

4 January 2025

Hang Seng Hosts Financial Inclusion Carnival at T-Loft@Kai Tak

Empowering Over 500 Families with Financial Literacy and Fraud Protection Education

Hang Seng Bank ('Hang Seng') today (4 January 2025) welcomed over 500 families at the 'Financial Inclusion Carnival' at T-Loft@Kai Tak, a transitional housing project managed by Tung Wah Group of Hospitals ('TWGHs'). The event provided financial literacy and fraud protection education through game booths, board games, and sharing sessions, creating a fun environment to enhance financial knowledge.

The launch ceremony was officiated by Hang Seng's Executive Director and Chief Executive Diana Cesar; Deputy Chief Executive of the Hong Kong Monetary Authority ('HKMA') Arthur Yuen, and TWGHs Chairman Mandy Tang.

Speaking at the event, Diana Cesar, Executive Director and Chief Executive of Hang Seng, said: "Hang Seng Bank is committed to promoting financial inclusion and supporting financial literacy. Today's event allows us to empower transitional housing residents with financial knowledge and help them build healthy saving habits. We will continue to mobilise resources to enhance financial education in transitional housing projects, in hopes of serving 4,200 families."

As the Strategic Financial Services Partner for JC PROJECT LIFT, the Bank has been supporting transitional housing residents with tailored financial education and services, offering eligible families an exclusive two-year high-yield savings plan with a preferential rate of up to 6% p.a.*. To date, the Bank has already engaged 9 transitional housing projects, with over 80% of the families who joined the savings plan having started to build a regular savings habit. To further encourage saving habits, Hang Seng today announced that a special reward of HKD100 will be offered to participating households in the high-yield savings scheme that maintain a minimum balance of HKD1,000^.

In the future, Hang Seng will expand its outreach to 16 other transitional housing projects.

Arthur Yuen, Deputy Chief Executive of the HKMA, said, "We are glad to see that Hang Seng Bank supports the promotion of financial inclusion through arranging activities to enhance the financial literacy and anti-scam awareness of the public. We also encourage the public to share the knowledge and experiences they have gained with their friends and relatives."

Mandy Tang, Chairman of Tung Wah Group of Hospitals, remarked, "The transitional housing at T-Loft@Kai Tak not only enhances the living conditions of low-income families but also serves as a vital resource for residents engaged in the JC PROJECT LIFT. Partnering with Hang Seng allows us to provide comprehensive support through financial education and saving scheme, empowering families to improve their financial well-being and build a more secure future."

In today's Carnival, over 60 Hang Seng financial volunteers helped facilitate a range of activities designed to enhance financial knowledge and fraud awareness. Essential banking

Hang Seng Hosts Financial Inclusion Carnival at T-Loft@Kai Tak/ Page 2

services were also offered on-site, including guidance for digital banking and registration for the Bank's exclusive high-yield savings scheme under JC PROJECT LIFT.

END

Remarks:

** Terms and Conditions apply. For details, please reach Hang Seng Bank branch for further enquiries or call the Bank's customer service hotline*

^ Terms and conditions apply. For details, please refer to

https://www.hangseng.com/content/dam/wp/hase/emkt/csp2/highyieldsave_tnc_2025CNY.pdf

Hang Seng Hosts Financial Inclusion Carnival at T-Loft@Kai Tak/ Page 3

Photo Caption

Photo 1&2

Diana Cesar, Executive Director and Chief Executive of Hang Seng Bank, Arthur Yuen, Deputy Chief Executive of the Hong Kong Monetary Authority, Mandy Tang, Chairman of Tung Wah Group of Hospitals, officiate the Financial Inclusion Carnival.



Hang Seng Hosts Financial Inclusion Carnival at T-Loft@Kai Tak/ Page 4

About Hang Seng Bank

Founded in 1933, Hang Seng has continually innovated to provide best-in-class, customer-centric banking, investment and wealth management services for individuals and businesses. It is widely recognised as the leading domestic bank in Hong Kong, currently serving close to 4 million customers.

Combining its award-winning mobile app and strong digital capabilities with a vast network of over 250 service outlets in Hong Kong, Hang Seng offers a seamless omni-channel experience for customers to take care of their banking and financial needs anytime, anywhere.

Its wholly owned subsidiary, Hang Seng Bank (China) Limited, operates a strategic network of outlets in almost 20 major cities in mainland China to serve a growing base of mainland customers locally and those with cross-boundary banking needs. The Bank also operates branches in Macau and Singapore, and a representative office in Taipei.

As a homegrown financial institution, Hang Seng is closely tied to the Hong Kong community. It supports the community with a dedicated programme of social and environmental initiatives focused on future skills for the younger generation, sustainable finance, and financial literacy, addressing climate change and caring for the community.

Hang Seng is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. More information on Hang Seng is available at www.hangseng.com.

About JC PROJECT LIFT

The Hong Kong Jockey Club Charities Trust created and funded JC PROJECT LIFT with a HK \$720 million donation.

The project sets out to reduce poverty levels by pioneering the Urban Graduation Approach (UGA) in Hong Kong. Based on the successful Graduation Approach used in rural settings overseas, the UGA has been localised to address the challenges of poverty in a modern urban environment. It is targeted at empowering underprivileged families living in transitional housing to lift them out of poverty.

Several key social innovations have been introduced under the project. The Family Capacity Building Planner helps families identify and strengthen their capacities and set development goals. At the Jockey Club Level-up Empowerment Employment Centre, professional consultants guide them in identifying their strengths, upskilling and exploring new career opportunities, while the JC LIFT Hub serves to foster community support and wellbeing.

Through the project, we aim to help families break the poverty trap by enhancing their family capacities and developing sustainable livelihoods. Besides empowering them financially through a savings scheme and initiatives that improve their employment

Hang Seng Hosts Financial Inclusion Carnival at T-Loft@Kai Tak/ Page 5

prospects, we also seek to build their confidence and self-esteem by encouraging them to expand their social circle and engage with the wider community.

Run in collaboration with 18 partners and with the support of the HKSAR Government's Housing Bureau and Labour and Welfare Bureau, JC PROJECT LIFT is expected to benefit approximately 14,000 families across 25 transitional housing projects.

To learn more about the project, please visit: <https://jcprojectlift.hk/en/>