



21 April 2009

HANG SENG ENHANCES SECURITIES SERVICES WITH OPENING OF DEDICATED TRADING CENTRE

Hang Seng Bank today announced the opening of its first Securities Select Customer Trading Centre (Centre), located at the Bank's Hong Kong main branch.

The Centre's team of dedicated securities relationship managers will provide a wide range of personalised securities services to selected customers.

Mr Andrew Fung, General Manager and Head of Investment and Insurance of Hang Seng Bank, said: "Customer feedback indicates high demand for a securities trading centre offering designated account servicing in addition to multi-channel trading platforms. The Hang Seng Securities Select Customer Trading Centre is a step forward in our continuing commitment to offering customers a professional trading experience and convenient services."

By contacting their dedicated relationship managers through exclusive trading hotlines or visiting the Centre, selected customers can trade local securities, Shenzhen and Shanghai B shares, and selected Singapore securities with ease. The Centre also provides comprehensive market information – including access to financial terminals for real-time market updates, market and economic analysis reports prepared by the Bank, and financial newspapers and magazines – to help customers make informed investment decisions.

The exclusive and relaxing environment allows selected customers to interact and exchange investment ideas with each other.

From now until 31 August 2009, eligible selected customers can enjoy a 50% brokerage fee discount when buying local securities and a chance to win a gold God of Wealth.

Founded in 1933, Hang Seng Bank operates over 210 service outlets, of which 106 are branches 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 representative offices in Xiamen and Taipei.

Established on 28 May 2007, wholly owned subsidiary Hang Seng Bank (China) Limited operates a mainland China network of 34 outlets in Beijing, Shanghai, Guangzhou, Shenzhen, Dongguan, Fuzhou, Nanjing, Hangzhou, Ningbo, Tianjin and Kunming.

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With consolidated assets of HK\$762 billion as at the end of 2008, Hang Seng Bank reported a profit attributable to shareholders of HK\$14,099 million for 2008. 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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