

Press Release

Bank of China(Hong Kong) awarded Best Retail Bank in Hong Kong for 2019 at The Asian Banker International Excellence in Retail Financial Services Awards 2019

- **Bank of China(Hong Kong) remained at the leading edge of fintech innovation**
- **The bank continued to enhance customer experiences in financial inclusion**
- **The bank integrated the cross-border system to strength regional management capacity**

Dubai, March 21st, 2019—**Bank of China(Hong Kong)** was awarded the **Best Retail Bank in Hong Kong for 2019** at The Asian Banker International Excellence in Retail Financial Awards 2019. The awards ceremony was held in conjunction with The Excellence in Retail Financial Services Convention 2019 at Conrad Dubai, U.A.E on March 21st 2019.



Standing from left: John Holder, Chief Technologist, Realities Centre London; Wilson Chia, Member, Excellence in Retail Financial Services Advisory Council; Representatives from BOCHK; Spiros Margaritis, Founder, Margaritis Venture; Richard Hartung, International Resource Director, The Asian Banker

Bank of China(Hong Kong) remained at the leading edge of fintech innovation

BOCHK introduced finger vein authentication services in all branches and on all ATMs, making

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authentication for robust and more convenient for customers than ever before. It also launched a new intelligent mobile banking platform that supports biometric and uses mobile token technology to simplify authentication process. Also, the bank launched “Easy Chat” artificial intelligence chatbot service. It also pioneered new insurance sales platforms with the AlongPro Critical Illness Plan product on the WeChat Pay HK and AlipayHK electronic payment platforms. Meanwhile, the bank continues to develop big data platform, enhancing insight analysis on individual customers and customer segmentation for more effective marketing.

The bank continued to enhance customer experiences in financial inclusion

In order to fulfil mission, BOCHK aims for maximum financial inclusion: the principle that banking services should be available to everyone to meet their daily needs and allow them to operate businesses. The bank offers savings accounts with no minimum balance requirements and free ATM cards to elderly people, children and recipients of social security payments. It has the largest network of bank branches in Hong Kong, and is working to make those branches more accessible for customers, with innovations such as barrier-free interiors and introduce 215 Voice Navigation ATMs in Hong Kong for the visually impaired to use self-service banking more conveniently.

The bank integrated the cross-border system to strength regional management capacity

BOCHK is prioritising expansion both over the border in mainland China and throughout Southeast Asia, taking advantage of China’s Belt and Road initiative to establish services. Also, the bank continues to drive its regional development by expanding its Southeast Asian business; it now has a presence in Thailand, Malaysia, Vietnam, the Philippines, Indonesia, Cambodia and Brunei.

The International Excellence in Retail Financial Services programme is one of the most rigorous, prestigious and transparent awards programme for consumer financial services in the world. Covering all of the Asia Pacific, the Middle East and West Africa, the programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions. The programme evaluates more than 300 banks and non-bank retail financial services players in more than 42 countries, via a rigorous audit-based approach.

About The Asian Banker International

The Asian Banker is the region’s most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Manila, Hong Kong, Beijing, and Dubai, as well as representatives in London, New York, and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company’s website is www.theasianbanker.com

You may visit the Excellence in Retail Financial Services Awards gallery at https://www.facebook.com/pg/TheAsianBanker/photos/?tab=album&album_id=10157080239284804

For further information on the collaterals for winning banks, please contact:

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