

**Dah Sing Bank invests in omni-channel competitive edge
to build differentiated customer experience in digital banking era**

Unveils major advertising campaign to align with launch of upgraded mobile banking platform

(Hong Kong, 11 March 2021) – Dah Sing Bank, Limited (“the Bank”) today announces its strategy to build omni-channel competitive edge as it strives to gain leadership in the digital banking era through its differentiated client experience. The Bank sees seamlessness in omni-channel touchpoint integration as the lynchpin of success in building market share and customer stickiness, and targets to double its retail profits in five years by leveraging digital technology to drive ever higher standards in personalised products and services for its customers.

The Bank has been investing heavily over the years to attain digital excellence to support its omni-channel servicing model. Its strategy is supported by the findings of an online survey by the Bank which revealed that emotional factors still drive consumer preference for banking models. In particular, top considerations included the ability to visit a real branch and interact with bank staff (53%), and the use of digital services to supplement but not replace personal service and attention (48%).

“Our digital transformation is focused on enhancing digital resilience to drive seamless and quality online-offline experience across all customer touchpoints. We want to build and strengthen customer relationships through digital interaction and not digital automation. Our goal is to deliver empowering banking experiences to our customers through personalised services enabled by digital technology, to help put our customers’ goals and important moments within their reach,” said Ms. Phoebe Wong, Senior Executive Director and Head of Retail Banking Division for the Bank.

The Bank is currently one of the few banks offering the broadest range of digital onboarding and application capabilities, and its IPAY payment platform is currently one of the most comprehensive digital payment platforms enabling a broad number of payment options. As at the end of 2020, over 70% of its core banking customers uses its digital banking services. Its volume of banking account payment transactions grew over 90% year-on-year in 2020, while the value of foreign exchange and securities trading transactions more than doubled.

“Our strategic roadmap includes an expansive series of digital platform make-overs to strengthen digital acquisition and customer retention. Over \$100 million has been invested to-date to significantly uplift our digital platforms,” said Mr. Benny Wong, General Manager and Head of Data Analytics and Digital Transformation of the Bank.

According to Mr. Wong, the launch of the Bank’s upgraded mobile banking platform on 15 March 2021 marks an immediate milestone on its digital journey. It will feature significant improvements in customer experience, including faster login speed, customisable menus and templates, and even more comprehensive payment and transfer capabilities. Enriched wealth management features will be introduced for its VIP Banking customers, providing at-a-glance portfolio dashboard and profit-and-loss positions. The use of analytics and big data will enable the Bank to offer more relevant and timely value-added personalised products and services to meet customer needs. Meanwhile, upgrades in its API-architecture will enable smooth and efficient collaboration with external parties.

Further digital enhancements planned by the Bank in the near-term include the revamp of its internet banking platform, upgrade of its mobile securities services, the introduction of remote servicing capabilities for multi-media and interactive customer support and the deployment of technology to achieve paperless sales and servicing model at its branches.

“With our focus on customer experience through our differentiated omni-channel strategy, we aim to double the number of digitally acquired customers in five years, including a 140% increase in active digital users amongst our core customers. By doing so, we target to double our retail profits over the same period,” Ms. Wong added.

Branding Campaign to Unveil Digital Value Proposition: “Every Moment within Reach”

Along with the roll-out of its omni-channel strategy, the Bank unveiled its imminent advertising campaign entitled “Every Moment within Reach”, which will align with the launch of its upgraded mobile banking platform on 15 March 2021. The eight-week campaign will feature stories of how the Bank’s digital capabilities empower its customers with smart banking solutions to integrate into their financial lifestyles right where they need them, to enable customers to seize the potential of everyday moments to turn into life-changing experiences. The Bank will be delivering the campaign via extensive multi-media placements including TV commercials, heavy out-of-home advertising in key business and commercial areas, as well as through dynamic social media placements to boost awareness and audience interaction.

For the launch of its upgraded mobile banking platform, all existing and new customers using its mobile app to perform designated transactions between 15 March and 14 June 2021 will be automatically enrolled in monthly lucky draws in which there will be as many as 10,000 prizes, including the latest flagship smart phones, hotel staycation packages and others.

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In photo: Ms. Phoebe Wong, Senior Executive Director and Head of Retail Banking Division of Dah Sing Bank (right) and Mr. Banny Wong, General Manager and Head of Data Analytics and Digital Transformation of Dah Sing Bank (left) elaborated the details of strategy to build omni-channel competitive edge to differentiate client experience, announced the launch of the Bank's upgraded mobile banking platform and unveiled the imminent advertising campaign entitled "Every Moment within Reach" on the press conference.

About Dah Sing Bank

Dah Sing Bank, Limited is a wholly-owned subsidiary of Dah Sing Banking Group (HKG:2356) which is listed on the Hong Kong Stock Exchange. Founded in Hong Kong over 70 years ago, Dah Sing Bank has been providing quality banking products and services to our customers with a vision to be “The Local Bank with a Personal Touch”. Over the years, the Bank has been rigorous in delivering on our brand promise to grow with our customers in Hong Kong, the Greater Bay Area and beyond – "Together We Progress and Prosper". Building on our experience and solid foundation in the industry, the Bank’s scope of professional services now spans retail banking, private banking, business and commercial banking. Meanwhile, the Bank is also making significant investments in our digital banking capabilities to stay abreast with smart banking developments in Hong Kong and to support financial inclusion at large.

In addition to its Hong Kong banking operations, Dah Sing Bank also has wholly-owned subsidiaries including Dah Sing Bank (China) Limited, Banco Comercial de Macau, and OK Finance Limited. It is also a strategic shareholder of Bank of Chongqing with a shareholding of about 15%. Dah Sing Bank and its subsidiaries now have around 70 branches operating in Hong Kong, Macau and Mainland China.