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**CCB (Asia) achieves record account openings during Labor Day Golden Week demonstrating cross-border wealth management expertise  
“CCB (Asia) Cafe” creates nostalgic Hong Kong-style attraction**

**Hong Kong – May 19, 2026** – China Construction Bank (Asia) (“CCB (Asia)”) extended the business hours of its flagship branches in Causeway Bay and Tsim Sha Tsui during the Labor Day Golden Week to meet the wealth management and cross-border financial service needs of Hong Kong customers and Mainland customers visiting Hong Kong. Reskinned as the “CCB (Asia) Cafe”, the two branches offered both visitors and local customers efficient account opening services in an authentic Hong Kong-style cafe ambience. This innovative blend of nostalgia and modern financial services was well-received, achieving record account openings during the period and further solidifying the bank’s reputation as a cross-border wealth management expert.

Ms. Annie Chen, CCB (Asia)’s Deputy Chief Executive, stated: “CCB (Asia) has been committed to providing comprehensive banking and financial services for local and cross-border customers in the Greater Bay Area, with products covering diverse wealth management needs. During the Golden Week, by extending branches business hours and offering the heartwarming Hong Kong-style cafe experience, the total number of new accounts opened surged tenfold compared to normal, while securities account penetration also doubled. This once again highlights our competitive edge in cross-border financial services.”

**Aligned with Head Office’s “Integrated Strategy” to strengthen the “Cross-border Wealth Management Expert” positioning**

As the overseas flagship institution of the CCB Group, CCB (Asia) adheres to the Group’s “One CCB” integrated strategy, continuously deepening business synergy with the Head Office and solidifying its market position as a “Cross-border Wealth Management Expert”. Cross-border customers accounted for 70% of new accounts opened during May 1-3, reinforcing the Bank’s financial brand competitiveness in servicing both Mainland customers visiting Hong Kong and local customers.



### **Innovative integration of Hong Kong Culture to create a “Bank with Heart”**

CCB (Asia) creatively integrated the essence of Hong Kong culture to deliver service experience as a “Bank with Heart”. To welcome customers during the Golden Week, its flagship branches in Causeway Bay and Tsim Sha Tsui meticulously recreated a Hong Kong-style cafe ambience — from mosaic tiles walls, checkered floor tiles, and nostalgic neon signs to egg tarts and pineapple buns counters, accompanied by the aroma of Hong Kong-style milk tea — delivering a multi-sensory immersive experience. Bank staff at the branches provided comprehensive assistance to customers throughout the account opening process, emulating the warm and personalized service of a traditional Hong Kong café as customers embark on their exclusive cross-border wealth management journey.

### **“Mobile First” strategy empowers cross-border financial services upgrade**

CCB (Asia) has driven comprehensive upgrades to its cross-border financial services through its “Mobile-First” strategy. The bank’s digital transformation has achieved remarkable results. The e-account service now covers both local residents and Mainland visitors, enabling online account opening via mobile banking in as fast as 8 minutes. In April this year, the mobile banking app launched a new “Cross-Border Services Zone,” featuring an interface meticulously designed to align with the usage habits of diverse clientele and matching suitable wealth management products based on customers’ risk profiles, thus seamlessly integrating Hong Kong’s unique offerings with the familiar experiences of Mainland customers visiting Hong Kong. This deep convergence of mobile and offline scenarios served as the core driver behind the exponential growth in account openings during the Labor Day Golden Week.

### **Social media engagement soars as brand breaks through conventional channels**

CCB (Asia)’s innovative marketing strategy has sparked viral discussions on social media, amplifying the brand’s influence across diverse audiences. Customers flocked to take photos at the themed decoration zones and showed strong interest in the creative menu designs infused with financial elements. Rednote served as the core promotional channel, with the dedicated hashtag #五一香港建富杠杠的 reaching 1.74 million views and receiving consistently positive feedback. This further solidified CCB (Asia)’s reputation as a professional, customer-centric, and efficient leader in cross-border financial services.



The promotion effectively spurred new client acquisition and boosted securities account penetration, while enhancing CCB (Asia)'s cross-border financial brand image through distinctive Hong Kong-themed service experiences. Moving forward, CCB (Asia) will continue to leverage its local expertise to connect with cross-border visitors through even warmer and more personalized services.



Ms. Annie Chen, CCB (Asia)'s Deputy Chief Executive, stated that the total number of new accounts opened during the Labor Day Golden Week holiday surged tenfold compared to normal, while securities account penetration also doubled, once again highlights CCB (Asia)'s competitive edge in cross-border financial services.



From May 1 to 3, CCB (Asia) extended business hours of its flagship branches in Causeway Bay and Tsim Sha Tsui, reskinning them as "CCB (Asia) Cafe." Local customers and visitors experienced efficient and convenient account-opening services immersed in authentic Hong Kong-cafe culture.

