

Press Release (For Immediate Release)

21 February 2013



Dah Sing The Link Happy Visa Card

3x 2p 1% Anytime is Happy Time

Dah Sing The Link Happy Visa Card (“Happy Card”) brings customers a host of endless offers through its 3-2-1 smart strategy. Spending with the Happy Card at participating merchants (“Happy Merchants”) in The Link shopping malls brings cardholders many benefits as well as substantial savings. With every successful application for a Happy Card, cardholders will also receive a welcome gift.

All-round benefits

3X cash rebates Happy index surges

By spending with the Happy Platinum Card at Happy Merchants in any of The Link’s shopping malls, cardholders will be awarded with a 3X cash rebate. Spending with the Happy Classic Card entitles cardholders to a 2X cash rebate.

2-hour free parking doubles your shopping happiness

Free 2-hour parking is available when spending at The Link shopping malls up to a designated amount and making with one of the transactions with Happy Card.

1% Daily Goodies cash rebate More rewards every day

Paying bills for phone or broadband service, making gasoline or grocery transactions, or topping up your Octopus card with the Happy Card entitles you to a 1% cash rebate under the Daily Goodies Cash Rebate reward programme.

Registration Hotline: 3760 8622

New Welcome Gifts

From now until June 30, 2013, successful applicants for a Happy Card will enjoy one of the following welcome gifts.

A. KASERA Splendid Cast Iron Casserole Set (2 pieces per set)

Reference Retail price: HK\$2,580



C.

HK\$300
Cash Rebate

B. TOHO Life Portable Battery

Reference Retail price: HK\$499



D.

Up To
HK\$60,000
Interest - Free Cash
Installation Plan

Remarks: For details on welcome gifts, spending requirements and terms & conditions, please refer to our website.

About Dah Sing Bank

Dah Sing Bank is the major banking subsidiary of Dah Sing Banking Group. With over 60 years of history and nearly 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 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 90 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 addvalue 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.dahsing.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 listed 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 .

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