the latest requirements." Tsang continues, "Today's clients want to ensure that their wealth is safe and they are looking for banking partners who can regain their confidence and trust. Our strong balance sheet with solid capital and liquidity are key attributes to the bank's resilience in volatile market and to deliver long-term sustainable growth."

"Before the financial crisis, the market was flourishing and clients were not particularly interested in long-term planning but rather focusing on high-yield products. And for banks - their incentives, their revenue, their costs, their controls were basically designed for product innovation and return."

"Today, clients are looking for a wider range of services, including tactical asset allocation, estate planning, inter-generation wealth transfer with prudent risk management. And they want these services delivered with more emphasis on transparency and accountability." Tsang continues, "The good private bankers must understand these changes. We encourage our bankers to keep clients abreast of reality of their investment situations. They have to be confident enough to advise against certain investment ideas initiated by clients for the best protection of clients' long-term interests."

CHINESE ROOTS BUT ALSO A BRIDGE BETWEEN EAST AND WEST

"And with this rock-solid foundation of 'stability in motion', the BOCHK's position in Hong Kong makes it a natural financial bridge between China and the rest of the world," Tsang says, "In addition to our huge network in Hong Kong, we can leverage our parent's extensive network in the Mainland and overseas, to offer services from cross-border financial planning, direct local investment, debt origination to transactional banking services of mortgage and cash

management. The unique combination of our local and overseas network provides great convenience to today's new entrepreneurial high net worth individuals."

On the other hand, Tsang notes Western clients' growing interests in adding Renminbi (RMB) or a China element in their portfolio. "With our leading position in RMB business, we are able to capture market opportunities and offer a wide range of RMB-related products and services."

TRULY INTEGRATED PLATFORM

"To adapt to the changing market, our key management priority is to enhance customer franchise by aligning bank's interests with clients," says Tsang with pride, "Our '1+1+1' is a multi-disciplines and team-based platform which is built to meet diverse needs of clients. We aim to broaden our relationship with the clients and strive to meet their personal, family and business needs with a full array of expert services and advice."