





Business Management in 1H2012

Business Strategies in 2H2012



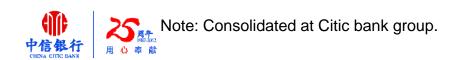




Part 1

Business Management in 1H2012





Part 1 Business Management in the First Half of 2012

Major Indicators

- Profitability improved rapidly
- Asset quality remained stable

- Business scale grew steadily
- Regulatory indicators reached the goal



5	100 million					
Performance indicators	1H20112	Year-on-year increase		Year-on-year growth rate		
Net profit attributable to shareholders	193.7	43.5		29.0%		
Net interest income	369.3	71.2		23.9%		
Net non-interest income	72.4	17.5		31.8%		
Cost-to-income ratio	28.4%	Dow	n 1.9 pei	centage points		
Quality indicators	30-Jun-2	012 Cha		ange from year beginning		
NPL	93.9	Up		RMB850 million		
NPL ratio	0.61%		Up 0.01 percentage point			
Provision coverage ration	273.2%		Up 0.9 percentage point			
Scale indicators	30-Jun-2012	Change from year beginning		Growth rate		
Total assets	29,164	1,505		5.4%		
Self-operating deposits	21,888	2,208		11.2%		
Loans	15,354	1,014		7.1%		
Other indicators	30-Jun-2012		Change from year beginning			
Loan-to-deposit ratio (the Bank)	70.07%		Down 2.90 percentage points			
Capital adequacy ratio	13.449	%	Up 1.17 percentage points			

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Unit: RMB

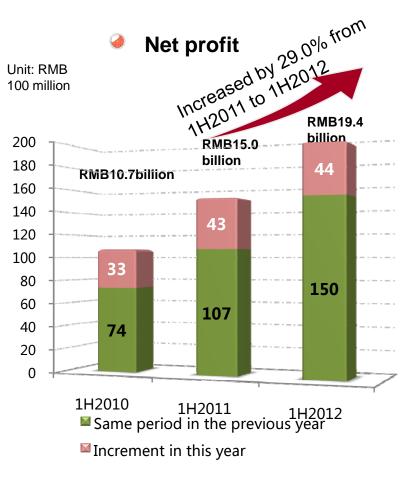








Better than expected major indicators – profitability improved rapidly



Rate of return

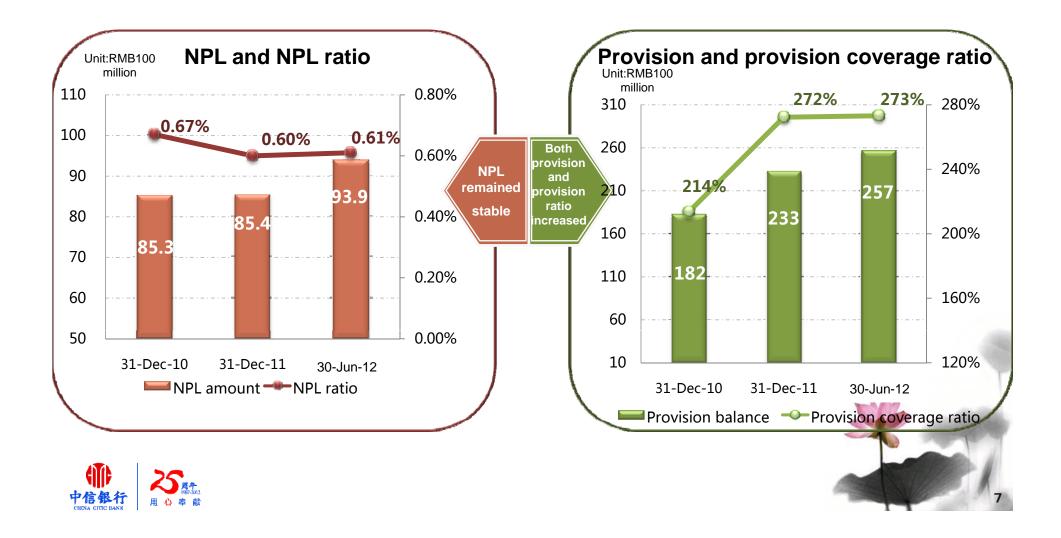
	1H2012	2011	2010
Return on total assets	1.38%	1.27%	1.13%
Return on equity	21.2%	21.1%	19.2%



