

OUR ROADMAP FOR GROWTH

Hang Seng Bank creates increasing shareholder value through sustainable business growth, focusing particularly on southern China and the Yangtze River Delta region.

This year's theme – Our Roadmap For Growth – reflects our strategy for future business success. Building on our strengths, we have set major business priorities and established challenging targets.

Central to achieving our objectives is a continuing emphasis on superior service. By helping our customers move forward with their individual roadmaps for growth we can ensure we move forward with our own, creating long-term benefits for our key stakeholders.

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A WORLD-CLASS

BANK