

23 October 2024

## Hang Seng Enhances Financial Inclusion

*First Age-Friendly Service Area Established and  
Kowloon's First Pet-friendly Branch Unveiled*

Hang Seng Bank ('Hang Seng') is dedicated to promoting financial inclusion by continuously enhancing its services to meet the diverse needs of its customers. Recently, the Bank upgraded its Festival Walk Branch to accommodate customers visiting with their pets, while at the same time, introduced an age-friendly service area at its Shatin Branch, offering more personalised, accessible banking experiences.

Following the successful launch of Hong Kong's first pet-friendly branch last year - enthusiastically received by customers and their animal friends - Hang Seng has extended this initiative by upgrading its Festival Walk Branch, making it the first pet-friendly branch in Kowloon. The Branch now features a pet-friendly waiting area adjacent to the Smart Teller in the lobby, where customers with pets can quickly access most banking services or wait comfortably for traditional counter service. Additionally, designated pet-friendly meeting rooms allow customers to bring their pets while discussing financial or wealth management needs with branch staff.

To better support the elderly customers at the Shatin Branch where over half of the counter transactions in the first half of the year were conducted by customers aged 65 or above, Hang Seng has expanded and enhanced this branch with an age-friendly service area. The area incorporates thoughtful features taking reference with the Architectural Services Department's 'Elderly-friendly Design Guidelines', including ergonomic chairs, seated transaction counters, non-slip flooring, larger signage and wheelchair access with dedicated parking spaces. These upgrades aim to provide comfortable, barrier-free banking services for elderly customers.

Rannie Lee, Head of Wealth and Personal Banking at Hang Seng, said: "As Hong Kong's largest local bank, we strive to understand and address the diverse needs of our customers while staying closely connected to the community. Our Future Banking service concept focuses on anticipating customer needs through innovative and inclusive thinking. From creating pet-friendly spaces to enhancing accessibility for elderly customers, we are building a diverse and inclusive banking experience that supports financial inclusion for all."

# END #

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### Photo Captions

#### Photo 1

Hang Seng Bank upgrades its Festival Walk Branch to accommodate customers visiting with their pets and enjoying the Bank's thoughtful services with their pets. Pictured: Rannie Lee, Head of Wealth and Personal Banking at Hang Seng Bank (left), Theodore Mak, Head of Retail Distribution (right) and the Hang Seng Bank customer Pauline (middle), who warmly welcome the pet-friendly facilities in Festival Walk Branch.



#### Photo 2

The designated pet-friendly meeting rooms at Hang Seng Bank's Festival Walk Branch allow customers to bring their pets while discussing their financial or wealth management needs with branch staff.



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Photo 3 and 4

Hang Seng Bank has expanded and enhanced the Shatin Branch with an age-friendly service area which incorporates thoughtful features. These upgrades aim to provide comfortable, barrier-free banking services for elderly customers.



## **Hang Seng Enhances Financial Inclusion, First Age-Friendly Service Area Established and Kowloon's First Pet-friendly Branch Unveiled / 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 260 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](http://www.hangseng.com).