

## PRESS STATEMENT

4 January 2024

### Hang Seng Alerts Public to Phishing Scams via Facebook and Instagram Advertisements

Hang Seng Bank is issuing a warning about a recent phishing scam circulating through Facebook and Instagram advertisements. The scam involves a deceptive link 'hxxps://hangseng[.]apply[-]login[.]com/?fbclid=PAAaYI7lbcU81Y[-]1y58bdPZhjS1AqCfeHcI9eH6bYQl[-]gPLfYOAu0DJh4dT8\_aem\_AToFu6[-]2[-]FOR26q06zgSK11dzfcfAGp36qce9RPnP-\_jcY\_LgxcxIckDckntHvJnl1jVz-QQ3kElSjwlezTHE\_eT' that leads to a fraudulent website. These advertisements and the associated website, which use the Hang Seng Bank logo, may trick users into divulging personal details and e-Banking login credentials.

Hang Seng Bank has no connection to these websites. It is not the Bank's practice to ask customers to log into their Personal e-Banking to verify or cancel transactions, to request or renew security devices, or to submit personal information such as HKID numbers, e-Banking credentials, credit card details, or one-time passwords via emails, SMS messages or any form of instant messaging.

Enclosed are screenshots of the phishing ads and the associated website. Please be aware that the appearance of these phishing attempts may vary slightly on different devices.

Phishing Facebook and Instagram advertisements with the embedded link 'hxxps://hangseng[.]apply[-]login[.]com/?fbclid=PAAaYI7lbcU81Y[-]1y58bdPZhjS1AqCfeHcI9eH6bYQl[-]gPLfYOAu0DJh4dT8\_aem\_AToFu6[-]2[-]FOR26q06zgSK11dzfcfAGp36qce9RPnP-\_jcY\_LgxcxIckDckntHvJnl1jVz-QQ3kElSjwlezTHE\_eT':



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Fraudulent Website:



Customers are reminded to access the Bank's website by typing the official website address into the address bar of their web browser.

- Hang Seng Bank: [www.hangseng.com](http://www.hangseng.com)
- Hang Seng Bank (China): [www.hangseng.com.cn](http://www.hangseng.com.cn)

Should customers encounter any emails, SMS messages, Facebook accounts, or websites that appear to be from Hang Seng Bank but raise suspicions, please forward the details to [phishing@hangseng.com](mailto:phishing@hangseng.com) and then ensure they are deleted from their system. For any questions or further assistance, do not hesitate to reach out to the Bank's customer service team at 2822 0228.

# END #

## **Hang Seng Alerts Public to Phishing Scams via Facebook and Instagram Ads/ Page 3**

### **About Hang Seng Bank**

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 3.9 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 omnichannel 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)