

For Immediate Release

**Dah Sing Bank Awarded Certificate of Merit  
in "Hong Kong ICT Awards 2023 – Fintech (Applied Solutions) Award"**

***Elevating Quality Personalised Services through Innovative Digital Technology***

(Hong Kong, 6 November 2023) Dah Sing Bank, Limited (the "Bank") has been committed to digital innovation to deliver best-in-class customer service experience. "**Next Best Action**", a proprietary product recommendation engine developed by the Bank, was awarded the Certificate of Merit in "Hong Kong ICT Awards 2023 – Fintech (Applied Solutions) Award". This recognition is a testament to the Bank's relentless pursuit of elevating personalised services through innovative digital technology.

Organised by the Hong Kong Institute of Bankers (HKIB) under the auspices of the Office of the Government Chief Information Officer (OGCIO), the Hong Kong ICT Awards recognise and promote the excellence in information and communication technologies (ICT) innovation and application. In addition to industry recognition, the award entries are evaluated by industry leaders, making the Awards one of the most respected accolades in the fintech sector in Hong Kong.

The "**Next Best Action**" product recommendation engine at Dah Sing Bank analyses the financial habits and preferences of its customers to predict their financial needs. The Bank's mobile banking platform uses machine learning algorithms and big data analytics to recommend the most relevant products and services, such as credit cards, foreign exchange and personal loans, at the right time. "**Next Best Action**" also incorporates a feedback mechanism that interprets customer reactions to products and services using data analytics, thus enabling continuous learning and optimisation to improve recommendation accuracy. The intelligent solution has delivered impressive results, with more than 60% of the targeted customer base receiving product recommendations in comparison to traditional channels; product and service adoption rate has increased by more than five times, while digital channel sales have grown by 20%. These achievements have successfully transformed the digital platform from a single service platform to an integrated platform for product sales and services.

###



Dah Sing Bank's project team accepts the Certificate of Merit in "Hong Kong ICT Awards 2023 – Fintech (Applied Solutions) Award".



Ms. Phoebe Wong, Deputy Chief Executive, Senior Executive Director and Group Head of Personal Banking of Dah Sing Bank (far right), and Mr. Dominic Siu, General Manager, Head of Data Analytics & Digital Transformation of Dah Sing Bank (far left) congratulated the project team and shared the joy of award winning.

## **About Dah Sing Bank**

Dah Sing Bank, Limited (the "Bank") is a wholly-owned subsidiary of Dah Sing Banking Group (HKG:2356). Founded in Hong Kong over 75 years ago, the Bank has been providing quality banking products and services to its customers with a vision to be "The Local Bank with a Personal Touch". Over the years, the Bank has been rigorous in delivering on its brand tagline to grow with its 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, our scope of professional services now spans retail banking, private banking, business and commercial banking. Meanwhile, the Bank is also making significant investments in its 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, the Bank has wholly-owned subsidiaries including Dah Sing Bank (China) Limited, Banco Comercial de Macau, S.A., and OK Finance Limited. It is also a strategic shareholder of Bank of Chongqing with a shareholding of about 13%. Dah Sing Bank and its subsidiaries now have 63 operating locations in Hong Kong, Macau and Mainland China.