

恒生銀行致力促進與客戶關係，並擴展一應俱全之理財服務，與客戶之日常生活息息相關。

本行透過加強客戶市場分層策略、提供增值產品及有效之銷售渠道，進一步提升客戶之時尚生活方式。

今年的年報旨在凸顯本行與客戶發展密切關係，以及增加客戶受惠之策略。

Hang Seng Bank is committed to deepening customer relationships and broadening its one-stop financial services to become an intrinsic part of customers' lives.

Customer segmentation, value-added solutions and delivery channels are being strengthened to enhance their lifestyles.

The Bank's strategies to develop close customer relationships and increase its share of customers' financial spending are highlighted in this year's annual report.