

China CITIC Bank Key Points of Financial Marketing and Promotion Policy

Strictly complying with the *Guiding Opinions of the General Office of the State Council on Strengthening the Protection of Financial Consumer Rights and Interests* and the *Notice on Further Regulating the Financial Marketing and Promotion Practices* and other relevant regulatory requirements, China CITIC Bank has formulated the *Measures of China CITIC Bank for Management of Financial Marketing and Promotion* to standardize, systematize and professionalize the financial marketing and promotion management, and effectively protect the legitimate rights and interests of financial consumers on the principles of "compliance with laws and regulations, review first, consistency of rights and responsibilities, hierarchical management and line accountability".

I. Relevant Regulations

The *Measures of China CITIC Bank for Management of Financial Marketing and Promotion* is applicable to the operating institutions of China CITIC Bank at all levels.

Specific requirements for financial marketing and promotion are as follows: Any institution (department) at all levels shall conduct the financial marketing and promotion within the financial business scope permitted by the financial management departments under the State Council and local financial regulatory authorities. No institution may engage in illegal or out-of-scope financial marketing and promotion activities, promote and advertise any financial products or services in a fraudulent or misleading manner, perform any financial marketing and promotion activities that harm the fair competition, utilize the credibility of government for financial marketing and promotion, harm the right of financial consumers to know, engage in improper financial marketing and promotion on the Internet, send the financial marketing and promotion messages to financial consumers in violation of regulations, or carry out any other illegal or non-compliant financial marketing and promotion activities as recognized by laws, regulations, and the financial management departments under the State Council.

It is clearly stipulated in the *Measures of China*

CITIC Bank for Management of Financial Marketing and Promotion that the Consumer Rights Protection Office of the Head Office is responsible for reviewing the marketing activities and promotional materials which are related to consumer rights protection and initiated by the product, customer and channel departments of Head Office. The product, customer and channel departments of the Head Office shall undertake the primary responsibility for financial marketing and promotion, responsible for managing the financial marketing and promotion activities in its respective line. The General Office of Head Office is responsible for centralized management of advertisements throughout the Bank. The Compliance Department of the Head Office is responsible for conducting due diligence supervision, management and evaluation of the monitoring, rectification and accountability of financial marketing and promotion activities across departments, and also responsible for making compliance reviews of relevant regulations and measures regarding financial marketing and promotion. The Audit Department is responsible for incorporating the financial marketing and promotion management into the

scope of auditing and supervision. The branches at all levels are responsible for organizing and pushing their own financial marketing and promotion activities and managing the financial marketing and promotion activities within their jurisdiction.

II. Implementation of Regulations

China CITIC Bank has conducted a comprehensive review and monitoring in the whole course of its financial marketing and promotion activities to ensure that marketing and promotion activities are legal and compliant, striving to carry out the financial marketing and promotion activities in strict accordance with relevant laws, regulations, social norms and ethical standards. Before any financial marketing and promotion activities, each institution shall submit the promotional content to the consumer rights protection department at the same level for review and approval. No release is allowed without approval. Regular inspections and audits have been made on the financial marketing and promotion activities of each institution. Regular training is provided for employees on protection of consumer rights and responsible marketing, as well as case warnings. Any violations

against the Measures of China CITIC Bank for Management of Financial Marketing and Promotion are considered non-compliance and are subject to relevant penalties as stipulated.