

ICBC (Asia) launches a “ATM Cash Withdrawal Puzzle Game, Winning 15,000 Cookies” Program

22 August 2013, Hong Kong - ICBC (Asia) launches a “ATM Cash Withdrawal Puzzle Game, Winning 15,000 Cookies” program to promote ATM services. Customers participate in the puzzle game while completing any transaction and get the chance to win a Mrs. Fields cookie coupon! 5,000 prizes are available for the game!

From now till 22 October, both ICBC (Asia) customers and other banks customers can join the puzzle game when they complete any transaction with ICBC (Asia) debit cards/ credit cards or other JETCO debit cards/ CUP cards/ credit cards via more than 130 ATMs of ICBC (Asia) in Hong Kong.. Customers who successfully complete any transaction via ICBC (Asia)’s ATMs can choose to receive a customer advice. Customers who collect four advice slips that can combine into Chinese word 「工」 may win one piece of Mrs. Fields cookie coupon through designated ICBC (Asia)'s branches.

The more times you complete the transaction via ICBC (Asia) ATMs, the higher chance to win the prize! Please visit ICBC (Asia) ATMs nearby to win the fabulous prizes!

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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 56 branches, 22 “Elite Club” Wealth Management Centres and 4 commercial business centres in Hong Kong. It is principally engaged in banking, financial and other finance-related services with a focus on retail and commercial banking as well as corporate banking business. Chinese Mercantile Bank and ICBC (Asia) Investment Management Company Limited, two wholly-owned subsidiaries of ICBC (Asia), are specialized in 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 (“ ICBC”). ICBC was ranked first on the Forbes Global 2000 list (by sales, profits, assets and market value) in 2013, and topped Fortune’s Global 500 in Commercial Banks. On 25 June 2013, Fitch Ratings affirmed A/F1 Long-Term/Short-Term Issuer Default Rating with stable outlook, with '1' Support Rating assigned to ICBC (Asia). On 27 June 2013, ICBC (Asia)'s A2/Prime-1 Long-Term/Short-Term Deposit Ratings and C- Bank Financial Strength Rating (BFSR) assigned by Moody's Investors Service were affirmed. The outlook on the BFSR was revised to 'negative' from 'stable', while the outlook on the bank's deposit rating remained 'stable'.