

FOR IMMEDIATE RELEASE

Dah Sing Bank Celebrates Hello Kitty's 45th Anniversary With New Credit Card Design and Welcome Offers

Additional Hello Kitty Fun Banking Account Offers & Branch Experience

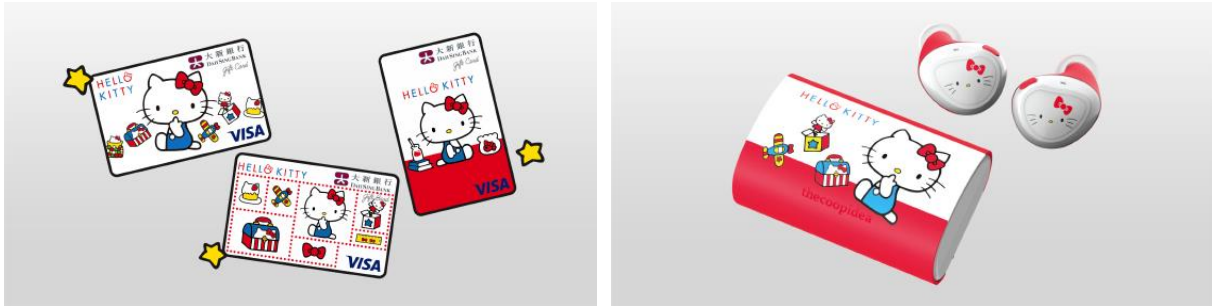
(Hong Kong, 5 Sept. 2019) -- Dah Sing Bank, Limited (the "Bank") announces the launch of a brand new design for its Hello Kitty Credit Card to celebrate the 45th anniversary of the beloved pop icon. That comes with attractive welcome offers as well as Hello Kitty Fun Banking decorations at selected locations in its branch network to share the joy and appeal of this ageless and endearing feline figure.

The new Dah Sing Hello Kitty Credit Card features the popular feline character in its classic 1970s style in a limited edition vertical design, which is set to become a collectible item for all Hello Kitty fans.



New Dah Sing Hello Kitty Credit Card

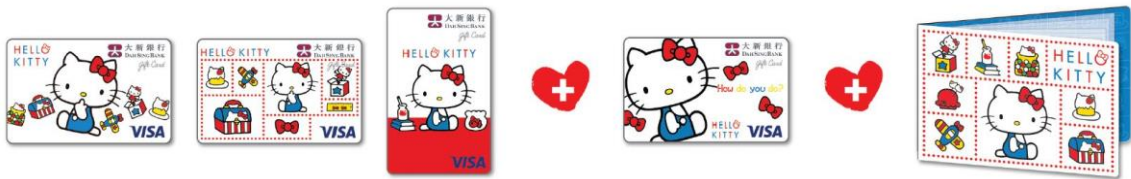
Upon successful application on or before 31 December 2019, holders of the Bank's new Hello Kitty Credit Card will be eligible to one of the two adorable limited edition gifts of their choice depending on specific spending requirement being met. These include a Hello Kitty Gift Card Set with a set of 3 gift cards and total stored value of HK\$200 or a Hello Kitty In-Ear Wireless Headphones with a retail value of HK\$699.



Limited edition Hello Kitty Gift Card set & limited edition Hello Kitty In-Ear Wireless Headphones

In addition, cardholders who successfully open a Hello Kitty i-Account* will also be able to receive an additional Hello Kitty Gift Card with stored value up to HK\$1,840, subject to fulfillment of specific requirements.

Collect a set of 4 Gift Cards by opening a Hello Kitty Credit Card and Hello Kitty i-Account at the same time



To make day-to-day banking at Dah Sing Bank more joyful for its customers, the Bank has also unveiled Hello Kitty Fun Banking decorations at seven of its branches, namely in Central, Causeway Bay, Tai Koo, Shing Yip Street, Shatin, Sha Tsui Road and Tuen Mun. For more summer delight, the Bank is giving away free Hello Kitty paper fans to customers visiting any of its branches while stock lasts. For more information on the Bank's branch locations, please visit www.dahsing.com/html/en/branch/branch.html.



Hello Kitty Fun Banking at Dah Sing Bank – Branch decorations and free paper fan

Remark: Terms and conditions apply to the above offers. For more details, please refer to the relevant promotional material.

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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 Pearl River Delta 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, with 45 branches operating throughout Hong Kong. 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%.