



As a homegrown financial institution, Hang Seng shares the drive, determination and dreams of the people of Hong Kong and strives to build a prosperous and sustainable future for our city.

As a homegrown financial institution, Hang Seng shares the drive, determination and dreams of the people of Hong Kong and strives to build a prosperous and sustainable future for our city.

Our position as Hong Kong's leading domestic bank reflects our progressive business approach that puts at its centre the needs and well-being of people – be they customers, staff or other stakeholders.

In establishing our sustainability goals, we take the same approach of striving to be our best by serving people right. This means continually improving how we engage with our stakeholders, setting targets for reducing our greenhouse gas emissions and use of natural resources, and implementing and upholding high standards of transparency

and compliance. As the only local bank in Hong Kong to be included as a constituent of the Dow Jones Sustainability Asia Pacific Index 2019, we aim to continue reaching new heights in sustainability excellence.

We have improved channels for listening to the needs and aspirations of our customers. We are responding to growing demand for faster, simpler, more convenient and inclusive services by combining the best of online and offline banking. Our market innovations include AI chatbot services for retail and corporate customers. We are also the first local bank to apply near-field communication (NFC) technology in mobile-initiated contactless ATM cash withdrawals. Our service development model is designed to offer customers greater flexibility, security and choice in managing their banking needs.

We recognise the importance of sustainability in contributing to a positive future. Our community-based investment focuses on creating greater opportunities for young people through programmes such as our long-standing Hang Seng Table Tennis Academy initiative and our recently launched "I am..." online advice portal and app. Both are designed to nurture qualities and skills that will enable young people to thrive in a fast-changing environment.

Staff engagement initiatives such as town hall meetings and H@SE, our internal social communication app, give us insights to improve employee experience and focus on their well-being. This is enabling us to address employee concerns more effectively and to provide meaningful resources and support, such as promoting mental health awareness and flexible working practices to maintain a good work-life

# Chief Executive's Message



balance; and promoting inclusion in the workplace that is made up of generational differences, millennials, new joiners and working parents. We are pleased to report that Hang Seng was named the Most Attractive Employer in the Banking and Financial sector at the Randstad Employer Brand Awards 2019 in Hong Kong.

Our sustainability policies, targets and actions reflect our support for the United Nations' Sustainable Development Goals, as well as our belief that the financial services industry must play an active role in improving the livelihoods and living conditions of people around the world, including by helping to facilitate the transition to a low-carbon global economy. We have robust processes in place to ensure that our financing

decisions do not support or facilitate the exploitation of people or actions that have an unacceptable impact on the environment.

We are actively involved in promoting greater financial literacy through several programmes for adults and children. We are also working to encourage greener practices through initiatives such as our Green Financing Promotion Scheme, which offers commercial customers incentives for the acquisition of environmentally friendly equipment.

We have made solid progress in 2019 but sustainability is a moving target and there is still much to do. Areas of particular focus for us in 2020 will be reinforcing our disclosure

governance and controls, and ensuring that the Board and senior management further integrate environmental, social and governance initiatives into our business strategy.

This report details where we are on sustainability, what we have achieved in 2019, where we want to go and how we plan to achieve our goals. I hope you find it useful and interesting.

**Louisa Cheang**

Vice-Chairman and Chief Executive  
Hang Seng Bank

