

Press Release (For Immediate Release)

23 July 2012

**Dah Sing Bank and Octopus Cards Limited  
 Jointly Launch Hong Kong's First Cash Card with Octopus Function  
 For Dah Sing In-Money Revolving Loan  
 Bringing Customers One-stop Solution of Standby Cash and Payment Convenience**

Dah Sing Bank and Octopus Cards Limited (OCL) jointly unveiled Hong Kong's first In-Money Revolving Loan Cash Card with Octopus function (Dah Sing Octopus In-Money App Card, "the Card"). The Card offers customer the function of cash card and Octopus, offering customers a card with standby cash and payment convenience.

The features and benefits of this first-of-its-kind In-Money revolving loan cash card with Octopus function are as follows:

- Besides enjoying the convenience in making payments at over 4,500 service providers with more than 60,000 Octopus payment points throughout Hong Kong, the Card offers customers round-the-clock cash withdrawal at any Jetco ATM in Hong Kong and Macau.
- Via the Octopus Automatic Add Value Service (AAVS), the Card will be reloaded with HK\$250 from the cash card account when the Octopus balance reaches zero or a negative value. Customers can also enjoy the Security Alert service on AAVS transactions.
- Cardholders will receive a **2.5% cash rebate** for every AAVS transaction.
- Prestige Customers can enjoy **0% p.a.** introductory rate offer for the **first 3 months** while a preferential introductory rate of 3.8% p.a. for first 3 months will be offered to all Preferred Customers.

All Loan Amount Interest Rate p.a. (APR) *	Prestige Customers		Preferred Customers	
	First 3 months	Thereafter	First 3 months	Thereafter
	0%	8.8%	3.8%	9.8%
	(0%)	(9.16%)	(3.87%)	(10.25%)

- Customers who successfully applied for the In-Money revolving loan with the Card before 31<sup>st</sup> December 2012 will enjoy a **lifetime waiver** of annual fees and cash withdrawal handling fee.
- Maximum loan amount up to **HK\$1,000,000** or **8 times** monthly salary.
- The first 100 successful applicants of the Card will be entitled to a **cash rebate of HK\$250**.

\*The annualized percentage rate is calculated as according to the Guideline on the Code of Banking Practice, excluding the annual fee and the handling fee.

For details of the above benefits and terms & conditions, please refer to the attached promotional materials.



Ms Phoebe Wong, Executive Director and Head of Retail Banking Division of Dah Sing Bank said, “As a local bank deeply rooted in Hong Kong, Dah Sing Bank understands that Hongkongese are always in a fast and efficient lifestyle. Therefore, we've designed a brand-new lending platform called 'Hongkongese are fast and efficient, Dah Sing Personal Loan can be even faster and more efficient.' Under this platform, we've developed various loan products targeting the needs of different designated customer segments. The new In-Money revolving loan cash card with Octopus function is a good example of how we design our products in accordance to our customers' needs. By combining the indispensable tool of our daily life, the Octopus and revolving loan, customers can now enjoy the convenience of both payment and standby cash 24-hours a day uninterrupted. A full-scale campaign, including series of print ads and TV commercials, will be rolling out to promote this Card and the new Dah Sing Bank Personal Loan platform.”

Mr Sunny Cheung, CEO of Octopus Cards Limited said, “Dah Sing Bank is a long-term partner of Octopus Automatic Add Value Service. We share the common goal in offering fast and convenient services to our customers. This newly launched Dah Sing Octopus In-Money App Card is the first-of-its-kind cash card combining financial product and Octopus functionality into one. Users will enjoy greater accessibility and convenience in their fast-paced and efficient lifestyle.”

#### **About Dah Sing Bank**

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 60 years of history and almost 50 branches in Hong Kong, Dah Sing Bank is one of the top 10 banks in Hong Kong. With our accumulated banking experiences and solid foundation built over the years in the industry, Dah Sing Bank has continuously widened its scope of business to provide professional services in retail banking, commercial banking and private banking.

Dah Sing Bank, the major banking subsidiary of Dah Sing Banking Group, is the strategic investor holding a 20% interest in Bank of Chongqing, which is a leading city commercial bank in Chongqing, the largest city in Western China. Bank of Chongqing is operating mainly in Chongqing with a branch network of over 80 branches.

Dah Sing Bank has gained its reputation as one of the most progressive and innovative banking services providers in Hong Kong. Some of its notable achievements include the rapid growth of its credit card business to become one of the leading credit card issuers in Hong Kong, its innovation as the first bank by over a year to launch the highly popular Octopus automatic add-value service, and its pioneering expansion in bancassurance in the local market. In 2004, Dah Sing Bank was awarded “Superbrand” status in Hong Kong. And in 2011, Dah Sing Bank won the “Personal Loan Service Award” in the “Capital Weekly Service Awards 2011”.

For further information on Dah Sing Bank, please visit [www.dahsing.com](http://www.dahsing.com).

#### **About Octopus Cards Limited**

Launched in 1997, Hong Kong's Octopus is the world's leading and most extensive smartcard payment system, with over 4,500 service providers across different businesses including public transport, parking, retail, vending and kiosks, schools and leisure facilities, and access control for residential and commercial buildings, with over 60,000 Octopus readers deployed in the market. Merchants and Octopus holders embrace Octopus for both its simplicity and its convenience. Today, more than 20 million Octopus cards and products are in circulation, and the system handles over 12 million transactions a day, with transaction value exceeding HK\$120 million. In recent years, Octopus has started to export its unique experience and technology overseas, offering consultancy services across the world. Additional information can be found at [www.octopus.com.hk](http://www.octopus.com.hk)