



## Press Release

For Immediate Release

30 March, 2009

### **Bank of Communications and ING Life proudly launch A co-branded card offering banking and insurance benefits**

*Professional teams collaborate and present premier privileges*

Bank of Communications Co., Ltd. Hong Kong Branch (BOCOM) and ING Life Insurance Company (Bermuda) Limited (ING Life) today (30 March, 2009) proudly launch its co-branded card – Bank of Communications ING Credit Card, to provide splendid banking and insurance privileges, and generate a brand-new and superb banking and insurance experience to cardholders.

The Launch Ceremony, jointly held by BOCOM and ING Life at Four Seasons Hotel, was officiated by Mr. Shou FuGang, Chief Executive Officer, Bank of Communications Co., Ltd. Hong Kong Branch and Mr. Chee Cheong, Regional CEO, Greater China, ING Insurance Asia / Pacific, signifying the official launch of the Bank of Communications ING Credit Card.

Mr. Shou FuGang, Chief Executive Officer, Bank of Communications Co., Ltd. Hong Kong Branch, said at the ceremony, “Since the debut launch of our credit card in 2006, Bank of Communications Hong Kong Branch has been dedicated to exploring strategic business partners for launching diversified co-branded cards in order to provide comprehensive value-added banking services, catering to the demands of different market segments. It is our pleasure to collaborate with ING Life, a renowned brand in provision of quality insurance products and services. With the synergy between our comprehensive professional banking services and ING Life’s diversified quality insurance products, we look forward to generate premium banking experience and all-round protection to our customers. “

Mr. Chee Cheong, Regional CEO, Greater China, ING Insurance Asia / Pacific said, “ING has been dedicated to provide comprehensive as well as quality products and



services. It is also our goal to strive for greater business development, so as to provide wider range of financial services to the marketplace. On ING Life's 25<sup>th</sup> Anniversary in

Hong Kong, it is our pleasure to collaborate with Bank of Communications Hong Kong Branch to launch a co-branded card which offers our customers professional banking services, insurance offers and a variety of privileges. We also hope that the launch of Bank of Communications ING Credit Card will expand our sales network, extending our reach into different customer segments.”

The Bank of Communications ING Credit Card offers a selection of platinum or classic card. Its exclusive privileges include permanent annual fee waiver and a number of attractive offers:

**Extra Bonus Point Program** – From 1 April to 31 July 2009, cardholders can enjoy extra 50% bonus points for paying ING Life's premium by the card

**ING Insurance Offer** – Cardholders can enjoy 25% discount on designated ING General Insurance's products, including AccidentCare, HomeCare, HelperCare, TravelCare and GolfCare.

**Mortgage Plan Offer** – From 1 April to 31 July 2009, cardholders are also entitled to HK\$200 credit card cash rebate upon successful application of Bank of Communications “iMortgage” plan.

**Quarterly Reward Program** – From 1 April to 31 December 2009, the 20 cardholders with highest accumulated spending quarterly will be awarded the ING Renault F1 remote car.

Upon successful application, the cardholder can choose from four fabulous welcome gifts including HK\$500 ING Life premium coupon, up to HK\$68,888 interest free cash installment plan, HK\$300 credit card cash rebate, or Priority Pass membership and 2 times free usage.

The Bank of Communications ING Credit Card is stylishly designed with a moving F1 race car as the main visual, adorned with rays of light to show the speed, emphasizing BOCOM and ING Life always stay advance in the market to provide innovative services and privileges that customers demand for. The stylish design is tailor-made for the premium identity of cardholders, in which the platinum card is also the first in market using a photo as the card face.



**Bank of Communications Co., Ltd. Hong Kong Branch**

Established in 1908, Bank of Communications is the fifth largest bank in China. Having listed onto the Hong Kong Stock Exchange in June 2005, Bank of Communications became the first mainland commercial bank listed in Hong Kong. Bank of Communications has a vast network of branches and sub-branches in 148 major cities in China. Apart from Hong Kong, the bank has established overseas branches in New York, Tokyo, Singapore, Seoul, Frankfurt, Macau and a representative office in London.

Hong Kong Branch established credit card business in 2006 and has been expanding its card product range in order to provide comprehensive and caring wealth management services to her clients.

Bank of Communications Co., Ltd. Hong Kong Branch (incorporated in the People's Republic of China)

**ING Life Insurance Company (Bermuda) Limited**

Since its establishment in 1984, ING Life has always been committed to offering customers a comprehensive range of quality insurance products and services. The company's extensive portfolio of insurance products - which includes individual life, medical and employee benefits schemes - is tailored to meet customers' needs throughout the different stages of their lives.

ING Life is a member of the ING Group. ING Group is one of the first integrated financial service providers in the world resulting from a full merger of the largest insurance company in the Netherlands with one of the country's largest banks. Its roots could be traced back to the year 1845 when The Netherlands Insurance Company was established. The Group is active in the fields of banking, investments, life insurance and retirement services in more than 40 countries. With its substantial worldwide experience and nearly 125,000 employees, ING Group provides a full range of integrated financial services to more than 85 million customers globally and has total assets of EUR 1,331 billion\*.

\* Source: ING Group Annual Report 2008

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This press release is distributed by Interface PR on behalf of Bank of Communications Co., Ltd. Hong Kong Branch and ING Life Insurance Company (Bermuda) Limited. For media enquiries, please feel free to contact Ms. Jessica Li (Tel: 2901 6903) or Ms. Janet Lee (Tel: 2901 6913).