

Press Release

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## **Bank of China (Hong Kong) awarded Best Retail Bank in Hong Kong for 2016**

- **Bank of China (Hong Kong) pursued a customer-centric approach in providing relevant products and services to a rapidly evolving market**
- **Leveraging on its technology capability, Bank of China (Hong Kong) provided a seamless digital channel experience to its customers**
- **Bank of China (Hong Kong) maintained its leadership position particularly in the mortgage loans market in 2015**

Hong Kong, March 16th 2016— **Bank of China (Hong Kong)** was awarded **Best Retail Bank in Hong Kong for 2016** at The Asian Banker's International Excellence in Retail Financial Services 2016 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held March 16th 2016 at the W Hotel, Hong Kong.

### **Bank of China (Hong Kong) pursued a customer-centric approach in providing relevant products and services to a rapidly evolving market**

Adhering to the bank's customer-centric principle, Bank of China (Hong Kong) continuously strengthened its wealth management platform covering three tiered customer segments. In 2015, the bank gained the greatest share of main bank usage among the youth segment (aged 18–24) in Hong Kong.

### **Leveraging on its technology capability, Bank of China (Hong Kong) provided a seamless digital channel experience to its customers**

In 2015, the bank kept renovating branches into digital branches with more digital intelligence-based tools in place to enhance customer experience. From multi-channel to omni-channel, the bank's strategy seamlessly fit in with its target customers' digital-savvy lifestyle. The bank also launched innovative services such as a 24/7 online chat service, and a social media WeChat Robot.

### **Bank of China (Hong Kong) maintained its leadership position particularly in mortgage loans in 2015**

As a community bank, Bank of China (Hong Kong) provides an array of banking products and services and is at the leading edge of several business lines. The bank maintained its leadership position in new residential mortgage loans in 2015.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' 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 evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, 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.

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