

**Dah Sing Bank *Pay@Mobile* Credit Card Mobile Acceptance Platform  
has been awarded “2013 Hong Kong Awards for Industries: Innovation and Creativity  
Certificate of Merit”**

We are pleased to announce that Dah Sing Bank *Pay@Mobile* Credit Card Mobile Acceptance Platform has been awarded the “2013 Hong Kong Awards for Industries: Innovation and Creativity Certificate of Merit”.

Hong Kong Awards for Industries is a business award scheme championed by the HKSAR Government and “Innovative and Creativity” is one of the six award categories. The leading organizer of the “Innovation and Creativity” Award is Hong Kong General Chamber of Commerce and the Award aims to promote a culture of innovation and creativity amongst business sectors and recognize the achievements of outstanding companies.

The official Award Presentation Ceremony of 2013 Hong Kong Awards for Industries was held at Hong Kong Convention and Exhibition Centre on Thursday, 24 October 2013. The Ceremony was graced by the presence of the Honourable Mrs. Carrie Lam, Acting Chief Executive of the HKSAR, HKSAR Government Officials and premier business leaders.

The award-winning *Pay@Mobile* offers revolutionary credit card mobile acceptance solution and is the first-of-its-kind being launched in Hong Kong, accepting both chips and magnetic stripe credit cards and has passed the EMV Level One and Level Two certifications of the EMVCO standards. *Pay@Mobile* is a new card acceptance platform adopts innovative technology which turns a smartphone into secure point-of-sales device by simply plugging in a Dongle (dual-card reader) and downloading a mobile App. It provides 4S transaction advantages: Security, Suitability, Simplicity and Saving. *Pay@Mobile* also offers new credit card mobile acceptance experience to credit cardholders and merchants, especially suits the needs of small to medium-sized retailers and on-the-go service providers such as insurance providers, logistics companies, cash-on-delivery businesses and merchants at exhibitions.

The major judging areas of the Award include “Creativity of Product/Service Concept(s)”, “Corporate Emphasis Towards Innovation”, “Commercial Viability” and “Impact”. As the winning company, Dah Sing Bank has gained recognition in the above areas, demonstrated innovativeness and creativity, both in its company’s strategy and the award-winning product itself. The innovative and handy dual-card reader Dongle for *Pay@Mobile* was appreciated by the judging panel as a breakthrough for small merchants who have difficulties in utilizing traditional point-of-sales device for credit card payment acceptance. Also, the judging panel assessed that Dah Sing Bank’s corporate emphasis towards innovation was well recognized,

proven by a number of new services launched throughout the years.

Mr. Harold Wong, Chief Executive Officer of Dah Sing Banking Group said, “It is our corporate mission to understand the needs and opportunities of our customers, and create value by providing them with innovative products and quality services. We are delighted to be the pioneer in the market for this excellent product which will provide both merchants and consumers with convenience and opportunities made possible by the “Mobile” world we now live in. This award for *Pay@Mobile* is an important recognition of our emphasis on creativity and innovation, which is very much part of our corporate value on customer commitment.”

Ms. Phoebe Wong, Executive Director and Head of Retail Banking Division, Dah Sing Bank said, “We are very honored to receive the award of the “2013 Hong Kong Awards for Industries: Innovation and Creativity Certificate of Merit”. We will strive to capture the trends in digital and mobile services and be innovative to serve the needs of our customers. We will also continue to offer one-stop and all-rounded banking services to support the development of SME in Hong Kong.”

~The End~



Photo 1: Ms. Phoebe Wong, Executive Director and Head of Retail Banking Division of Dah Sing Bank (left) received the “2013 Hong Kong Awards for Industries: Innovation and Creativity Certificate of Merit” from Ms. Shirley Yuen, CEO, Hong Kong General Chamber of Commerce (right).



Photo 2: Mr. Harold Wong, Chief Executive Officer of Dah Sing Banking Group (left) and Ms. Phoebe Wong, Executive Director and Head of Retail Banking Division, Dah Sing Bank (right) participated in the official Award Presentation Ceremony of 2013 Hong Kong Awards for Industries.