

2 April 2023

Hang Seng Takes a New Wave of 90th Anniversary Joy to HK Streets with ‘Ever Growing, Ever Rewarding!’ Celebration

HK Taxis Transformed into 90th Anniversary Special Rides Offering Free Journeys and Chance to Win Lucky Draw Prizes

Hang Seng Bank (‘Hang Seng’) is inviting the Hong Kong community to ‘hop aboard’ the new wave of its 90th Anniversary celebrations to enjoy free taxi rides and other great rewards. On Tuesday (4 April 2023), the Bank will launch its ‘Ever Growing, Ever Rewarding!’ celebration, under which 90 of Hong Kong’s urban taxis have been transformed into ‘90th Anniversary Special Rides’ featuring illustrations by local artist Messy Desk. Citizens who catch one of these special taxis on this day will enjoy a free ride. What’s more, the Special Rides will add fun to the family outings, marking Children’s Day on 4 April 2023. In addition, individuals who submit photos of a ‘90th Anniversary Special Rides’ taxi during the promotion period will be entered into a lucky draw with fabulous prizes.

Local Artist Transforms Hong Kong Taxis into ‘Hang Seng 90th Anniversary Special Rides’

To bring its special taxi concept to life, Hang Seng commissioned local artist Messy Desk to create a series of illustrations that integrate the Bank’s brand values of ‘Innovation’, ‘Growth’ and ‘Sustainability’ with the uniqueness and vibrancy of Hong Kong. Ninety transformed taxis of the ‘90th Anniversary Special Rides’ will hit the streets on 4 April 2023 with drivers wearing 90th Anniversary uniforms. From 8am to 8pm on launch day, anyone who hops aboard one of these special taxis will enjoy a free ride.

To serve the community, an extra of five rehabilitation taxis with greater accessibility will join the Special Rides campaign to enable people in need who have a booking to enjoy free rides on the same day.

Take Photos of ‘90th Anniversary Special Rides’ Taxi to Win Great Prizes

From 4 April 2023 to 2 May 2023, individuals can participate in the ‘Ever Growing, Ever Rewarding!’ – ‘Snap & Win!’ daily lucky draw* by capturing images of the ‘90th Anniversary Special Rides’ taxi and sending the photos to Hang Seng’s official Facebook page through the Inbox or Messenger. Fabulous prizes are up for grabs during the period, including limited-edition Hang Seng phone cases and straps (10 winners per day) and \$20 dining e-gift vouchers (80 winners per day). Participants will also be entered into a Weekly Grand Prize Lucky Draw, with the chance to win a HK\$9,000 Apple Store gift card.

* Please visit [Hang Seng Facebook Page](#) for campaign details.

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Photo Caption:

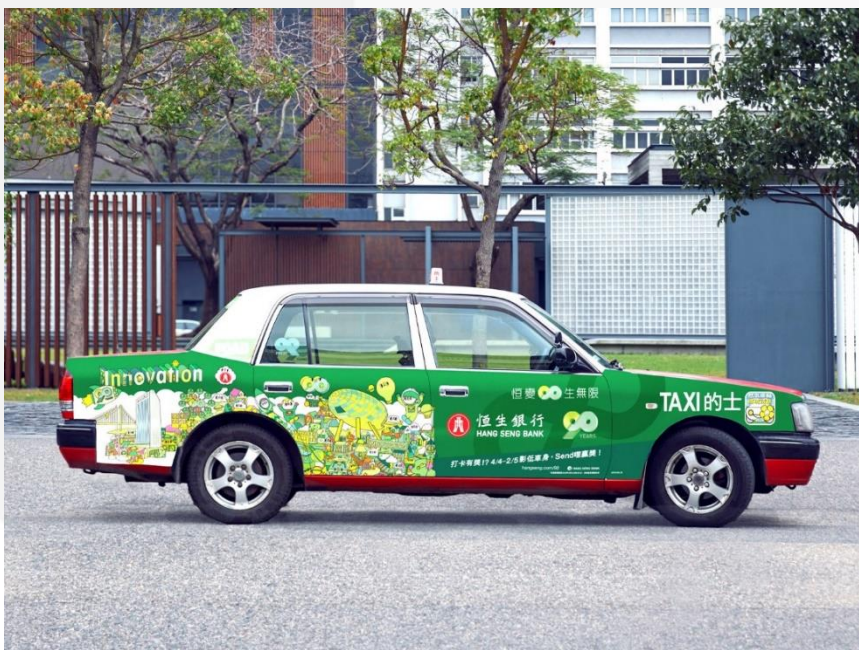
Photo 1

Hang Seng Bank brings a new wave of 90th Anniversary joy to Hong Kong. On 4 April 2023, 90 of Hong Kong’s urban taxis will be transformed into ‘90th Anniversary Special Rides’ featuring illustrations by local artist Messy Desk. Citizens who catch one of these special taxis on this day will enjoy a free ride. Pictured: Jordan Cheung, Chief Marketing Officer of Hang Seng Bank.



Photo 2 - 4

Local artist Messy Desk creates a series of illustrations that integrate Hang Seng Bank’s brand values of ‘Innovation’, ‘Growth’ and ‘Sustainability’ with the uniqueness and vibrancy of Hong Kong.



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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.