

Press Release (For Immediate Release)

30 July 2009

Dah Sing Bank and British Airways launch co-branded credit card

Cardholders to earn BA Miles on everyday purchases, enjoy attractive introductory mileage offer and special year-round fares

Hong Kong, 30 July 2009 – British Airways and Dah Sing Bank have announced the launch of the Dah Sing British Airways Platinum Card for customers in Hong Kong.

Key benefits include:

- Welcome offer of 8,888 BA Miles, one of the best introductory offers of its kind in Hong Kong
- Double BA Miles can be earned (2 BA Miles for every HK\$6 spent*) whenever cardholders book and pay for their flights online or at the British Airways Hong Kong ticket office, using their Dah Sing British Airways Platinum card
- 10% discount off the price of all flights from Hong Kong to London, the United Kingdom and 16 European countries for bookings made online at www.ba.com/dahsingbank
- Generous earning rate of 1 BA Mile for every HK\$6 spent in Hong Kong
- Ability to earn BA Miles and redeem reward flights on oneworld partner airlines to other Asian destinations
- Visa operates the world's largest retail electronic payments network, meaning BA Miles can be earned on purchases at millions of vendors around the world

With the Dah Sing British Airways Platinum Card, customers can earn BA Miles on everyday spending in order to enjoy cabin upgrades and reward flights to any destination on the British Airways network. All successful applicants will also receive a welcome offer of 8,888 BA Miles together with a three-year annual fee waiver.

Cardholders will be able to earn miles at the generous rate of 1 BA Mile for every HK\$6 spent in Hong Kong, and 1.5 BA Miles for every HK\$6 spent overseas.

When booking online at www.ba.com/dahsingbank, cardholders will be able to take advantage of a 10% discount on all flights from Hong Kong to London, the United Kingdom and 16 European countries. What's more, double BA Miles can be earned (i.e. 2 BA Miles for every HK\$6 spent*) whenever cardholders book and pay for their flights online or at the British Airways Hong Kong ticket office, using their Dah Sing British Airways Platinum card.

In addition to being given membership to the Executive Club, British Airways' frequent flyer programme, all BA Miles earned on the Dah Sing British Airways Platinum Card will be credited automatically to customers' Executive Club accounts for free.

"This is a special and exciting opportunity to partner with an established institution like Dah Sing Bank to promote this reward programme in Hong Kong," said Kevin McQuillan, British Airways Regional General Manager, Far East. "Through our partnership, we hope to reward our local customers by helping them make the very most out of their everyday purchases to earn BA Miles for reward flights or upgrades."

"It is a pleasure to work with British Airways to introduce this new co-branded card and fabulous rewards programme to our customers in Hong Kong," said John Lam, Dah Sing Bank Executive Director. "The full range of benefits is exclusively for Europe lovers and really does bring Europe a lot closer to our customers in Hong Kong, thanks to the low spending-mileage ratio."

The partnership with British Airways and Dah Sing Bank is in conjunction with The Mileage Company, operators of BA Miles worldwide. Head quartered in the UK, the Mileage Company are the experts in running reward schemes by building long-standing partnerships which add value and enable partner brands to drive customer engagement and loyalty.

To enrol for the Dah Sing British Airways Platinum Card, please call Dah Sing Bank customer service hotline on +852 2828 8138 or visit www.dahsing.com.





Dah Sing British Airways Platinum Card • Exclusively for Europe Lovers

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Notes to editors

Terms and conditions for 10% discount flight offer:

- This offer is only applicable to Dah Sing British Airways Platinum Card cardholders and tickets must be purchased online at www.ba.com/dahsingbank.
- This offer is valid for bookings made between 30 July 2009 and 31 July 2011
- This offer is valid for departures from Hong Kong between 30 July 2009 and 31 July 2011.
- The 10% discount applies to bookings made in all cabins from Hong Kong to London, Aberdeen, Edinburgh, Glasgow, Manchester, Newcastle, Jersey, Austria, Belgium, Czech Republic, Denmark, France, Germany, Hungary, Italy, Ireland, Luxembourg, Netherlands, Poland, Portugal, Spain, Sweden and Switzerland
- Flight/date changes must be made on-line at www.ba.com, change penalties may apply.
- Refunds (where applicable) must be made on-line at www.ba.com only, and is subject to a refund penalty.
- The above offers are subject to change without prior notice.
- This offer cannot be combined with any other promotions or discounts
- Other terms and conditions apply.

