



4 September 2009

HANG SENG RANKED NO. 1 FOR FINANCIAL AND CORPORATE REPUTATION IN HONG KONG

Hang Seng Bank has been ranked Hong Kong's number one company in terms of both financial and corporate reputation in a survey commissioned by *The Wall Street Journal Asia* (WSJA).

Mrs Margaret Leung, Vice-Chairman and Chief Executive of Hang Seng, said: "We are delighted to have attained the top position in two key categories in this year's survey. This achievement reflects the professionalism and dedication of the entire Hang Seng team. We will strive to reach further heights of excellence by continuing to place primary focus on meeting the diverse needs of our customers."

Hang Seng was also voted the third most-admired company in Hong Kong overall.

The 'Asia's 200 Most-Admired Companies' survey polled WSJA readers and other business people in 12 Asia-Pacific countries.

Over 2,600 executives and professionals participated in the survey. Participants were asked to rank companies with respect to five attributes: financial reputation, corporate reputation, long-term vision, quality and innovation.

Earlier this year, Hang Seng was named 'Best Domestic Bank in Hong Kong' for the second consecutive year in *Asiamoney's* Best Banks Awards, and received the 'Best Retail Bank in Hong Kong' and 'Excellence in Wealth Management' awards at *The Asian Banker's* Excellence in Retail Financial Services Awards.

Founded in 1933, Hang Seng Bank operates over 220 service outlets, of which 105 are branches serving both personal and business customers. The Bank also maintains a branch in Shenzhen for foreign currency wholesale business, branches in Macau and Singapore, and representative offices in Xiamen and Taipei.

Established on 28 May 2007, wholly owned subsidiary Hang Seng Bank (China) Limited operates a mainland China network of 35 outlets in Beijing, Shanghai, Guangzhou, Shenzhen, Dongguan, Fuzhou, Nanjing, Hangzhou, Ningbo, Tianjin and Kunming.

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HANG SENG BANK



Hang Seng Ranked No. 1 for Financial and Corporate Reputation in Hong Kong/ 2

With consolidated assets of HK\$790.1 billion as at 30 June 2009, Hang Seng Bank reported a profit attributable to shareholders of HK\$6,451 million for the first six months of 2009 and HK\$14,099 million in 2008. Hang Seng Bank is a principal member of the HSBC Group, one of the world's largest banking and financial services organisations. For further information on Hang Seng Bank, please visit the bank's website at www.hangseng.com.

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