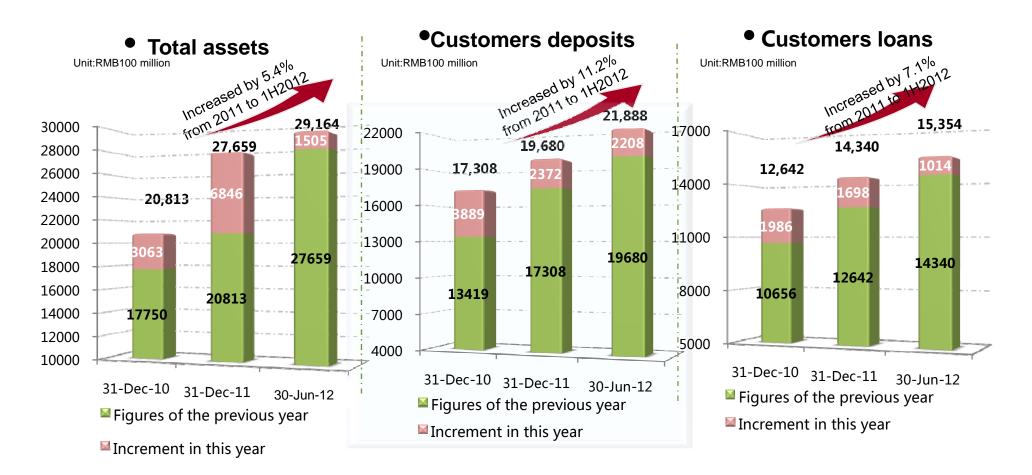




Better than expected major indicators – asset quality remained stable



Better than expected major indicators – business scale grew steadily







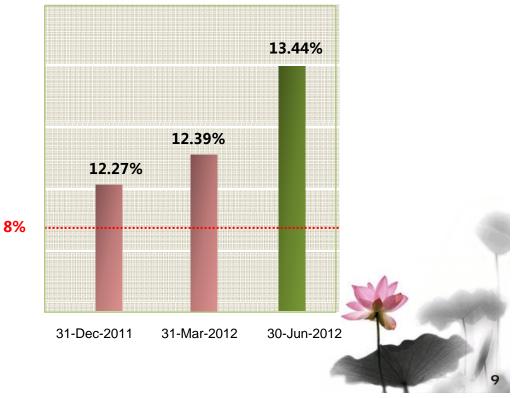
Better than expected major indicators – regulatory indicators reached the goal

 ✓ Foreign and local currency LTD ratio reached 70.1%, consecutively achieving the standard. ✓ Successfully issued 20 billion RMB subordinated bonds and capital adequacy ratio reached 13.4%.
✓ RWA increased by 122.3 billion RMB compared with the beginning of the year, with a growth rate of 7%.

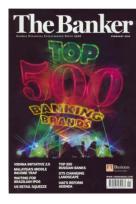


Spot loan-to-deposit ratio

Capital adequacy ratio



Better than expected major indicators – market position increased year by year



Ranking among "2012 Top 500 Banking Brands":

✓The Bank ranked 69th by brand value.

 \checkmark The Bank's brand value increased by US\$1.25 billion and its ranking was up by 30 positions in the past three years.



Ranking among "Top 1,000 World Banks 2012":

 \checkmark The Bank ranked 48th by primary capital, up 19 positions in the past three years.

 \checkmark The Bank ranked 53rd by total assets, up 41 positions in the past three years.