* Double BA Miles will only be awarded on flights that have a British Airways prefix flight number, and not be awarded for bookings made on British Airways franchise, codeshare or alliance airlines.

About Dah Sing Bank

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 60 years of history and 42 branches in Hong Kong, Dah Sing Bank is one of the top 10 banks in Hong Kong. With our accumulated banking experiences and solid foundation built over the years in the industry, Dah Sing Bank has continuously widened its scope of business to provide professional services in commercial banking, retail banking, and private banking. We cover business in Credit Cards, Personal Loan, Mortgage, HKD & Foreign Currency Deposit, Wealth Management, Insurance Services, Foreign Currency Clearing, Internet Banking, Trade Financing, Enterprise Lending, Corporate Lending, SME Lending and Hire Purchase Financing.

Dah Sing Bank has gained its reputation as one of the most progressive and innovative banking services providers in Hong Kong. Some of its notable achievements include the rapid growth of its credit card business to become one of the leading credit card issuers in Hong Kong, its innovation as the first bank by over a year to launch the highly popular



Octopus automatic add-value service, and its pioneering expansion in bancassurance in the local market. In 2004, Dah Sing Bank was awarded "Superbrand" status in Hong Kong.

For further information on Dah Sing Bank, please visit www.dahsing.com

About British Airways

British Airways has a worldwide route network that covers more than 150 destinations in 75 countries. It is one of the world's largest international airlines carrying approximately 36 million passengers around the world every year.

British Airways has been flying to Hong Kong for over 70 years and currently operates 21 flights per week from London Heathrow to Hong Kong. British Airways' new home at London Heathrow's Terminal 5 opened on March 27, 2008. The new terminal is capable of handling 30 million customers a year.

In 2008 British Airways was awarded best transatlantic and best business class airline by frequent travellers from across the world at the Official Airline Guide (OAG) Airline of the Year Awards.

For further information on British Airways visit ba.com

About British Airways Executive Club and BA Miles

The currency of the British Airways Executive Club, BA Miles, is key to British Airways' reward strategy for the airline's global customers.

The Executive Club is a global frequent flyer scheme, with BA Miles collected by flying with British Airways or **oneworld**® alliance and partner airlines on selected fares. Executive Club members can also top up their BA Miles by purchasing them or collecting on everyday spending and travel.

By collecting BA Miles, members can get 'reward flights' to any destination in British Airways' worldwide network (subject to availability) and for cabin upgrades to World Traveller Plus, Club Europe, Club World and First. BA Miles can also be earned and redeemed with **oneworld**® alliance airlines: Cathay Pacific, Qantas, Japan Airlines, LAN, Malev, American Airlines, Royal Jordanian, Finnair and Iberia.

Members can also collect BA Miles by staying at selected hotels, using BA Miles' car rental partners and now by using their Dah Sing British Airways Platinum Card.

For more further information on the Executive Club please visit ba.com.

About The Mileage Company www.themileagecompany.com

The Mileage Company, head quartered in the UK, are the experts in running reward schemes. In the last year alone, four million people have collected or redeemed miles with one of The Mileage Company's schemes, from the global BA Miles currency to UK-based AIRMILES.



The Mileage Company partners with over 200 brands in the UK and world-wide, offering travel and leisure reward schemes in the UK and global markets.

Building long-standing partnerships, the business adds value and enables our partners to drive customer engagement and loyalty with compelling rewards.

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