



**Vision Statement** We are dedicated to adding value for customers, employees, shareholders and the community through the delivery of total quality financial services.

**Mission Statement** We aim to be a global player in the financial services industry, and a leader in the Greater China region. To achieve this, we will

- always place the interests of our customers first;
- maintain the trust of our customers through our integrity, quality and professionalism;
- provide innovative solutions, using advanced technology, without losing sight of our traditional values; and
- develop a culture which fosters innovation, knowledge, communication and continuous improvement.

**集團宣言** 我們承諾竭盡所能，提供全面優質之金融服務，為客戶、員工、股東及社會爭取最佳之利益。

**集團使命** 我們矢志成為國際性的金融服務公司，並在大中華地區具有領導地位，為達到此一目的，我們需要

- 將客戶的利益放在首位；
- 秉承待客以誠、質素超卓及專業可靠的宗旨，贏取客戶信任；
- 運用先進科技提供創新服務，並保留穩健而進取的優良傳統；及
- 樹立風範、日益創新、不斷求知、融洽溝通及持續改善。