

Press Release (For Immediate Release)

5 November 2015

**Dah Sing Banking Group Limited Received the  
Best Practice Awards 2015 in “Corporate Culture Development” & “Employee Care”**

We are pleased to announce that Dah Sing Banking Group Limited (DSBG) is presented with The Best Practice Awards 2015 for the third consecutive year, in “Corporate Culture Development” & “Employee Care” by The Best Practice Management Group.

The Best Practice Management Group brings a wealth of knowledge to organizations by sharing global best practices and applications. The 2015 Best Practice Awards, now in the 16<sup>th</sup> year, feature 16 categories this year. The Awards are acknowledged as an advocate of best practices among industries, and the organizer believes responsive and innovative business practices are crucial to sustainable corporate growth.

Growing with employees through mutual commitment is part of DSBG’s corporate mission. We always strive to promoting work-life balance and employee wellness in the innovative ways. This year, we are honored and grateful that DSBG is recognized as the winner of two awards.

***Corporate Culture Development Award***

Initiatives have been rolled out to build a committed and engaged workforce by continually inculcating the Group’s 6 guiding principles and values – the cornerstones of our corporate culture – in all our 3,000+ employees. These 6 guiding principles and values are defined and communicated clearly through the Staff Induction Program while existing staff gain deeper understanding and buy-in through the Value Building Workshops. The Group’s CE is personally involved in the inclusion and elaboration of the 6 guiding principles and values in the Code of Conduct for Staff. These showcase to the employees that the values advocated by Top Management are genuinely what they believe and what they want their staff to share. To progress along the journey, 3 key initiatives were developed and implemented – the Unsung Hero Awards, Dah Sing Manager Program and Photo Contest. We believe the series of corporate culture development initiatives have made a positive impact on employee engagement and productivity, leading to a significant improvement in our business performance.

***Employee Care Award***

It recognizes DSBG’s achievement in our commitment to support employee care. DSBG pioneered the work-life balance campaign in 2014. We believe that work-life balance is an

integral part of living a healthy life, enhancing motivation and bringing about greater work satisfaction. Under the campaign, we rolled out a number of initiatives to encourage staff to take ownership of their own health and well-being. The Chief Executives and senior leaders sent inspirational messages and made visits to distribute healthy snacks in person, demonstrating their belief in the campaign. Employees appreciated that the campaign brought them a lot of fun and reminded them of the importance of living a healthy life.

Ms. Florence Lee, General Manager, Group Head of Human Resources said, “Our corporate culture crystalizes the shared values that bond the employees together and lead to a higher level of employee engagement resulting in improved performance and customer satisfaction. Our work-life balance campaign demonstrates our commitment to employees’ health and well-being. We will continue to develop more innovative and effective initiatives to reinforce application of the Group’s principles and values at work as well as providing a healthy working environment supporting employee wellness and work-life balance.”

~The End~



Photo caption: Florence Lee, General Manager, Group Head of Human Resources received The Best Practice Awards 2015 in “Corporate Culture Development” & “Employee Care”.