



恒生銀行

HANG SENG BANK

Press Release

29 June 2005

HANG SENG LAUNCHES e-MALL FOR CREDIT CARD CUSTOMERS

Hang Seng Bank has strengthened its e-services by launching Hang Seng e-Mall, an online shopping site that offers a world of shopping fun and privileges exclusively to its credit card customers.

Hang Seng e-Mall offers a wide range of merchandise, including electronics, household products, books and magazines, computers, gifts and other products. Customers can enjoy special discounts and interest-free instalment offers on many of the available products.

Customers who shop at the Hang Seng e-Mall will earn \$1 Cash Dollar for every HK\$250 spent with a Hang Seng Credit Card. From now until 12 September 2005, all purchases made at Hang Seng e-Mall will earn double Cash Dollars which can be redeemed at over 700 designated merchant outlets or converted into Travel Miles and used to enjoy special travel offers.

Mr John Lam, Assistant General Manager and Head of Consumer Finance, said: "Hang Seng Credit Card has been leveraging the Bank's e-channel to provide its customers with a convenient, value-added service. Hang Seng e-Mall is part of our e-initiative to create an online shopping experience for our customers. A whole range of special offers are available in the Hang Seng e-Mall at the click of a mouse."

Customers who make purchases at the Hang Seng e-Mall during the promotional period will be automatically entered into monthly lucky draws for a chance to win prizes, including cash coupons for Broadway, UNY and Royal Sporting House, Crabtree & Evelyn gift sets and stylish backpacks. Customers will also have the chance to win a Fujitsu notebook in the Hang Seng e-Mall grand draw.

Other e-services offered to Hang Seng Credit Card customers via www.hangseng.com include credit card application, bill payment, enquiry on cash instalment and spending instalment plans, and redemption of Cash Dollars for gift items and cash coupons.

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Founded in 1933, Hang Seng Bank is a principal member of the HSBC Group and the second largest listed bank in Hong Kong in terms of market capitalisation. It operates 155 branches and automated banking centres in Hong Kong; a branch in Macau; and a network of five branches (in Shanghai, Guangzhou, Shenzhen, Fuzhou and Nanjing), three sub-branches (two in Shanghai and one in Shenzhen) and two representative offices (in Beijing and Xiamen) in mainland China. The Bank also has a representative office in Taipei.

With consolidated assets of HK\$548.6 billion at the end of 2004, the Bank reported a profit attributable to shareholders of HK\$11.40 billion for 2004. For further information on Hang Seng, please visit the Bank's website at www.hangseng.com.

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