

“China CITIC Bank Employee Digital Collectibles Reward Platform” Goes Live

In January 2023, we introduced an innovative Employee Digital Collectibles Reward Platform based on such technologies as blockchain and digital collectibles. By utilizing digital collectibles instead of physical award certificates, trophies, and training certificates, we are aligning with the national carbon peaking and carbon neutrality strategies while also driving cost reduction and efficiency improvement within our Bank.

The Employee Digital Rewards Platform is a virtual space with social attributes, encompassing multiple spaces such as virtual departments and individual profiles. It also provides a wide range of activities including competitions, training sessions, award applications, registrations, patents, and so on. Additionally, it facilitates the distribution, retrieval, and display of digital collectible rewards associated with these activities. Each digital collectible is crafted and generated based on China CITIC Bank’s blockchain technology, and is assigned a unique on-chain serial number, serving as the exclusive proof of

ownership on the China CITIC Bank blockchain for that specific digital collectible.

The Platform has already issued digital collectible certificates to various departments of the Head Office and branches. Additionally, in collaboration with the Human Resources Department and Union Office at Head Office, digital collectibles commemorating political birthdays, work anniversaries and birthdays have been distributed to all employees. As of December 2023, over 200,000 collectibles have been issued, which enhances the employee care, a sense of belonging, and technological appreciation. This initiative also contributes to carbon emission reduction and aligns with China CITIC Bank's commitment to national strategies.



If you are interested in learning about blockchain-based digital collectible technology or have any related requirements, please do not hesitate to get in touch with us. We are eagerly waiting for your suggestions and inquiries!

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