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CCB (Asia) and Visa jointly launch CCB (Asia) eye+ Credit Card Featuring Hong Kong's first "Spend local. Earn global" program Endorsed by brand ambassadors Jay Fung and Feanna Wong, embodying the "eye AM READY" lifestyle

Hong Kong – October 5, 2026 – China Construction Bank (Asia) ("CCB (Asia)") and Visa today jointly announce the launch of the **CCB (Asia) eye+ Credit Card**, tailor-made for the new generation of young consumers and high-net-worth clients seeking an elevated lifestyle. The card introduces Hong Kong's first[1] "Spend local. Earn global" feature, alongside a suite of exclusive privileges, delivering a more flexible and rewarding financial management and payment experience for cardmembers.



The **eye+ Credit Card** creates a seamless connection between credit cards and banking products, perfectly aligned with the "eye AM READY" brand slogan to redefine the rewards landscape. Breaking away from traditional frameworks, the new card introduces Hong Kong's first[1] "Foreign Currency Rewards" feature. When making everyday purchases, cardmembers can earn not only bonus points but also foreign currency rewards. This provides a more convenient, flexible, and practical financial solution for customers who frequently spend overseas or have foreign currency savings needs.

In addition, cardmembers of the **eye+ Credit Card** (including the eye+ Visa Signature Card and eye+ Visa Infinite Card) can enjoy up to a 5% rebate on online shopping and up to a 3% rebate on contactless payments. The eye+ Visa Infinite Card further unlocks exclusive "buy-one-get-one-free" dining privileges and exclusive menu benefits. Through this customer-centric product design, CCB (Asia) is committed to delivering differentiated products and services that cater to the diverse needs of various customer segments at every stage of life.

To capture the essence of the **eye+ Credit Card**, CCB (Asia) has partnered with celebrated singers Jay Fung and Feanna Wong as the card's ambassadors. Feanna Wong represents the new generation of young consumers who prioritize efficiency, seamlessly weaving flexible payments methods, such as online shopping and contactless payment, into a digital-first lifestyle. Jay Fung, renowned for his uncompromising standards in music and continuous pursuit of excellence, exemplifies a mature and refined quality of life, perfectly mirroring the high-net-worth customer segment seeking an elevated lifestyle.

Ms. Annie Chen, CCB (Asia)'s Deputy Chief Executive, said, "As consumer spending patterns continue to evolve, contactless payments and online spending have become part of everyday life. CCB (Asia) continuously responds to market dynamics by conducting in-depth analysis of customers' spending patterns and card-usage habits, constantly optimizing its products and introducing innovations to provide credit card offerings that meet customers' needs. CCB (Asia)'s credit card business delivered outstanding performance in the first half of 2026, with new card issuance doubling year-on-year and overseas spending recording double-digit growth. Overall credit card cash installment and spending installment loans increased by nearly 10% year-on-year, of which the online channel surged by close to 40%. CCB (Asia) is delighted to partner with Visa to launch the brand-new **eye+ Credit Card**, welcoming more young and high-net-worth customers into our credit card ecosystem through continuous innovation and service optimization. We appreciate our ongoing collaboration with Visa and look forward to further driving card issuance growth and expanding market share together."

Ms. Paulina Leong, General Manager, Hong Kong & Macau, Visa, said, "Hong Kong consumers are increasingly living, spending and managing their finances with a global mindset, creating demand for financial solutions that deliver value across every stage of their financial journey. The CCB (Asia) eye+ Visa Credit Card reflects the shared commitment of Visa and CCB (Asia) to reimagine the rewards experience, creating a proposition that connects everyday spending with the way customers save and manage wealth across currencies. By introducing Hong Kong's first[1] 'Spend local. Earn global' rewards proposition, we are redefining how rewards create value, turning everyday spending into an opportunity to support customers' broader financial goals and global aspirations."

For more information or to apply for the eye+ Credit Card, please visit https://www.asia.ccb.com/eye/en.

Terms and Conditions apply. To borrow or not to borrow? Borrow only if you can repay!

Remarks:

[1] "First in Hong Kong" is determined based on a comparison conducted as of September 1, 2026, between CCB (Asia) and other retail banks, as publicly disclosed on their respective websites with regard to credit card benefits.



Photo caption: (from left) Ms. Annie Chen, Deputy Chief Executive of CCB (Asia), and Ms. Paulina Leong, General Manager, Hong Kong & Macau, Visa, attended the new card launch ceremony hosted by CCB (Asia) and Visa.



Photo caption: (from left) Ms. Feanna Wong, Ms. Annie Chen, Deputy Chief Executive of CCB (Asia), Ms. Paulina Leong, General Manager, Hong Kong & Macau, Visa, and Mr. Jay jointly officiated at the lighting ceremony to announce the launch of the CCB (Asia) eye+ Credit Card.

About China Construction Bank (Asia)

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 Chinese Mainland and Hong Kong, CCB (Asia) provides comprehensive, one-stop and integrated financial solutions to individuals, corporate and institutional clients. Adhering 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 cutting-edge smart banking experiences to the general public.

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

About Visa

Visa is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions and government entities across more than 200 countries and territories. Visa's mission is to connect the world through the most innovative, convenient, reliable and secure payments network, enabling individuals, businesses and economies to thrive. We believe that economies that include everyone, everywhere uplift everyone, everywhere, and that opening access to opportunity is fundamental to the future of money movement. For more information, please visit www.visa.com.hk.

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