



Media Release

For immediate release

Chong Hing Bank New Logo • New Power

(Hong Kong – 29 December 2014) Chong Hing Bank (the “Bank”) is pleased to announce that the new logo  **創興銀行** Chong Hing Bank, which incorporates the Yue Xiu logo () , is fully launched by Chong Hing Bank today. The implementation of the new logo represents a new milestone after the Bank’s accession to Yue Xiu Group since 14 February 2014.

The Yue Xiu logo consists of the initial “Y” representing Yue Xiu Group and the initial “E” representing the word “Excellent”, tactfully morphed into a roc soaring into the sky. The “Wings of the Roc” are composed of three velocity lines to strengthen the dynamics and rhythm of the logo which showcases the values of Yue Xiu Group “Excellence Without Limits”. Chong Hing Bank’s new logo aligns and extends the theme of the Yue Xiu brand in stressing both transcendence and pragmatism, while maintaining the brand value of the Bank established for more than six decades. Moving forward, the Bank will continue to provide quality and convenient banking services to the customers.

The new logo is fully launched by the Bank today. All branches, website, Internet banking, mobile banking, various promotional materials and all corporate items, etc. are changed with the new logo. Besides, the Bank has launched an advertisement featuring the corporate image of “New Logo • New Power”: backdropped by Yue Xiu Group’s Guangzhou International Finance Center and Chong Hing Bank Centre in Hong Kong, and the sparkling logo of Yue Xiu shines upon with the stars in the sky, signifying Chong Hing Bank, with the full strong backing from Yue Xiu Group, will continue to inherit its longstanding quality brand. And, through fully capitalising on the geographical advantage, shareholders’ strengths and professional services, comprehensively enhance its cross-border integrated financial services with the aim of transforming itself into a competitive financial institution based in Hong Kong with service coverage radiating to Guangzhou and other parts of the Mainland, as well as the Asia-Pacific region.



Various promotional materials and corporate items of Chong Hing Bank with the new logo.



The brand new corporate advertisement on “New Logo · New Power”.

In celebration of the launch of the new logo, Chong Hing Bank has rolled out the “Welcome Delight” banking products promotion, bringing a series of offers* to new customers, including:

1. RMB preferential time deposit rate up to 5.8% p.a.

From now until 28 February 2015, customers who exchange RMB via any branches of Chong Hing Bank and open a 7-day RMB time deposit account in the sum of RMB100,000 or above (capped at RMB10 million) can enjoy a preferential deposit rate of 5.8% p.a..

2. Triple “Point-to-Gift” credit card bonus points

From now until 31 January 2015, customers who have successfully applied for Chong Hing UnionPay Dual Currency Diamond Card, Chong Hing Platinum Card or Titanium Card can exclusively enjoy triple “Point-to-Gift” bonus points in addition to the welcome gift and annual fee waiver.

** The promotion is subject to relevant terms and conditions. For details, please contact the staff members at any branches of Chong Hing Bank or contact Chong Hing Bank’s customer services hotline at (852) 3768 6888.*

About Chong Hing Bank

Chong Hing Bank (formerly known as “Liu Chong Hing Bank”) was founded in 1948 with its Head Office in Hong Kong and 51 local branches. The Bank, together with its subsidiaries and affiliates, offers a wide range of banking solutions to individual and corporate customers, which include HKD and foreign currency deposits, credit, wealth management, investment, securities, insurance, mandatory provident fund and other commercial banking products. The Bank has branches in Shantou, Macau and San Francisco, a sub-branch in Guangzhou and a representative office in Shanghai.

Chong Hing Bank has been a member of Yue Xiu Group since 14 February 2014. Yue Xiu Group was established in Hong Kong in 1985. As at the end of 2013, Yue Xiu Group had total assets of around RMB200 billion, which is the largest state-owned enterprise group in Guangzhou in terms of asset size with leading performance in overall economic efficiency.

For other information about Chong Hing Bank, please go to the Bank's website www.chbank.com.

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