

2 March 2023

Hang Seng Shares 90th Anniversary Joy with Hong Kong Community *Over 38,000 prizes up for grabs in ‘Ever Growing, Ever More Fun!’ Lucky Draw*

To celebrate 90 years of serving the Hong Kong community, and to thank local people for their support, Hang Seng Bank (‘Hang Seng’) is spreading the joy with the ‘Ever Growing, Ever More Fun!’ lucky draw. Registration to participate in the draw begins 3 March 2023 (tomorrow), the date of Hang Seng’s establishment in 1933, and is open until 31 March 2023, with thousands of fabulous prizes available to win throughout the month.

Deeply rooted in Hong Kong, Hang Seng has grown from humble beginnings as a small money-changing shop into the city’s largest local bank by always emphasising customer-centric service and continually innovating to help Hong Kong and its people realise their aspirations.

Answer ‘Ever Growing, Ever More Fun!’ Questions for Chance to Win for 99.99% God of Wealth Gold Plates and over 38,000 Other Great Prizes!

To participate in the ‘Ever Growing, Ever More Fun!’ lucky draw, Hong Kong residents* simply need to download the Hang Seng Olive App and register as a Hang Seng Olive member. Every day from Monday to Friday between 3 and 31 March, ‘Ever Growing, Ever More Fun!’ will post a question related to Hang Seng or Hong Kong through the App. Participants who answer the question correctly will automatically be eligible for that day’s lucky draw, with a chance to take home a 99.99% God of Wealth Gold Plate (20g) as well as other great prizes.

Each correct answer will also qualify participants for a Grand Prize Lucky Draw entry, with the chance to win a 99.99% Gold God of Wealth (6 tael, approximate value: HK\$130,000)! The more questions you answer correctly, the higher your chance of winning!

A total of more than 38,000 fantastic prizes, with a combined value of over HK\$1 million, are up for grabs during the month, including:

- 99.99% Gold God of Wealth (6 tael, grand prize, 1 winner)
- 99.99% God of Wealth Gold Plate (20g, 1 winner per day)
- Hang Seng limited-edition phone case with strap (33 winners per day)
- 900 Olive points (900 winners per day)
- Dining e-vouchers (900 winners per day)

Hang Seng Shares 90th Anniversary Joy with Hong Kong Community / 2

New Brand Campaign ‘Ever Growing Ever Innovating’ to Showcase Hang Seng’s Customer-Centric Creativity

Over the years, Hang Seng has grown together with Hong Kong. Other activities to mark this milestone anniversary for the Bank include the launch tomorrow (3 March) of a new brand campaign. Using the ‘Ever Growing Ever Innovating’ theme, the campaign highlights Hang Seng’s embracing of the values of innovation, growth and sustainable development together with the people of Hong Kong.

Hang Seng invites everyone to follow its Facebook page and LinkedIn account, as well as the Instagram account of the Bank’s virtual KOL Hazel (@hazel_aota), and to keep an eye out for its TV commercial and outdoor advertisements. Come and witness the infinite possibilities of Hang Seng’s future.

**Participants must be over 18 years old and located in Hong Kong. For terms and conditions of the game, please refer to Hang Seng’s website after the game is launched.*

END

Photo Captions:

Photo 1

Starting from tomorrow (3 March 2023) until 31 March 2023, all Hong Kong residents aged 18 or above can participate in Hang Seng Bank’s ‘Ever Growing, Ever More Fun!’ lucky draw for the chance to win great prizes by correctly answering simple questions about the Bank or Hong Kong.



Hang Seng Shares 90th Anniversary Joy with Hong Kong Community / 3

Photos 2 and 3

Hang Seng Bank's 'Ever Growing, Ever More Fun!' lucky draw is offering more than 38,000 exciting prizes, with a total value of over HK\$1 million, including a 99.99% Gold God of Wealth (6 tael, approximate value: HK\$130,000, left), 99.99% God of Wealth Gold Plate (20g, right) and Hang Seng limited-edition phone case with strap.



Photo 4

In Hang Seng Bank's latest brand campaign – 'Ever Growing Ever Innovating', celebrities such as film director of Table for Six Sunny Chan, actress Karena Lam, Hong Kong's first Olympic gold medallist Lee Lai Shan, founder and CEO of Farm66 Gordon Tam, world-renown illustrator Messy Desk, and Hong Kong's Olympic women's table tennis team bronze medallists, share stories of how they embrace change, interwoven with the story of Hong Kong's transformation over the years and the infinite opportunities provided by Hang Seng as the city has grown. A teaser trailer was launched last week and the full campaign will be officially rolled out tomorrow (3 March 2023).



Hang Seng Shares 90th Anniversary Joy with Hong Kong Community / 4

About Hang Seng Bank

Hang Seng Bank is celebrating its 90th anniversary this year. Founded in 1933, Hang Seng Bank has continually innovated to provide best-in-class, customer-centric banking, investment and wealth management services for individuals and businesses. It is widely recognised as the leading domestic bank in Hong Kong, currently serving more than 3.5 million customers.

Combining its award-winning mobile app and strong digital capabilities with a vast network of over 260 service outlets in Hong Kong, Hang Seng offers a seamless omni-channel experience for customers to take care of their banking and financial needs anytime, anywhere.

Its wholly owned subsidiary, Hang Seng Bank (China) Limited, operates a strategic network of outlets in almost 20 major cities in Mainland China to serve a growing base of Mainland customers locally and those with cross-boundary banking needs. The Bank also operates branches in Macau and Singapore, and a representative office in Taipei.

As a homegrown financial institution, Hang Seng is closely tied to the Hong Kong community. It supports the community with a dedicated programme of social and environmental initiatives focused on future skills for the younger generation, sustainable finance and financial literacy, addressing climate change and caring for the community.

Hang Seng is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. More information on Hang Seng Bank is available at www.hangseng.com.