

Press Release (For Immediate Release)

2 May 2012



## **Dah Sing The Link Happy Visa Card Offers New Welcome Gifts Establishing A Healthy and Green Community**

"Dah Sing The Link Happy Visa Card" ("Happy Card"), which jointly launched by Dah Sing Bank ("The Bank") and The Link Management Limited ("The Link"), has been well-received by customers since its launch. To let customers enjoy even more fabulous offers and benefits, The Bank is proud to offer "16 inches Black Foldable Bicycle" as one of the welcome gifts for new customers in May 2012.

In view of Hong Kong people's hectic schedule, busy work life with lack of exercises, The Link has launched a series of activities to promote the importance of health awareness. To echo The Link's promotion of healthy and green community, The Bank has selected foldable bicycle as one of the Happy Card welcome gifts in hope of encouraging more people to exercise, for advocating the culture of healthy lifestyle. Cycling is affordable and wonderful for health, plus the fact that most of The Link's shopping malls are located nearby cycling tracks with comprehensive cycling facilities, it helps to merge health into our lifestyle. With this new welcome gift, customers can enjoy shopping privileges with Happy Card while enjoying the benefits and fun of cycling!

From now on, customers can be entitled to "16 inches Black Foldable Bicycle" upon successful application for Happy Card.



**New Welcome Gift**

Other welcome gifts include Rasonic Thermo Pot, HK\$300 Cash Rebate and Up To HK\$60,000 Interest - free Cash Installment Plan.

The Bank will continue to joint force with The Link to launch even more promotion where customers can enjoy spending privileges as well as a healthy and green lifestyle.

Remarks: For the offer details, welcome gifts, spending requirement and terms & conditions, please refer to the promotional leaflets.

### **About Dah Sing Bank**

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 60 years of history and almost 50 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 retail banking, commercial banking and private banking.

Dah Sing Bank, the major banking subsidiary of Dah Sing Banking Group, is the strategic investor holding a 20% interest in Bank of Chongqing, which is a leading city commercial bank in Chongqing, the largest city in Western China. Bank of Chongqing is operating mainly in Chongqing with a branch network of over 80 branches.

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. And in 2011, Dah Sing Bank won the “Personal Loan Service Award” in the “Capital Weekly Service Awards 2011”.

For further information on Dah Sing Bank, please visit [www.dahshing.com](http://www.dahshing.com) .

### **About The Link Management Limited**

The Link Real Estate Investment Trust (Hong Kong stock code: 823), managed by The Link Management Limited, is the first real estate investment trust in Hong Kong and currently the largest in Asia in terms of market capitalisation. It is wholly owned by private and institutional investors. The Link REIT’s portfolio consists of properties with an internal floor area of approximately 11 million square feet of retail space and approximately 80,000 car park spaces. The portfolio’s retail facilities, located on the doorstep of over 40% of Hong Kong’s households, primarily serve the daily needs of people in Hong Kong.

For further information on The Link, please visit [www.thelinkreit.com](http://www.thelinkreit.com) .