



恒生銀行

HANG SENG BANK

Press Release



3 March 2013

HANG SENG CELEBRATES 80 YEARS OF SERVICE EXCELLENCE

Hang Seng Bank today (3 March) marked its 80th anniversary with a new corporate advertisement that emphasises adherence to its founding values as the basis of its long-term success.

The advertisement is part of a year-long series of celebratory activities that reflect a '80 Years of Service Excellence' theme. The theme expresses Hang Seng's unwavering commitment to the key principles – including service excellence, integrity and innovation – established by the Bank's founders.

Hang Seng opened its doors on 3 March 1933 as a small money-changing shop on Wing Lok Street in Sheung Wan. Its founders established their business around the belief that every customer should be treated as an honoured guest.

From 11 members of staff and an initial paid-up capital of HK\$100,000, the Bank has grown to become one of the top 50 largest listed banks in the world in terms of market capitalisation, with nearly 10,000 employees and total assets of more than HK\$1,000 billion.

Hang Seng has earned the trust of over 3 million customers in Hong Kong and is the only bank to offer extensive branch services along MTR stations.

In recognition of its wide-ranging efforts to continually exceed customer expectations, Hang Seng has been named 'Best Domestic Bank in Hong Kong' by *The Asset* for 13 consecutive years.

Ms Rose Lee, Vice-Chairman and Chief Executive of Hang Seng Bank, said: "Hang Seng's success is built on the core principles established by our founders. Throughout our history, staff at all levels have upheld these values – emphasising service excellence and a prudent-yet-progressive approach in striving for sustainable growth.

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“Eighty years on, Hang Seng has grown from a small money-changing shop in Sheung Wan to Hong Kong’s leading domestic bank but our belief in serving with integrity from the heart remains unchanged. Our ‘80 Years of Service Excellence’ anniversary theme celebrates our firm commitment to stay true to our roots as we continue to live up to our name as the ever-growing bank.”

To thank employees for their continuing contributions and commitment to delivering service excellence, the Bank has prepared a unique ‘God of Wealth mini Octopus card’ gift set – pre-loaded with an HK\$80 value – as a token of its appreciation.

The Bank has also allocated a special team-building allowance for every member of staff and will organise a family fun day and a photo competition.

The celebrations began earlier this year with the Bank’s participation in the Chinese New Year Parade and sponsorship of a TVB game show. The Bank’s New Year float featured the ‘God of Wealth’ and ‘Ma Gu’ – symbolising good fortune and longevity respectively – alongside the 80th anniversary theme to share blessings and best wishes with the people of Hong Kong.

The highlight of the anniversary events will be a large-scale cocktail reception for customers, business partners and other special guests at the Hong Kong Convention and Exhibition Centre in May.

In line with the founders’ belief in sharing the Bank’s success with the communities that helped to create it, Hang Seng will continue to provide strong support for a variety of social and environmental development programmes.

Initiatives for this 80th anniversary year include partnering with the Hong Kong Family Welfare Society to train primary school students to become ‘Peer Mediators’ – from which 80 will be selected as ‘Outstanding Mediators’. The Bank has also committed to build 800 more biogas facilities in Yunnan province in mainland China under the Hang Seng Yunnan Biogas Project that provides a free and stable renewable energy supply in rural areas of the province.

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About Hang Seng Bank

Founded in 1933, Hang Seng Bank operates around 220 service outlets serving both personal and business customers. The Bank also maintains a branch in Shenzhen for foreign currency wholesale business, branches in Macau and Singapore, and a representative office in Taipei.

Established on 28 May 2007, wholly owned subsidiary Hang Seng Bank (China) Limited operates a mainland China network of 46 outlets in Beijing, Shanghai, Guangzhou, Shenzhen, Dongguan, Fuzhou, Nanjing, Hangzhou, Ningbo, Tianjin, Kunming, Foshan, Zhongshan, Huizhou, Xiamen, Zhuhai and Jiangmen.

With total assets of HK\$1,006 billion as at 30 June 2012, Hang Seng Bank reported a profit attributable to shareholders of HK\$9,302 million for the first six months of 2012 and HK\$16,885 million in 2011. Hang Seng Bank is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. For further information on Hang Seng Bank, please visit the Bank's website at www.hangseng.com.

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