Soundly facilitated business transformation – lending structure was optimized continuously

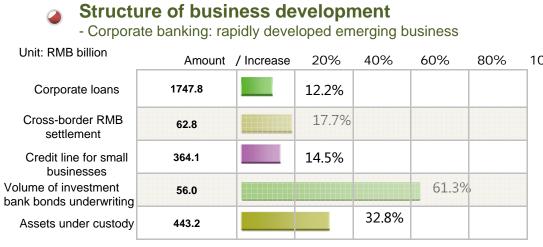
	Composi	Unit: RMB100 million				
	Balance			•		
	30-Jun-2012	Change from year beginning	Increase	% of balance	% of increase	
Small and micro business loans	1824	177	10.8%	13.2%	24.2%	
Individual business loans	485	113	30.5%	3.5%	15.5%	53% of incremental loan
Credit card loans	414	95	29.8%	3.0%	13.0%	
LGFV loans	1253	-62	-4.7%	9.0%	-8.5%	

Small and micro business loans, individual business loans and credit card loans developed rapidly and their combined increase accounted for 53%.

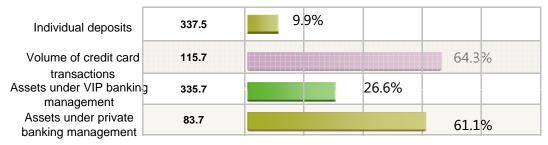
The growth of LGFV loans was effectively controlled. LGFV loans decreased by RMB6.2 billion compared with the beginning of 2012, down 4.7%.



Soundly facilitated business transformation – adjustment of business structure was accelerated



- Retail banking: further improved capacity of middle- and high-end customers



- Interbank business: continuously improved business with financial institutions



Note: Consolidated at Citic bank wide.

Customer structure

Structure of corporate customers -

✓ 4,395 strategic customers, an increase of 705 or 19%
 ✓ 20,800 small business customers, an increase of 2204 or 12%

Structure of retail customers -

 $\checkmark 22.8$ million individual customers, an increase of 1.62 million or 8%

 \checkmark 29,800 private banking customers, an increase of 6,599 or 29%

✓ 199,000 VIP customers, an increase of 21,000 or 12%

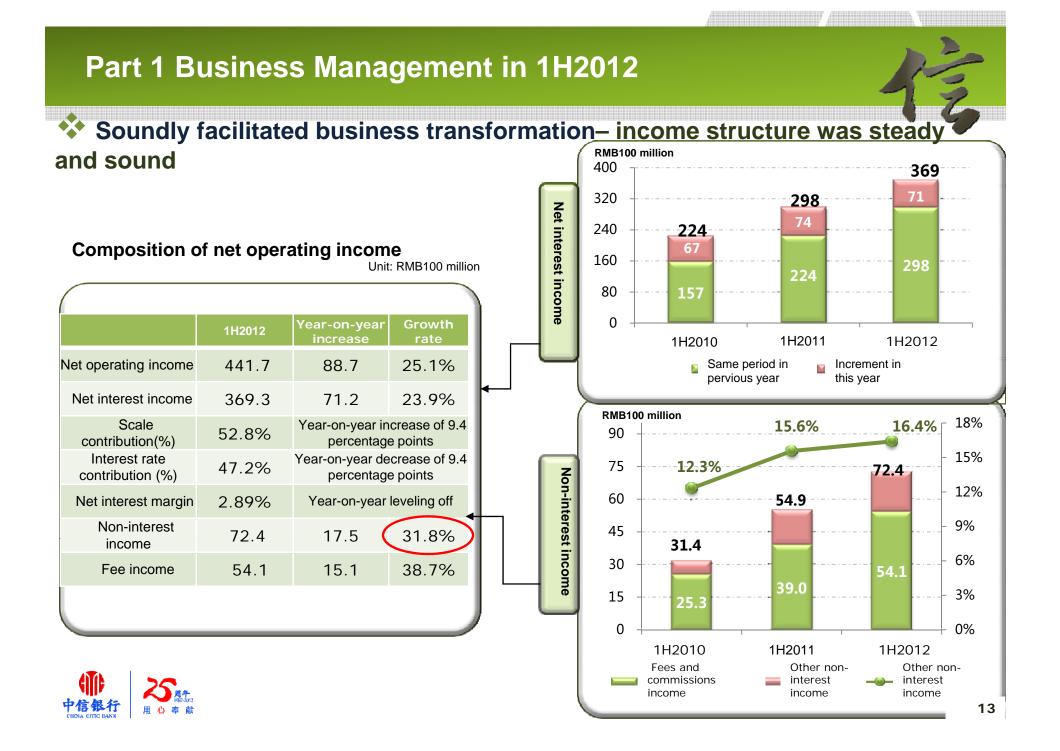
Marketing channel

✓ The individual e-banking replacement rate was 86.5%, up 5 percentage points over the previous year

