21 October 2025

Hang Seng Survey: Over 60% of Respondents Say Credit Card Privileges in Dining and Grocery Boost Spending Frequency

Hang Seng enJoy Card Partners with yuu Rewards to Introduce Upgraded Dining Offers, Encouraging Smart Spending and Supporting Local Retail and Dining Sectors

According to a recent survey on credit card spending[1] conducted by Hang Seng Bank ("Hang Seng"), over 60% of respondents indicated that dining and grocery privileges (such as supermarkets and pharmacies) encourage them to spend more frequently. At the same time, 90% of the respondents said cash rebates and credit card reward programmes are major motivators for frequent spending. In response to these consumer preferences, Hang Seng has upgraded its enJoy Card by expanding its dining offers through an extended collaboration with yuu Rewards by DFI Retail Group. Alongside its existing shopping offers and rewards, the enhanced enJoy Card now offers more benefits to customers while further supporting local retail and dining industries.

The survey, which studies how credit card rewards support daily consumption, shows that over 80% of respondents choose to shop at designated chain stores, supermarkets, pharmacies or restaurants to earn credit card rewards and discount offerings, indicating reward programmes and cash rebates continue to be widely valued by customers. As a credit card designed for everyday spending, Hang Seng enJoy Card has partnered with yuu Rewards since 2020, allowing customers to earn up to 4x yuu Points through their daily purchases while enjoying payment convenience and rewarding benefits at the same time.

Rannie Lee, Head of Wealth and Personal Banking at Hang Seng Bank, said: "In partnership with the renowned DFI Retail Group for over 17 years, the Hang Seng enJoy Card has become one of the most widely used credit cards in Hong Kong. With its unique positioning, enJoy Card is the only credit card in the market which exclusively collaborates with yuu Rewards. By enhancing the enJoy Card's everyday privileges, we offer remarkable dining offers from Monday to Sunday, and exciting spending rewards for our customers while further supporting Hong Kong's local retail and dining industries."

more…

Hang Seng Survey: Over 60% of Respondents Say Dining and Grocery Privileges Boost Spending Frequency/ Page 2

Wee Lee Loh, DFI Retail Group Chief Digital & yuu Rewards Officer, said: "Our long-standing partnership with Hang Seng Bank has been instrumental in building yuu into a comprehensive rewards experience for our Members. This latest campaign significantly elevates our dining offers through collaborations with KFC, Pizza Hut, Starbucks, and Maxim's Chinese Cuisine. It is not only a testament to our commitment to offer the most amazing rewards to our Members but also marks a new phase of deeper strategic partnership with the Hang Seng enJoy Card and our valued dining Partners".

Recent data from the Census and Statistics Department show that Hong Kong's total retail sales value rose 3.8% year-on-year in August, marking the fourth consecutive month of growth. Meanwhile, overall credit card spending on dining and groceries across the city increased by around 10% year-on-year as of August 2025.

Exclusive Privileges for Hang Seng enJoy Card Customers:

- **enJoy Every Taste - Everyday Upgraded Dining Offers at nearly 400 restaurants****: Cardholders can enjoy special discounts of up to 50% at selected dining outlets, such as Maxim's Chinese Cuisine, KFC, Pizza Hut, and Starbucks.

- **Welcome rewards worth up to HK$900 & annual fee waiver*:** From now until 31 December 2025, new enJoy Card customers can receive a welcome reward of up to 120,000 yuu Points (equivalent to HK$600) and HK$300 Maxim's Chinese Cuisine e-voucher upon successful application.

- **Year-round exclusive shopping discounts at 1,700+ retail stores**:** Cardholders enjoy privileges at retail partners such as Wellcome, Market Place, Mannings, 7-Eleven and IKEA, and earning up to 4x yuu Points at selected enJoy Card partners.

END

Remark:
[1]The survey was conducted in early October 2025 and interviewed over 500 individuals aged 18 or above
**For related terms and conditions and other promotion offers, please visit hangseng.com/enjoycard*
To borrow or not to borrow? Borrow only if you can repay!
***Terms and conditions apply*

Hang Seng Survey: Over 60% of Respondents Say Dining and Grocery Privileges Boost Spending Frequency/ Page 3

Photo Caption

Photo 1

Hang Seng enJoy Card has been upgraded by expanding its dining offers through an extended collaboration with yuu Rewards under DFI Retail Group. Alongside its long-standing shopping offers and reward programmes, enJoy Card offers everyday dining and spending rewards for our customers. (From left to right: Otto Lai, Channel Development Manager, Starbucks Hong Kong & Macau, Annie Wong, Head of Sales and Marketing, Maxim's Chinese Cuisine, Paulina Leong, General Manager, Visa Hong Kong & Macau, Rannie Lee, Head of Wealth and Personal Banking, Hang Seng Bank, Wee Lee Loh, Group Chief Digital and yuu Rewards Officer, DFI Retail Group, Amy Kam, Head of Unsecured Lending and Payment, Hang Seng Bank, Lawrence Lee, General Manager, Pizza Hut, Karen Chan, Managing Director, KFC)



Hang Seng Survey: Over 60% of Respondents Say Dining and Grocery Privileges Boost Spending Frequency/ 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 major cities in mainland China to serve a growing base of mainland customers locally and those with cross-boundary banking needs.

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 yuu Rewards

yuu is the No.1 Loyalty Programme* and No.1 Strongest Brand^ in Hong Kong launched in 2020 with over 5.6 million Members currently. The yuu Partner network covers some of the biggest and the most trusted brand names in Hong Kong, such as Wellcome, Market Place, Mannings, 7-Eleven, IKEA, KFC, Pizza Hut, PHD, Maxim's Group of restaurants, Starbucks, Shell, FWD Hong Kong, Hang Seng Insurance, Chubb Insurance and Allianz Insurance. Together with the Partners from yuu Travel and yuu Fashion, yuu connects a retail network of more than 2,500 stores and over 40 online platforms in Hong Kong and Macau with an easy-to-use mobile App. yuu also partners with Hang Seng enJoy card to accelerate the Point earning journey of Members.

** Based on the annual rankings reported by YouGov BrandIndex for the period 2021 to 2024*
^ Based on the Kantar BrandZ Top 30 Strongest Brands in Hong Kong 2024