

Press Release

China CITIC Bank awarded The Financial Markets Technology Implementation of the Year – Interbank Financial Services Platform Implementation for 2018 in The Asian Banker Financial Market Awards 2018

Beijing, May 25th 2018- China CITIC Bank received the award for **The Financial Markets Technology Implementation of the Year – Interbank Financial Services Platform Implementation for 2018** in The Asian Banker Financial Market Awards 2018. The awards ceremony was held in conjunction with the prestigious Future of Finance Summit 2018 at the China World Hotel, Beijing, China on May 25th 2018.



Launched a new Internet financial service platform for interbank customers

China CITIC Bank implemented "CITIC interbank +" financial service platform to achieve full coverage across the group, sector and industry for customers of products and services and to build the integration of O2O service system. Combining the advantages of CITIC Group and the full license advantages of China CITIC Bank, "interbank+" business E-Platform realizes the online business of interbank and integration of customer access.

Brought an Internet-style customer experience to realize data digitalization

After the platform operation and promotion, the interbank customers no longer need to go to the physical network when carrying out the related business, which not only saves the customer's time but also enables the customer to see the progress of each business in real time,

and greatly shortens the processing time of the business. Besides, offline-business online also eliminates a lot of communication and service costs of branch business personnel.

The unified centralised recording and storage of the business data scattered in each business system is realised, while the comprehensive data statistics and analysis of cross-service can be realised. It provided a technology and data basis for fine operation of business, unified view of customers and cross selling of business. Meanwhile, all business records and traceability can be realised on the platform, which can effectively prevent operational risk and moral hazard existing in the existing business mode of excessive participation, and improve the risk management level of interbank business.

Achievements in customer base and business covering

According to preliminary statistics, by the end of December 2017, "CITIC interbank+" financial services platform contracted 817 interbank customers, trading volume RMB1.28 trillion (US\$ 200 billion), most of these transactions came from the bank's interbank finance products of CITIC bank. Customer benefit of this project appeared obviously: as of 2017 early November, overall 690 households had been signed up, which drove new client more than 206. Compared to 2016, the number of transactions per household increased more than 100%.

Successfully built a digital intelligent service platform

The overall strategy of "CITIC interbank +" implementation is to build a customer service integrated business platform based on the strong strength of CITIC Group, following the thinking of "openness, equality, cooperation and sharing", and to be customer service operation platform as whole ,a deep sharing platform for customer resources and a digital intelligent service platform. The bank's "Interbank +" platform stood out for its solid customer base, comprehensive business covering, strong ability of marketing, and group advantages.

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