

Press Release (For Immediate Release)

16 January 2013

**Dah Sing Bank and Octopus Cards Limited  
 Jointly Launch Dah Sing VIP / i-Account App Card  
 With Dah Sing 360° Easy Payroll Services  
 “Dood” to Enjoy High Interest Return to Make Your Daily Life More Rewarding**

Dah Sing Bank and Octopus Cards Limited (OCL) jointly unveil the Dah Sing Octopus VIP / i-Account App Card today and the Dah Sing 360° Easy Payroll Services, offering customers an integrated service of an ATM card with Octopus function and Payroll Account.

From now until 31 July 2013, upon successful application for the Dah Sing Octopus VIP / i-Account App Card and enrollment to the 360° Easy Payroll Services, customers can enjoy the convenience of payroll services, deposit, payment and daily spending as well as a series of offers at the same time! Just “dood” to enjoy high interest return and make your daily life more rewarding.

**Octopus AAVS Cash Rebate up to 10%**

AAVS function is embedded into the Dah Sing Octopus VIP / i-Account App Card. You can enjoy up to 10% Cash Rebate on every AAVS transaction.

Month	First Month	Subsequent Months
Cash Rebate <sup>+</sup>	10%	1%

<sup>+</sup>Cash rebate is determined based on the AAVS transaction amount. 10% Cash Rebate is only applicable for the first month from card-application date of Dah Sing Octopus VIP / i-Account App Card, the maximum Cash Rebate amount is HK\$100. The Cash Rebate is 1% on the relevant AAVS transaction amount for the subsequent months, the maximum Cash Rebate amount is HK\$50 per month.

**Bonus Savings Rate up to 1.6% p.a.**

Apply for the AAVS of Dah Sing Octopus VIP / i-Account App Card and Easy Payroll Services to enjoy Bonus Savings Rate up to 1.6% p.a. until 31 March 2014.

Deposit Amount in Payroll Account (HK\$)	Bonus Savings Rate (p.a.)*	
	Use Easy Payroll Services	Use AAVS of Dah Sing Octopus VIP / i-Account App Card and Easy Payroll Services
First \$50,000 – below \$300,000	0.5%	0.8%
Next \$300,000 or above	1%	1.6%

\*The maximum Bonus Savings Interest per month is HK\$1,000.

### **Offers up to HK\$1,500 Cash Rebate**

- Welcome Offer up to HK\$500 Cash Rebate
- Bill Payment by Autopay to enjoy up to HK\$500 Cash Rebate
- Securities Account Welcome Offer – up to HK\$300 Cash Reward
- Credit Card Welcome Offer – HK\$100 Free Spending Credit
- Member-get-member Offer – Enjoy HK\$100 Cash Rebate for each successful referral

The features and benefits of the Dah Sing Octopus VIP i-Account / i-Account App Card are as follows:

- Enjoy the convenience in making payments at over 5,200 service providers with more than 64,000 Octopus payment outlets throughout Hong Kong. Moreover, you can use all “JETCO” and “CUP” ATMs in Hong Kong, Macau and the Mainland China, providing you with one-stop solution for all daily financial needs!
- Octopus Automatic Add Value Service (AAVS) is pre-linked to the current account of VIP i-Account / i-Account. When the Octopus balance reaches zero or a negative value, the Dah Sing Octopus VIP i-Account / i-Account App Card will be reloaded with HK\$250.
- Enjoy peace of mind with up to HK\$1,000 AAVS Protection Limit and Security Alert service on AAVS transactions!
- Customers will enjoy permanent ATM card annual fee waiver for the Dah Sing Octopus VIP / i-Account App Card.

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

Mr. Mickey Tang, Head of Banking Product Development & Marketing, Retail Banking Division of Dah Sing Bank said, “It has been an exciting experience launching the first-in-town Dah Sing Octopus In-Money Revolving Loan Cash Card. Dah Sing Bank is honoured to join forces with Octopus again for the launch of Dah Sing Octopus VIP/i-Account App Card with 360° Easy Payroll Account Service. Customers can enjoy Bonus Savings Rate up to 1.6% p.a. and Octopus AAVS cash rebate up to 10%. In addition, customers can enjoy the convenience of payroll services, benefits and a series of offers at the same time.”

Ms. Rita Li, Sales & Marketing Director of Octopus Cards Limited said, “We are very pleased to have the opportunity in cooperating with Dah Sing Bank again to introduce the Dah Sing Octopus VIP/ i-Account App Card, combining ATM card and Octopus functionality into one, providing payment convenience to the customers. Together with the value-added Easy Payroll Account Service, customers can enjoy greater convenience of smart spending and financial planning.”

~The End~

### **About Dah Sing Bank**

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 60 years of history and nearly 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 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 90 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**

Octopus Cards Limited is the operator of the Octopus electronic payment system using contactless smart cards in Hong Kong. Launched in 1997, Octopus is one of the world’s leading and most extensive smartcard payment systems, with over 64,000 Octopus readers deployed in the market and used by some 5,200 service providers across different businesses including public transport, parking, retail, vending machines and kiosks, schools and leisure facilities, and access control for residential and commercial buildings. Merchants and Octopus holders embrace Octopus for both its simplicity and its convenience. Today, more than 21 million Octopus cards and products are in circulation, and the system handles over 12 million transactions a day, with transaction value exceeding HK\$130 million. In recent years, Octopus has been exporting 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)