

For Immediate Release

Grand Opening of Dah Sing Financial Centre and Dah Sing Bank Queen's Road East Flagship Branch

The Legacy Continues Together We Strive for Forthcoming Achievements

(Hong Kong, 25 October 2021) Dah Sing Financial Holdings Limited (the "Group") recently celebrated the grand opening of its new headquarters and Dah Sing Bank's digital flagship branch in Dah Sing Financial Centre on Queen's Road East, unveiling an important new milestone in the Group's corporate legacy, and highlighting its strategy to leverage financial technology and innovative digital services to meet customer needs.

Founded in Hong Kong for over 70 years, the Group has always strived to deliver on its customer brand promise "Together We Progress and Prosper". In recent years, the Group has steadily advanced on its digitalisation roadmap and made continuous efforts to upgrade its brand image, including conscious efforts to improve service efficiency as well as to make banking experience easy and convenience for customers.

Speaking on behalf of the Group, Mr. Harold Wong, Managing Director and Chief Executive of Dah Sing Bank, Limited, said, "The new Dah Sing Financial Centre reflects our aspiration to progress and prosper with our customers in the new age of digital banking. The Queen's Road East branch's design epitomises our focus on customer centricity and customer experience. Our concept is to leverage technology to make banking easy and enjoyable for customers on the one hand, while simplifying operational processes for our staff on the other, so they can focus more on understanding our customer needs, and on providing products and services with a personal touch."

Looking ahead, the Group will continue to build on its strategic footprint in Greater China, forging ahead with its growth aspiration to capture growing opportunities both from developments in the Greater Bay Area and from the Group's growing insurance businesses in Hong Kong and Macau. The Group will also stay committed to work hand in hand with its customers and other stakeholders to create a better tomorrow, overcoming current challenges in Hong Kong and beyond.

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Photo 1: Mr. David Wong, Chairman of Dah Sing Financial Holdings (sixth from right), Mr. Derek Wong, Managing Director and Chief Executive of Dah Sing Financial Holdings and Dah Sing Banking Group (sixth from left), Mr. Harold Wong, Managing Director and Chief Executive of Dah Sing Bank (second from right) officiated the opening ceremony of Dah Sing Financial Centre with other honourable guests to unveiling a new chapter of Dah Sing Group.



Photo 2: Mr. David Wong, Chairman of Dah Sing Financial Holdings (second from right), Mr. Derek Wong, Managing Director and Chief Executive of Dah Sing Financial Holdings and Dah Sing Banking Group (second from left), Mr. Harold Wong, Managing Director and Chief Executive of Dah Sing Bank (right), Ms Phoebe Wong, Senior Executive Director and Head of Retail Banking Division of Dah Sing Bank (left) officiated the ribbon-cutting ceremony for the Dah Sing Bank Queen's Road East Flagship Branch.

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 Greater Bay Area 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. 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 13%. Dah Sing Bank and its subsidiaries now have around 70 branches operating in Hong Kong, Macau and Mainland China.