

Media Release

For Immediate Release

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## **Chong Hing Bank Launches “Exceed Banking” Wealth Management Services Welcome Rewards of up to HK\$13,000**



Chong Hing Bank announced today the launch of a new segment brand “Exceed Banking”, offering dedicated, comprehensive and personalised wealth management services to retail customers with total asset of HK\$1,000,000 or more, so that their different financial needs can be met and they can make flexible planning on growing their wealth.

From now until 30 June 2021, new “Exceed Banking” customers can enjoy welcome offers of up to HK\$13,000 and fabulous privileges on banking products including:

- Total asset balance reward of up to HK\$5,000;
- Investment transaction reward of up to HK\$3,000;
- Referral reward of up to HK\$5,000; and
- Discounts on foreign exchange, investment fund subscription fee, life insurance and safe deposit box, etc.

New-to-bank customers can also enjoy the HKD Preferential Fixed Deposit rate offer which applies to all 6-month HKD Fixed Deposits made with new funds of HK\$1,000,000 or more.

Key service features of “Exceed Banking” include:

- Dedicated relationship managers and wealth planning services, offering diversified wealth management products, including investment funds, foreign exchange, currency-linked deposits, deposit overdraft facilities and bonds, etc;
- Comprehensive cross-border mortgage plan which enables customers to stay in Hong Kong to arrange mortgage application and valuation of properties in the Mainland;
- RMB services encompassing deposit, cheque, remittance and bank cards functions;
- A full range of insurance solutions including legacy planning, life insurance and critical illness protection provided by Hong Kong Life Insurance Limited;
- Priority service counters at branches and dedicated services hotline; and
- Other banking product privileges and service fee waivers or discounts.

Sylvia Ng, Head of Personal Banking of Chong Hing Bank, said, “As the financial markets of Hong Kong and the Mainland become more interconnected, ‘Exceed Banking’ is introduced to take advantage of the opportunities presented by the development of the Guangdong-Hong Kong-Macao Greater Bay Area, and serve emerging needs in the market for professional wealth management. With Chong Hing Bank’s deep roots and substantial experience in wealth management in Hong Kong, and leveraging on the strong Mainland network of the Bank’s controlling shareholder Yuexiu Group, ‘Exceed Banking’ aims to provide diversified financial management solutions to high-net-worth customers on wealth planning, investments, cross-border real estate and RMB services. Our team of relationship managers are committed to provide professional and thoughtful services to our customers so they can achieve their financial goals of growing their wealth.”

Terms and conditions apply to the offers and rewards. For more details, please refer to Chong Hing Bank website [www.chbank.com](http://www.chbank.com) or call the “Exceed Banking” Services Hotline at (852) 3768 8838.

Note: Investment involves risks. Prices of investment products may go up as well as down.

To borrow or not to borrow? Borrow only if you can repay!

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#### **About Chong Hing Bank**

Chong Hing Bank Limited was founded in Hong Kong in 1948. The Bank has been listed on the main board of the Stock Exchange of Hong Kong (Stock code: 01111) since 1994. The Bank and its subsidiaries (including Chong Hing Securities Limited and Chong Hing Insurance Company Limited) offer comprehensive commercial banking and financial services to individual and corporate customers. These services include HKD and foreign currency deposits, credit, foreign exchange, wealth management, investment, securities and insurance, among other products. In addition, the Bank has joined hands with a number of local financial institutions and is one of the founding members of the BCT group, which provides a full range of mandatory provident fund services to customers. The Bank currently operates a network of more than 30 branches in Hong Kong. It also has branches in Guangzhou, Shenzhen, Shanghai, Shantou and Macau, and sub-branches in Guangzhou Tianhe District, Foshan Nanhai District, Foshan Chancheng District, Nansha Area of Guangdong Pilot Free Trade Zone, Hengqin Area of Guangdong Pilot Free Trade Zone and Dongguan Nancheng District.

Chong Hing Bank became a member of Yuexiu Group on 14 February 2014. Yuexiu Group was established in Hong Kong in 1985. As of 31 December 2020, the statistical total assets of the Group amount to about RMB730 billion. Yuexiu Group was ranked 334th in the “Top 500 Chinese Enterprises” list in 2020.

For more information about Chong Hing Bank, please visit the Bank’s website [www.chbank.com](http://www.chbank.com).

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