

For Immediate Release

## Dah Sing Bank Brings Up the Summer Vibe in Wanchai

*Joins hands with Lee Tung Avenue to present  
"Seeds of Future" AR Treasure Hunt*

Hong Kong, 2 August 2021 – Looking for something fun to do this summer? Dah Sing Bank, Limited ("the Bank") has just launched the "Seeds of Future" AR Treasure Hunt on Lee Tung Avenue to bring up the summer vibe in the popular Wan Chai shopping area for the Hong Kong public as well as for the business and residential communities in the neighbourhood. To celebrate the recent relocation of Dah Sing Bank's new corporate headquarters on Queen's Road East (QRE), the Bank hopes to leverage the summer campaign to contribute to the community by revitalising and boosting retail activities in the area. The campaign also aims to raise environmental awareness through its association with the Bank's sponsorship of the "Tree Planting Challenge 2021" organised by Friends of the Earth (HK) ("FOE HK").

The "Seeds of Future" AR Treasure Hunt features a series of large floral installations along Lee Tung Avenue and at Dah Sing Bank's QRE branch that fuses with virtual photographic experiences. During the campaign period which runs from now until 5 September 2021, a location map on the dedicated campaign minisite for the AR Treasure Hunt guides participants on their journey to find the three "Seeds of Future". Participants can activate an in-browser AR camera to capture the "Seeds of Future" by scanning designated AR markers. By uploading the AR photos with the hashtag #DahSingSeedsOfFuture on their personal pages on Facebook or Instagram, participants can also earn the chance to instant lucky draw prizes at the Bank's QRE branch close to Lee Tung Avenue while contributing towards the Bank's support for FOE HK to alleviate global warming.

"Dah Sing Bank has always been committed to exercising our corporate social responsibility in our history of over 70 years in Hong Kong. With the location of the new Dah Sing Financial Centre on Queen's Road East, the Bank's relationship with the Wan Chai community is ever more intertwined. We are very pleased to work with Lee Tung Avenue to jointly present the 'Seeds of Future' AR Treasure Hunt which blends summer fun with eco-friendly awareness. We also hope to ride on the campaign to stimulate retail consumption and economic activities in the community. To that end, we are grateful for Lee Tung Avenue's support to jointly promote merchant concessions and consumer rebate activities to benefit both shoppers and retailers alike in the community," said Ms. Phoebe Wong, Senior Executive Director and Head of Retail Banking Division for the Bank.

According to Ms. Wong, all Dah Sing Cardholders only need to spend HKD500 or more at Lee Tung Avenue during the campaign period to receive a cash discount voucher of up to HKD60 for their next spending at Lee Tung Avenue.

# Seeds of Future 尋找未來種子

尋寶有獎遊戲  
AR Treasure Hunt

27/7/2021 ~ 5/9/2021

## 參加方法 How to join



Scan QR code to enter campaign site;  
follow clues on map to find the 3 "Seeds of Future". Planted along Lee Tung Avenue  
and at Dah Sing Bank's Queen's Road  
East Branch



Open in-browser AR Camera, scan  
designated AR markers to capture "Seeds  
of Future"; share photo on Your personal  
Facebook / Instagram and add  
#DahSingSeedsOfFuture



For any "seed" collected during campaign  
period, you may participate in game by  
visiting Dah Sing Bank's Queen's Road  
East Branch

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Photo: Ms. Phoebe Wong (second from right), Senior Executive Director and Head of Retail Banking Division, and Mr. Mickey Tang (second from left), General Manager and Deputy Head of Retail Banking attending Dah Sing Bank "Seeds of Future" treasure hunt to show various AR photo frames in front of floral installations at Lee Tung Avenue in Wan Chai.

### **About Dah Sing Bank**

Dah Sing Bank, Limited is a wholly-owned subsidiary of Dah Sing Banking Group (HKG:2356) which is listed on the Hong Kong Stock Exchange. Founded in Hong Kong over 70 years ago, Dah Sing Bank has been providing quality banking products and services to our customers with a vision to be “The Local Bank with a Personal Touch”. Over the years, the Bank has been rigorous in delivering on our brand promise to grow with our customers in Hong Kong, the Greater Bay Area and beyond – "Together We Progress and Prosper". Building on our experience and solid foundation in the industry, the Bank’s scope of professional services now spans retail banking, private banking, business and commercial banking. Meanwhile, the Bank is also making significant investments in our digital banking capabilities to stay abreast with smart banking developments in Hong Kong and to support financial inclusion at large.

In addition to its Hong Kong banking operations, Dah Sing Bank also has wholly-owned subsidiaries including Dah Sing Bank (China) Limited, Banco Comercial de Macau, and OK Finance Limited. It is also a strategic shareholder of Bank of Chongqing with a shareholding of about 15%. Dah Sing Bank and its subsidiaries now have around 70 branches operating in Hong Kong, Macau and Mainland China.