

# Bank On

Hang Seng Bank places key emphasis on premium service, prudence and professionalism. Our trusted brand is central to our business strength – helping us to deepen existing customer relationships and build new ones.

In good economic times and bad, our customers have come to rely on our sound judgement, financial strength and passion to serve. We play an active role in supporting our local communities through a broad range of corporate responsibility programmes.

This year's theme – Bank On Us – reflects the trust our stakeholders place in us. By working together, we can successfully rise to future challenges.

A photograph of a man carrying a young child on his shoulders. Both are smiling and looking towards the right. The man is wearing a grey sweater over a collared shirt. The child is wearing a red polo shirt with white stripes on the sleeves and white sneakers. In the background, a city skyline is visible across a body of water, with a prominent skyscraper. The sky is blue with light clouds.

Bank On  
*Trust*

Bank On  
*Judgement*





Bank On  
*Passion*

Bank On  
*Focus*

