

**WING LUNG BANK RENAMED AS CMB WING LUNG BANK  
UNIFY BRAND IDENTITY  
AT 10<sup>TH</sup> ANNIVERSARY OF ACQUISITION BY CHINA MERCHANTS BANK  
NEW NAME • NEW JOURNEY • NEW MILESTONE**

(Hong Kong, 2<sup>nd</sup> October 2018) — Wing Lung Bank, Limited (“Wing Lung Bank”) proudly announced that it has been renamed as **CMB Wing Lung Bank Limited** (“the Bank” / “**CMB Wing Lung Bank**”) on 1<sup>st</sup> October 2018. This year marks the 10<sup>th</sup> Anniversary of acquisition of Wing Lung Bank by China Merchants Bank Co., Ltd. (“China Merchants Bank”). As a wholly-owned subsidiary of China Merchants Bank, the Bank is taking this opportunity to rename so as to unify and strengthen its brand identity as a subsidiary company with the parent bank. Upon the renaming to **CMB Wing Lung Bank**, the Bank is ready to embark on a new journey together with its customers to reach new milestone.

Starting from 1<sup>st</sup> October, **CMB Wing Lung Bank** has had a face-lift with its brand-new logo. With a unified brand image, **CMB Wing Lung Bank**, the largest business platform of China Merchants Bank across the border, will continue to foster integration with the parent bank.



Origin of **CMB Wing Lung Bank**'s logo:

The design of **CMB Wing Lung Bank**'s new logo has kept the 4 artistic Chinese calligraphy characters (“招商銀行”) written by the renowned mainland calligrapher for China Merchants Bank; while the other 2 Chinese characters (“永隆”) were inscribed in the unique style generated in the course of Clerical Script (“隸書”) to Regular Script (“楷書”) evolution in history. The combination maintains the distinctive calligraphic style of China Merchants Bank's logo and also symbolizes the connection between China Merchants Bank, the parent bank, and **CMB Wing Lung Bank**, its subsidiary.



The new logo will bring further synergic effects to both banks' business development and customers' connection while further enhancing the capability of China Merchants Bank and **CMB Wing Lung Bank** in their key business areas, which include the cross-border financial services, investment and acquisition and wealth management, etc., Corporate and individual customers who are seeking to "Go Global" will be benefited from the surpassing local and cross-border banking services provided by the Bank. Besides, the integrated brand management will optimize resource allocation and bring further business growth as a result of the Bank's enhanced brand value, customers' base and potential business.

Mr. Zhu Qi, Chief Executive Officer of **CMB Wing Lung Bank**, said, "Since the acquisition of Wing Lung Bank by China Merchants Bank 10 years ago, the Bank has recorded significant growth in its asset, profit and great improvement in the quality of customers services. To yield further progression, the Bank will focus on the development of 3 main cross-border business platforms, including the 'Cross-border Wealth Management Platform for Individual Customer', 'Cross-border Financial Services Platform for Corporate Customer' and 'Cross-border Services Platform for Financial Institution' while enhancing its strategic development capacity and maximizing the effectiveness in business operation. Looking forward, **CMB Wing Lung Bank** will leverage on the well-developed spirit and culture of China Merchants Bank and will continue to follow our motto of 'Progress with prudence, service with sincerity'. We sincerely hope to create a bright future by continuing our partnership with customers."



Headquarter of CMB Wing Lung Bank Limited situates in Central.



Business lobby of branch at CMB Wing Lung Bank Limited.

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**About CMB Wing Lung Bank Limited (“CMB Wing Lung Bank”):**

CMB Wing Lung Bank (formerly known as Wing Lung Bank), founded in 1933, is among the oldest local Chinese banks in Hong Kong. Following its motto of “Progress with prudence, service with sincerity”, the Bank provides comprehensive banking services, including deposits, loans, Private Banking and wealth management, investment, securities, credit cards, NET Banking, CMBWLB Wintech mobile banking services, global cash management, syndicated loans, corporate financing,



bills, hire-purchase and leasing, foreign exchange, insurance agency, Mandatory Provident Fund, etc. CMB Wing Lung Bank also provides insurance broking and general insurance underwriting, property management and trustee, nominee as well as asset management services through its wholly-owned subsidiaries. At present, the Bank has more than 40 banking business outlets in Hong Kong, mainland China, Macau and overseas, and a staff force of more than 1,800 people. As at 30<sup>th</sup> June 2018, its consolidated total assets stood at HK\$302.9 billion. In 2008, CMB Wing Lung Bank was acquired by China Merchants Bank Co., Ltd. (“China Merchants Bank”). China Merchants Bank currently ranked 20<sup>th</sup> on the list of top 1,000 World Banks.

For more information about CMB Wing Lung Bank, please visit the Bank’s website at [www.cmbwinglungbank.com](http://www.cmbwinglungbank.com).

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