

ICBC (Asia) and Hong Kong Airlines Jointly Launch “ICBC (Asia) Hong Kong Airlines Visa Platinum Card”

Connect the Two Places to Realize the Opportunities

31 May 2011, Hong Kong – ICBC (Asia) and Hong Kong Airlines Limited (“Hong Kong Airlines”) today jointly launched the “ICBC (Asia) Hong Kong Airlines Visa Platinum Card”. The card will offer more benefits, including a frequent flyer program and access to airport VIP lounge services, to cardmembers who are frequent travellers. Mr. Ying Weiyun, Assistant General Manager of ICBC (Asia), Mr. Yang Jian Hong, President of Hong Kong Airlines and Hong Kong Express Airways and Mr. Corbin Sun, Acting Country Manager, Visa Hong Kong and Macau hosted the launch ceremony in Hong Kong, officially bringing the credit card to market.

“ICBC (Asia) Hong Kong Airlines Visa Platinum Card” offers frequent travellers a number of privileges including the use of a brand new Hong Kong Airlines’ VIP lounge located in Terminal 1 of Hong Kong International Airport. All cardmembers will automatically join Fortune Wings Club, Hong Kong Airlines’ frequent flyer program, and can use the points accumulated from card spending to exchange for mileage under the Fortune Wings scheme. The “ICBC (Asia) Hong Kong Airlines Visa Platinum Card” also offers Octopus Automatic Add Value Service, which saves the hassle of adding value to Octopus cards. Cardmembers can also enjoy a 24-hour private concierge service provided by VISA and a series of privileges including travel, food & beverage, hotels, shopping and golf etc.

Mr. Ying Weiyun, Assistant General Manager of ICBC (Asia), said, “We are happy to partner with Hong Kong Airlines to launch this Visa platinum card. ICBC (Asia), as the flagship of Hong Kong and overseas market of Industrial and Commercial Bank of China, the world’s largest commercial bank by market capitalization, always follows the principle of ‘Connect the Two Places to Realize the Opportunities’ and strives to maintain its image as the ‘Premier Bank for Cross-border Service’. ICBC (Asia) always places the relationship with customers at the top of our priorities, and strives to provide the best services to our customers. Hong Kong Airlines shares our commitment to continuously improve their service. The ‘ICBC (Asia) Hong Kong Airlines Visa Platinum Card’ is the perfect combination of the two companies’ efforts towards providing the best quality services. We hope this credit card will bring convenience to our prestigious clients through the privileges and benefits it provides, reflecting their respected status.”

Mr. Yang Jian Hong, President of Hong Kong Airlines and Hong Kong Express Airways, stated that “Hong Kong Airlines honored SKYTRAX 4-Star airline in 2010. This year, our flight

attendants equipped with Wing Chun skills, which was widely covered by global media. In the spirit of 'Fresh, very Hong Kong', Hong Kong Airlines launches this co-brand 'ICBC (Asia) Hong Kong Airlines Visa Platinum Card' with ICBC (Asia). All cardmembers can exchange points accumulated from card spending for mileage under the Fortune Wings programme. Cardmembers will also be able to enjoy a wide range of privileges, including a 24-hour private concierge service."

To express gratitude for customers' support, the "ICBC (Asia) Hong Kong Airlines Visa Platinum Card" annual fee will be permanently waived for cardmembers, and new cardmembers can redeem air tickets at special prices.

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About Industrial and Commercial Bank of China (Asia) Limited

Industrial and Commercial Bank of China (Asia) Limited ("ICBC (Asia)") is a licensed bank incorporated in Hong Kong. It has 48 branches, 13 "Elite Club" Wealth Management Centres and 4 commercial business centres in Hong Kong. It is principally engaged in banking, financial and other financial related services with focus on retail banking, commercial banking as well as corporate banking business. Chinese Mercantile Bank and ICBC (Asia) Investment Management Company Limited, the wholly-owned subsidiaries of ICBC (Asia), are specialized in the RMB services in Mainland China and the investment management businesses with a focus on Asia respectively. ICBC (Asia) is the flagship of Hong Kong banking business of Industrial and Commercial Bank of China Limited, the largest commercial bank in Mainland China (in terms of total assets). On 5 May 2010, Fitch Ratings assigned '1' Support Rating and 'C' Individual Rating to ICBC (Asia). On 7 May 2010, ICBC (Asia) was assigned A2/Prime-1 long-term/short-term deposit ratings and C- Bank Financial Strength Rating (BFSR) by Moody's Investors Service while the outlook on all ratings is stable.

About Hong Kong Airlines Limited

Established in 2006, Hong Kong Airlines Limited is a commercial airline based in Hong Kong, providing services with new Airbus A330-200 and Boeing 737-800 aircraft between Hong Kong and over 30 cities in Asia and Europe. In 2010, Hong Kong Airlines Limited honored SKYTRAX 4-Star airline. The award is in recognition of the service level of the airline having met stringent international standards. Hong Kong Airlines will continue striving to improve the quality of our services and to bring our customers exciting new benefits.

Fortune Wings Club is global frequent Flyer Program operated by Hong Kong Airlines and Hong Kong Express Airways. Member can earn miles by flying with airlines, using credit cards towards redemption for free air tickets, upgrades and many other lifestyle awards.