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Hang Seng Launches New ‘SimplyStock’ Brokerage-free Stock Investment Service Programme for Young Customers

*Future Banking Services Empowering Younger Generation
to Master Investment Management*

In line with its ‘Future Banking’ service concept, Hang Seng Bank (‘Hang Seng’) launched the new ‘SimplyStock’, a brokerage-free stock investment service programme, encouraging young customers to explore a full range of investment channels and take ownership of their financial and wealth management.

The new ‘SimplyStock’ service programme is specifically designed for Hang Seng's young customers aged between 18 and 30. With a fee of HK\$30 per month, these customers can trade the first HK\$300,000 or equivalent of Hong Kong Stocks, A Shares or US Stocks via Hang Seng Digital Banking, including Hang Seng Mobile App, Personal e-Banking or Hang Seng Invest Express Mobile App, free of brokerage fee, custody fee and deposit charge every month. There is no monthly fee if the customer does not trade any stock in the month. No registration is required to participate in the programme.

A dedicated ‘SimplyStock’ page is also available in the Hang Seng Invest Express Mobile App, which allows young customers to check their stock trading turnover and \$0 brokerage offer for the month at a glance through the Hang Seng Digital Banking. ‘SimplyStock’ also helps young investors by offering free articles from Securities 101 and personalised chart analysis through the Hang Seng Invest Express Mobile App which aims to help these individuals reduce investment costs and enhance market trend understanding.

Ricky Lin, Head of Investments and Wealth Solutions at Hang Seng, said: "Hang Seng endeavours to provide easy-to-use financial investment services with financial education and information for young customers, enabling them to take the first step in early financial management and realise long-term wealth growth. We were the first to launch ‘SimplyFund’, a simple fund platform for small-dollar investments, and the number of ‘SimplyFund’ new customers in the first half of this year has increased by nearly 60%, compared to the same period last year. With the launch of the new ‘SimplyStock’, we cater to the online stock trading habits of our young customers, providing them with an easy, low-stress, and cost effective brokerage-free stock investment option. This gives them more flexibility in financial investment and enriches their investment portfolios, enabling them to make sound financial planning for the future.”

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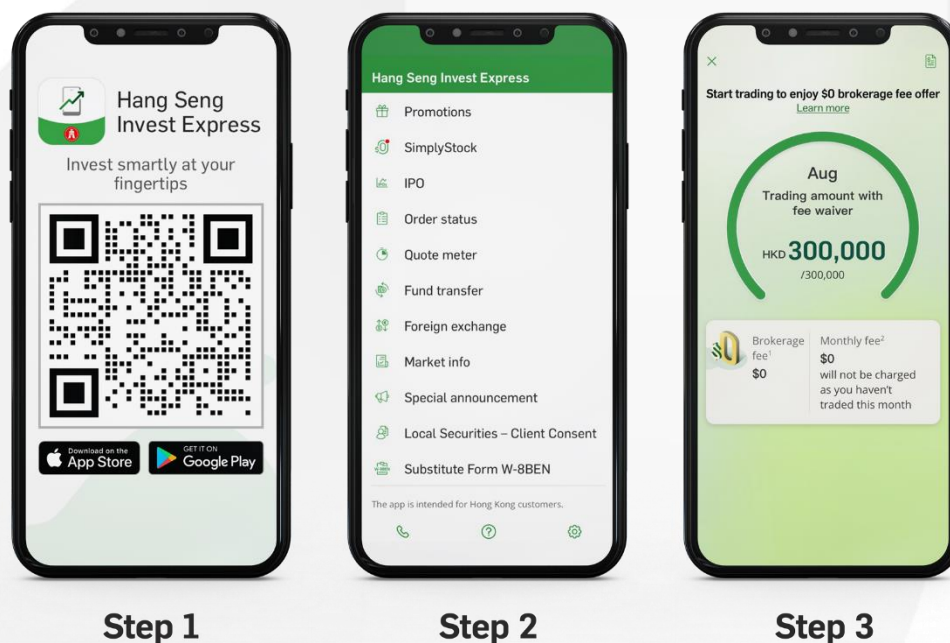
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In addition to the brokerage-free stock investment offer, Hang Seng recently launched the “Be a Game Changer and ‘Carry’ Yourself!” financial mission. As part of this mission, Hang Seng is giving away round-trip air tickets to Tokyo for two people every day. Customers who have successfully traded Hong Kong Stocks, A Shares or US Stocks via Hang Seng Digital Banking before 15 December 2023 will automatically earn 2 lucky draw entries. Furthermore, young customers who draw a skill card from H A R O WhatsApp during the promotion period and complete the designated tasks mentioned on the card will be entitled to additional lucky draw chances.

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Photo Caption

Hang Seng Bank launched the new ‘SimplyStock’, a brokerage-free stock investment service programme specifically designed for young customers aged between 18 and 30, with a dedicated page in the Hang Seng Invest Express Mobile App, which allows young customers to check their stock trading turnover and \$0 brokerage offer for the month at a glance through the Hang Seng Digital Banking.



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About Hang Seng Bank

Hang Seng Bank is celebrating its 90th anniversary this year. Founded in 1933, Hang Seng Bank has continually innovated to provide best-in-class, customer-centric banking, investment and wealth management services for individuals and businesses. It is widely recognised as the leading domestic bank in Hong Kong, currently serving more than 3.9 million customers.

Combining its award-winning mobile app and strong digital capabilities with a vast network of over 260 service outlets in Hong Kong, Hang Seng offers a seamless omni-channel experience for customers to take care of their banking and financial needs anytime, anywhere.

Its wholly owned subsidiary, Hang Seng Bank (China) Limited, operates a strategic network of outlets in almost 20 major cities in Mainland China to serve a growing base of Mainland customers locally and those with cross-boundary banking needs. The Bank also operates branches in Macau and Singapore, and a representative office in Taipei.

As a homegrown financial institution, Hang Seng is closely tied to the Hong Kong community. It supports the community with a dedicated programme of social and environmental initiatives focused on future skills for the younger generation, sustainable finance and financial literacy, addressing climate change and caring for the community.

Hang Seng is a principal member of the HSBC Group, one of the world’s largest banking and financial services organisations. More information on Hang Seng Bank is available at www.hangseng.com.