

**FOR IMMEDIATE RELEASE**



**CCB (Asia) celebrates grand opening of Tsimshatsui flagship branch  
A high-end wealth management and cross-border wealth management  
center with green concept and artistic culture**

**Hong Kong – August 1, 2023** – China Construction Bank (Asia) Corporation Limited (“CCB (Asia)”) officially opened its Tsimshatsui flagship branch on July 28. Designed as a wealth management service center and a cross-border wealth management center for high-net-worth (HNW) customers, the new flagship branch meets the increasing demand for banking services after border reopening. In the first half of 2023, the number of new personal account opened at CCB (Asia) increased by 44% compared with the same period last year, of which Mainland customers increased by 74%; the number of new integrated wealth management account opened by Mainland customers increased by 25 times compared with the same period last year. The annualized new premium from Mainland customers in the first half of 2023 recorded a more than double increase comparing with the same period in 2019 before the pandemic. Moreover, the demand of the newly launched witness service for local customers opening CCB accounts also recorded increase considerably.

**Ms. Annie Chen, CCB (Asia)’s Deputy Chief Executive**, said, “CCB (Asia) is committed to meeting the needs of wealth management and cross-border financial services of both local and Mainland customers, especially customers in the Guangdong-Hong Kong-Macao Greater Bay Area (“Greater Bay Area”). Customers can now enjoy professional wealth management and cross-border financial services provided by CCB (Asia)’s wealth management specialists at our strategically located Tsimshatsui flagship branch with a brand new and comfortable environment. With the grand opening of the first flagship branch in Kowloon, together with the three flagship branches in Central, Wanchai and Causeway Bay on Hong Kong Island, CCB (Asia) builds a comprehensive service network for HNW customers and customers with needs of cross-border services in the Greater Bay Area, fully covering customers’ various financial needs and creating greater value for customers.”





The flagship branch is located on G/F and 1/F of On Lok Building, 86-88A Nathan Road, which occupies an area of nearly 10,000 square feet. Situated in the heart of Tsimshatsui, the branch is in close proximity to the MTR station. As the first flagship branch in Kowloon, it has three designated service areas: the cross-border wealth management center occupies an area of 3,000 square feet, with a professional global wealth management team to provide customers with thoughtful and personalized cross-border wealth management and banking services; the general banking service area provides a full range of quality and convenient banking services; the smart teller machines in the self-service banking service area assist customers in handling general account matters, shortening the waiting time of customers, and enhancing the experience of its valued customers.



Tsimshatsui flagship branch is designed as a wealth management service center and a cross-border wealth management center for HNW customers.

In order to create a more comfortable and green service space, the Tsimshatsui flagship branch adopts a green concept design by using environmentally friendly and energy-saving materials and implementing green operation measures. A 50-square-foot eco-wall which is planted with self-growing algae plants that can reduce carbon emissions and dust is installed in the cross-border wealth management center, help purifying and improving the air quality of the indoor environment.



A 50-square-foot eco-wall in the cross-border wealth management center and a leisure area are specially designed for HNW customers.

CCB (Asia) has also brought arts and culture to life through its Tsimshatsui flagship branch by inviting three artists with disabilities from the Arts with the Disabled Association Hong Kong to display a number of colorful and unique artworks in the cross-border wealth management center located on 1/F of the branch. The paintings fully demonstrate the positive strength and infinite perseverance of the artist with disabilities. By adhering to the concept of “creating art with heart, building wealth with connection”, CCB (Asia) has always been supporting local art creation and fulfilling responsibilities as a corporate citizen. This time, CCB (Asia) has brought art into the community through curating the exhibition in its branch, connecting customers with care and services. In celebration of the grand opening of the Tsimshatsui flagship branch, CCB (Asia) has specially made in limited quantity a series of exquisite ceramic coasters featuring paintings by Ms. Liu Tung Mui, an artist with disabilities, to share art and culture with customers\* who visit the branch, achieving art without boundaries and connecting each other with their hearts.



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As a Chinese bank rooted in Hong Kong for over a century, CCB (Asia) is committed to providing its customers with a wide range of financial products and services. In the future, CCB (Asia) will continue to innovate, improve its service quality, and provide more services that meet the needs of HNW and cross-border banking service customers in the Greater Bay Area, striving to become the preferred choice for high-end customers in the Greater Bay Area for banking services.

\*From now on, customers who visit the Tsimshatsui flagship branch follow CCB (Asia) Facebook or WeChat official accounts and like the designated post on the spot, can get a beautiful coaster for free. Offer is available on a first-come-first-served basis while stocks last.

### **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](http://www.asia.ccb.com).

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