

FOR IMMEDIATE RELEASE



CCB (Asia) joins HKMA's Generative A.I. Sandbox to explore solutions for enhancing customer experience

Hong Kong – December 19, 2024 – China Construction Bank (Asia) (“CCB (Asia)”) is pleased to announce its participation in the Generative A.I. (GenA.I.) Sandbox, launched by the Hong Kong Monetary Authority (the “HKMA”) and Cyberport. CCB (Asia) has introduced the “Smart Engage” use case, which focuses on applying GenA.I. to address the ongoing pain points that customers always encounter when looking for banking products and services, thereby enhancing the overall customer experience.

The HKMA and Cyberport recently launched the new GenA.I. Sandbox, highlighting the immense potential of artificial intelligence to transform the financial industry and promote responsible innovation in banking. This Sandbox will empower banks to pilot their innovative GenA.I. use cases within a risk-managed framework, providing the essential technical assistance and targeted regulatory guidance to maximize GenA.I. potential in enhancing risk management, fraud prevention, and customer experience.

Ms. Annie Chen, CCB (Asia)'s Deputy Chief Executive, said, “CCB (Asia) is excited to embark on this exploration with the GenA.I. Sandbox to craft a more personalized experience for our customers. With the application of GenA.I., customers will have easier access to the bank's products and information, thereby enhancing their overall customer experience. Additionally, the bank can leverage GenA.I. to analyze customer behavior and preferences, optimizing product development and marketing strategies to formulate more precise development plans.”

Mr. Jason Jiao, CCB (Asia)'s Chief Operating Officer, stated, “CCB (Asia) has always supported the HKMA's call for financial innovation. By participating in the GenA.I. Sandbox, CCB (Asia) aims to validate how GenA.I. can meet personalized customer needs, making banking services more thoughtful and people-oriented through financial technology, thereby creating new possibilities for customer experiences.”



CCB (Asia) will continue to deepen the application of GenA.I. technology across various scenarios, leveraging fintech innovation to optimize a comprehensive financial ecosystem. By gaining valuable insights from the GenA.I Sandbox, the bank aims to further advance its services toward greater intelligence and personalization, enhance the regulatory framework, and improve the competitiveness of Hong Kong's financial market.

About China Construction Bank (Asia) Corporation Limited

China Construction Bank (Asia) Corporation Limited ("CCB (Asia)") is the comprehensive and integrated commercial banking platform of China Construction Bank Corporation ("CCB") in Hong Kong. As the flagship of CCB Group's overseas business, CCB (Asia) holds a variety of licenses and provides a wide array of banking services including retail banking services, commercial banking services, corporate banking services and treasury business etc., along with its industry-leading advantages in RMB services, FinTech, cross-border services and green finance. Through the extensive network and diversified service channels of CCB Group in Mainland China and Hong Kong, CCB (Asia) provides comprehensive, one-stop and integrated finance solutions to individuals, corporate and institutional clients. Adheres to "market-oriented, customer-centric" business philosophy, with its integrated operational platform as the basis, FinTech as the core drive and innovation as the leading force, CCB (Asia) is committed to providing efficient, safe and novel smart banking services to the general public.

For more information about CCB (Asia), please visit www.asia.ccb.com.

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