



恒生銀行

HANG SENG BANK

# Press Release

9 December 2005

## HANG SENG'S GREEN CHRISTMAS E-CARDS

Hang Seng Bank offers three new Christmas e-Cards that will enable customers to send season's greetings and spread the message of environmental protection.

The new Christmas e-Cards feature the newly designed 'Green Marshal' and Santa Claus. The two work together to improve home environments and the community as well as preserve natural resources. Green Marshal helps Santa Claus with tree-planting, invites snowmen to discuss global warming issues, and turns terrible neighbourhoods into pleasant places with a magic wand!

Hang Seng is committed to minimising its environmental impact. The 'Green Marshal' character was created by the Bank to deliver four major environmental messages – 'save energy', 'conserve water', 'reduce waste' and 'recycle waste'.

Hang Seng is the first local financial institution to receive international ISO 14001 certification for sound environmental management practices and has been included as a constituent stock of the FTSE4Good Global Index in 2001. The Bank's "HANG SENG Go Green Staff Awareness Campaign" won the 'Green Innovative Practice Gold Award' at the 2004 Hong Kong Eco-Business Awards.

Since the launch of the Hang Seng e-Card programme four years ago, more than 240,000 cards in six categories have been sent out. The Bank has created 61 different e-Card designs, which are available in English, traditional Chinese and simplified Chinese. Customers can access the cards by visiting [www.hangseng.com/ecards](http://www.hangseng.com/ecards) and [cn.hangseng.com/ecards](http://cn.hangseng.com/ecards), or by clicking the e-Card icons on the homepages of the Bank's Hong Kong and mainland websites, or in Hang Seng Personal and Business e-Banking.

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).

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