✓ Volume of internet based transactions was RMB1.45 trillion, an year-on-year increase of 48%

 \checkmark Volume of mobile based transactions was RMB623 million, 3.8 times that of the same period in previous year





Continuously enhanced management – management system was further improved

Management system was further improved

Business development system:

- •Set up new Financial Institutions Department and Wealth Management Department
- •Established 28 specialized small business institutions and 180-plus professional service teams

Risk management system:

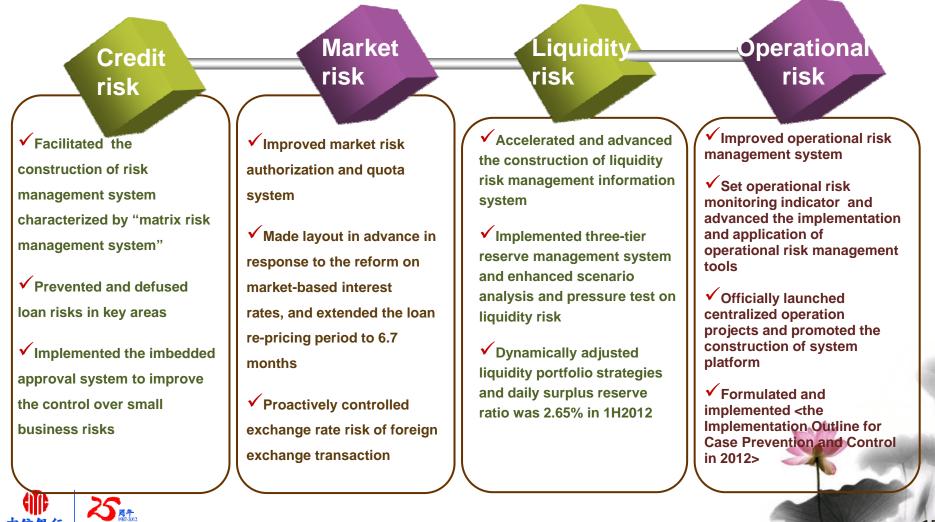
- •Set up new Risk Management Department to lead and organize comprehensive risk management
- •Set up Credit Granting Approval Department which is responsible for the formulation of credit policies and review on credit risks

Internal control and compliance system:

•Set up Compliance Department and Audit Department •Established two audit centers in Beijing and Shanghai



Continuously enhanced management – risk management capability was further strengthened





Continuously enhanced management guarantee – the capability of refined management was further improved

Effective comprehensive regulation

- Improved loan allocation, LTD ratio regulation and other management systems
- ✓ Adopted daily monitoring, interest transfer, limit excess approval and other measures and reached the goals of spot and daily LTD ratios for three consecutive months

Stringent capital management

- ✓ Comprehensively applied economic and administration means to effectively implement capital allocation
- Introduced operational risk capital management to expand the coverage of capital assessment
- ✓ Return on risk capital was 20.1% in 1H 2012, up 0.6 percentage point over the previous year



In-depth application of management accounting

- ✓ Focused on key links, expanded management scope and improved management accuracy
- ✓ Set benchmark for return on customer capital and conducted regular monitoring and reporting to ensure the effectiveness

Flexible pricing management

- ✓ Continuously optimized authorization management of interest rate pricing
- Reasonably forecasted the movements of market interest rate and timely adjusted FTP yield curve
- ✓ The interest rate of new loans in RMB floated upwards by 15.5%, up 3.7 percentage points over the previous year

High-efficiency expense allocation

- Establish the standard cost system of financial resource allocation
- ✓ Reinforced differentiated expense allocation
- The cost-to-income ratio of the Bank was 27.8% in 1H2012, down 1.9 percentage points on year-on-year basis







Part 2

Business Strategies in 2H2012





Part 2 Business Strategies in 2H2012

Current situations







Part 2 Business Strategies in 2H2012

Work guidelines









Thank You!



