

Press Release

For Immediate Release

Bank of Beijing wins Best City Commercial Retail Bank in China award for 2015

- **Launched “JING CAI E JIA” smart branch that leverages digital technology and customer centric interfaces to enhance branch experience**
- **Entered into exclusive strategic collaboration with Xiao Mi to deliver internet finance solutions**
- **Strengthen data analytic capability to enhance customer segmentation and improve cross sell opportunities**

Hong Kong, April 15th 2015—Bank of Beijing won the Best City Commercial Retail Bank in China award for 2015. The bank received the award at The Asian Banker Business Achievements Awards 2015 ceremony, held in conjunction with the region’s most prestigious international banking event in Asia Pacific, the 16th Asian Banker Summit. The ceremony was held at the Renaissance, Hong Kong on April 15th 2015.

Launched “JING CAI E JIA” smart branch that leverages digital technology and customer centric interfaces to enhance branch experience

Bank of Beijing launched its first “JING CAI E JIA” smart branch that incorporates digitised workflow and processes as well as human-centric interfaces to enhance customer experience. The branch creates an integrated environment for various functions to happen seamlessly; from basic account opening to more complex investment and wealth advisory.

The new smart branch located at Chang An, saw marked improvements in business volume, with 85% increase in debit card application, 72% increase in new accounts opened, 196% increase in internet banking sign-up and 153% increase in mobile banking sign-up.

Entered into exclusive strategic collaboration with Xiaomi to deliver internet finance solutions

Bank of Beijing an exclusive strategic agreement with Xiaomi to develop internet finance solutions. It is working with the mobile phone maker on various mobile payment, credit card, wealth management and channel extension initiatives

It launched a wealth fund product that could be bought online and through mobile banking. It generated RMB 400 million (close to \$65 million) in volume, of which 65% were bought by customers of other banks. One quarter of customers were new to the bank and 60% were new to mobile banking.

Strengthen data analytic capability to enhance customer segmentation and improve cross sell opportunities

Bank of Beijing focused on using big data analytic to further refine its customer segmentation to identify new customer segments and improve cross sell opportunities across the spectrum of its customer base, from customers in the agricultural sector to private banking customers.

About 200 senior bankers from award-winning banks across the Asia Pacific attended the glittering event that recognises their efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

About The Asian Banker

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, 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

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