



恒生銀行

HANG SENG BANK

# Press Release

6 October 2005

## HANG SENG STRENGTHENS BUSINESS PARTNERSHIP WITH SMEs

To show its commitment to building a stronger partnership with small and medium-sized enterprises (SMEs), Hang Seng Bank has broadened its range of products and services for SMEs in a move to help them grow their business.

Several business initiatives have been undertaken to provide the support needed by SMEs. These include launching flat rate profits tax loans, enhanced integrated accounting solutions designed specifically for SMEs and a commercial credit card for the SME sector, as well as offering an array of wealth management products to SME customers.

The Bank has increased and improved delivery channels with the establishment of a direct marketing team to promote pre-approved loan products over the telephone and through e-Banking. Online SME loan approval has also been enhanced.

Mr Thomas Tsui, the Bank's Assistant General Manager and Head of Business Banking, said: "The SME segment is a key business focus for the Bank. We have increased resources in terms of staff numbers, products and services offered and delivery channels and are committed to becoming a long-standing business partner of our SME customers.

"With the setting up of the direct marketing team and the enlarged account servicing teams, the total number of staff in the Business Banking team has doubled to over 200. We will expand the team to more than 300 by the end of next year to cater for further business growth."

To help SMEs meet their tax obligations, the Bank has become the first financial institution in Hong Kong to introduce a flat rate profits tax loan. The loan amount can be up to 200% of a company's total tax payable. The interest rate for the flat rate loan is as low as 4.98% per annum. A floating rate loan is also available to SMEs, with an interest rate of as low as Prime rate.

To help SMEs manage their business more effectively, the Bank has partnered with MYOB Hong Kong Limited to offer an automatic bank account reconciliation function under the Integrated Business Solutions Account ("IBS") — an integrated account for SMEs. This function allows customers to reconcile their IBS bank statements downloaded from Hang Seng Business e-Banking with their corresponding bank transactions on MYOB's accounting software.

more...

新聞稿



## **Hang Seng Strengthens Business Partnership With SMEs / 2**

IBS customers also receive a pre-approved Hang Seng Commercial Card, enabling company owners and their employees to easily pay business bills and company expenses. Customers can take advantage of an interest-free repayment period of up to 56 days and a minimum monthly repayment of 4% of the statement balance or HK\$50 (whichever is higher) for better cash flow management.

As an example of partnership with business associations, the Bank has reached an agreement with the New Territories General Chamber of Commerce to issue co-branded Hang Seng Commercial Cards to its more than 9,000 members, who will also enjoy a series of preferential banking offers.

IBS customers who travel abroad for business can enjoy comprehensive year-round medical, personal accident and personal liability protection under the Hang Seng Business Travelsure Protection Plan.

The Bank is also expanding its wealth management services to SMEs, offering capital protected investment products and comprehensive commercial insurance, including key person protection and packaged plans for office and retail businesses.

The Bank also offers SMEs information through periodic seminars. Upcoming events include a taxation seminar, with speakers from PricewaterhouseCoopers, designed for SME customers who have a presence in mainland China.

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](http://www.hangseng.com).

#End#