



Press Release

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HANG SENG e-STATEMENT CAMPAIGN SAVES OVER TWO MILLION PIECES OF PAPER ANNUALLY

Since the February 2005 launch of the Hang Seng e-Statement Service, nearly 60,000 account holders have opted for this environmentally friendly alternative to paper statements. The service will help save over two million pieces of paper in its first year.

The e-Statement service allows Hang Seng's Personal e-Banking customers to suppress the printing of monthly paper statements. Customers can instead view their statements online anytime, anywhere.

To encourage customers to opt for e-Statement, the Bank launched the "Hang Seng e-Statement Tree Planting Scheme" by sponsoring the planting of 10,000 trees in Hong Kong in March 2005. Hang Seng staff and their family members assisted with the tree planting.

The Bank also continues to increase efforts to save resources in-house and with regard to customer transactions by promoting the use of electronic communications and services. The number of Bank customers using Personal e-Banking is now close to 500,000.

Mr Raymond Or, Vice-Chairman and Chief Executive of the Bank, said: "We firmly believe that by operating in an environmentally responsible manner, we can help create a better future for society. Therefore, Hang Seng seeks to enhance environmentally friendly communication channels for our customers and join hands with them to save the environment."

As a responsible corporate citizen, Hang Seng strives to minimise its ecological footprint. The Bank was the first local financial institution to receive international ISO 14001 certification for its sound environmental practices and its headquarters' environmental management system.

Hang Seng launched its environmental policy in January 2003. An Environmental Management Committee was also set up to oversee the implementation of the environmental policy.

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In addition, Hang Seng has stepped up efforts to save energy, minimise waste generation and increase recycling. A Bank-wide "Green Ambassador Scheme" was set up in 2003 to encourage staff to strive for continual environmental improvement and promote green practices. This, along with the award-winning "Hang Seng Go Green Staff Awareness Campaign", has helped raise environmental awareness within the Bank.

The Bank stopped sending out Christmas cards in 1996 and, in 2002, launched an e-Card series, the most comprehensive among local financial institutions. To date, over 240,000 e-Cards have been sent by customers and the public using this service.

Other initiatives include the planting of 40,000 trees at Shek O Country Park, Ma On Shan Country Park and Tung Tze, Tai Po, through the Agriculture, Fisheries and Conservation Department's Corporate Afforestation Scheme. The Bank also supports WWF Hong Kong as a diamond corporate member.

In recognition of Hang Seng's socially responsible practices, it has been a constituent company of the FTSE4Good Global Index since 2001.

Founded in 1933, Hang Seng Bank is a principal member of the HSBC Group. It operates 156 branches and automated banking centres in Hong Kong; a branch in Macau; and a network of 12 mainland China outlets, including six branches (in Beijing, Shanghai, Guangzhou, Shenzhen, Fuzhou and Nanjing), four sub-branches (three in Shanghai and one in Shenzhen) and two representative offices (in Xiamen and Dongguan). The Bank also has a representative office in Taipei.

With consolidated assets of HK\$569.7 billion as at 30 June 2005, the Bank reported a profit attributable to shareholders of HK\$6,045 million for the first six months of 2005, and HK\$11.40 billion in 2004. For further information on Hang Seng, please visit the Bank's website at www.hangseng.com.

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