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Hang Seng to Transform Ways of Working *Unveils New Digital Floor at Head Office*

Hang Seng Bank has taken a significant step forward with its Workplace Transformation project to enhance staff collaboration and productivity by encouraging new ways of working. Following major workspace renovations, the Bank has opened a digital floor at its Head Office that is designed to facilitate the incubation of new digital banking solutions to meet the fast-changing preferences of customers.

Over the next two years, more than 270,000 square feet of gross floor space at Hang Seng's Head Office, which was completed in 1991, will undergo a comprehensive transformation to provide a more dynamic work environment for over 2,400 members of staff. Offices in two other core Bank buildings in Mongkok and Kowloon Bay will also be transformed. On completion of the project, a total of 6,500 employees at these three locations will be working in new people-centric workspaces.

By offering employees more choice as to where and how they work, as well as the introduction of flexi-hours, the new workspaces will encourage more energetic working to create a new workplace culture. This more flexible work-style approach will be supported by a technology-enabled and paperless workplace, and a design that provides a broader variety of spaces for individual and collaborative work. A ceremony was held on 11 January to mark the opening of the new digital floor.

Louisa Cheang, Vice-Chairman and Chief Executive of Hang Seng Bank, said: "To make Hang Seng more dynamic and vibrant, we are continuing to transform our workspaces. Our new digital floor offers a contemporary design that promotes creativity and the generation of new ideas. In a fast-moving market, we are launching different fintech initiatives and providing customers with more digital banking solutions that integrate with their increasingly mobile lifestyles."

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With a gross area of close to 15,000 square feet, the digital floor accommodates around 150 individuals – including members of Hang Seng’s digital banking team and their business partners – who spearhead the Bank’s fintech initiatives. Adopting an open layout, the digital floor provides specially designed social hubs, communal areas, collaboration booths and wireless interactive screens that encourage employees to work together on the development of new ideas. It is also equipped with ergonomic furniture that promotes employee wellness.

The digital floor reflects a major transition from a traditional workspace model that is dominated by standard workstations to an activity-based model that enables staff to choose from different workspace setups based on their working styles and project needs. The interior design philosophy is based around nature and growth, symbolising the planting and nurturing of new ideas and an emphasis on workspaces that promote health and wellness.

Hang Seng was the first bank in Hong Kong to launch AI chatbots that offer retail banking customers round-the-clock assistance with a range of services. Biometric authentication and mobile security key have also been rolled out to ensure that customers enjoy easy and secure access to digital services. The recent launch of a one-stop personal payment platform and all-in-one digital payment collection services have further reinforced the Bank’s strong position on the digital financial services landscape.

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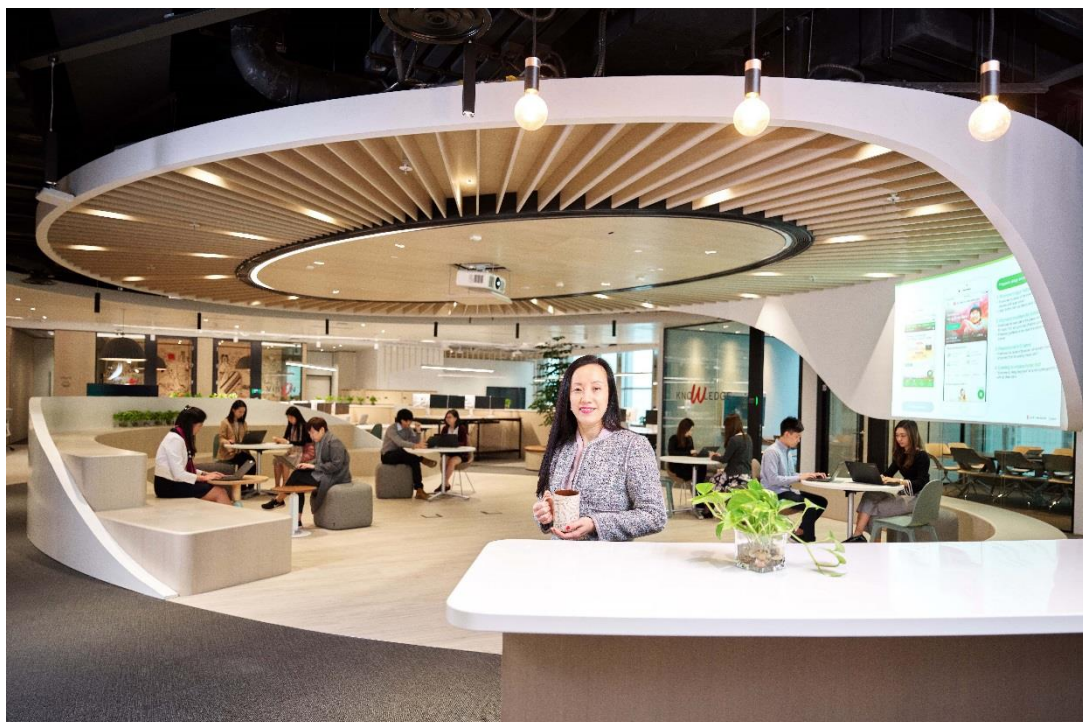


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Photo captions

Photo 1

Hang Seng's new digital floor at its Head Office features a unique oval-shaped social hub. Louisa Cheang, Vice-Chairman and Chief Executive, says that the floor's contemporary workspace design promotes creativity and the generation of new ideas.





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Photo 2

The newly opened digital floor at Hang Seng's Head Office offers employees more choice as to where and how they work. This more flexible work-style approach is supported by a technology-enabled and paperless workplace.



Louisa Cheang, Vice-Chairman and Chief Executive (2nd from right); Margaret Kwan, Executive Director and Head of Retail Banking and Wealth Management (far left); Eunice Chan, Chief Operating Officer (2nd from left); and Herman Cheng, Head of Digital Banking (far right) enjoy the relaxed, modern working environment of Hang Seng's new digital floor.



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Photo 3

A ceremony was held on 11 January to mark the opening of Hang Seng Bank's first innovation hub. Louisa Cheang, Vice-Chairman and Chief Executive (left, first row); Margaret Kwan, Executive Director and Head of Retail Banking and Wealth Management (middle, first row); Herman Cheng, Head of Digital Banking (right, first row), and Hang Seng management and staff members take a 'selfie' after the opening ceremony.





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Photo 4 & 5

The digital floor provides specially designed social hubs, communal areas and collaboration booths that offer a broader variety of spaces for individual and collaborative work. The interior design philosophy is based around nature and growth, symbolising the planting and nurturing of new ideas and an emphasis on workspaces that promote health and wellness.





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About Hang Seng Bank

Founded in 1933, Hang Seng Bank operates around 270 service outlets serving both personal and business customers. The Bank also maintains branches in Macau and Singapore, and a representative office in Taipei.

Established in May 2007, wholly owned subsidiary Hang Seng Bank (China) Limited is headquartered in Pudong, Shanghai, and operates a mainland China network with outlets in the Pearl River Delta, the Yangtze River Delta, the Bohai Rim Region and midwest China.

With total assets of HK\$1,535 billion as at 30 June 2018, Hang Seng Bank reported a profit attributable to shareholders of HK\$12,647 million for the first half of 2018. Hang Seng Bank is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. For further information on Hang Seng Bank, please visit the Bank's website at www.hangseng.com.