

14 May 2023

## Hang Seng Launches Hong Kong's First Pet-friendly Branch

*Survey Finds One Out of Every Four Respondents Has a Dog or a Cat,  
or Plan to Get One in Near Future*

Hang Seng Bank's pioneering initiative to upgrade its Hysan Avenue Branch in Causeway Bay to Hong Kong's first Pet-friendly Branch\* reflects its commitment to providing customers with thoughtful banking and wealth management services in ways that integrate seamlessly with their daily lives. A recent survey conducted by Hang Seng Prestige Banking revealed that around 25% of respondents had a cat or a dog, or were planning to get one within the next six months. The new Pet-friendly Branch enables customers to bring their pets along while they seek for banking and financial services.

Theodore Mak, Head of Retail Distribution at Hang Seng, said: "With pet ownership becoming common in Hong Kong in recent years, we recognised a growing need to accommodate customers who wish to bring their four-legged companions along as they go about their day-to-day activities. The inclusion of pet-friendly amenities at our newly upgraded Hysan Avenue Branch is a response to this need. This first-in-market innovation will also serve as a pilot and as part of our ongoing focus on offering 'lifestyle banking' services that elevate experiences for customers."

From December 2022 to April 2023, Hang Seng Prestige Banking interviewed over 200 individuals aged between 30 to 64 with liquid assets of HKD 1 million or above on various aspects of family financial planning. The survey revealed that one out of every four respondents had a dog or a cat, or were planning to get one within the next six months. Those who already owned a dog or a cat reported spending every month an average of HKD2,254 per pet on expenses such as food, vaccinations, veterinary care, grooming and insurance, etc.

Hang Seng's Hysan Avenue Branch offers a designated pet-friendly waiting area in both the banking hall and the Prestige Banking Centre lobby, featuring amenities such as pet waste bins, air purifiers and wet wipes that help keep all customers and pets comfortable while they wait. Customers who need to consult with branch staff about their banking or wealth management needs are able to bring their pets into designated pet-friendly conference rooms. Pet-safe cleaning products are used throughout the branch to help protect the health and safety of four-legged visitors.

# END #

\* Terms and conditions apply.

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### Photo Caption

#### Photo 1

Diana Cesar, Executive Director and Chief Executive of Hang Seng Bank (right), Kitty Yuen, celebrity (left), and her pet dog at Hang Seng Bank's first-in-market Pet-friendly Branch (Hysan Avenue Branch in Causeway Bay).



#### Photo 2

Theodore Mak, Head of Retail Distribution at Hang Seng Bank (second right) and Catherine Ko, Head of Customer Propositions and Customer Management (second left), show visitors around the pet-friendly facilities at Hang Seng Bank's first Pet-friendly Branch (Hysan Avenue Branch in Causeway Bay).



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Photo 3

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Photo 4 to 6

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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](http://www.hangseng.com).