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DBS Hong Kong partners with 3 Hong Kong to become first-mover in 3G mobile banking

3G Video mobile phone to offer banking services anytime, anywhere

DBS Bank Hong Kong (DBS) today partners with 3 Hong Kong (3HK) to launch the first 3G-technology-based mobile phone banking in Hong Kong. Leveraging on DBS' expertise in electronic banking services and 3HK's innovative 3G mobile communications technology, customers will be able to enjoy greater convenience and flexibility to conduct banking transactions via 3G video mobile phones anytime, anywhere.

DBS Treasures Priority Banking, DBS Wealth Account and credit card customers can now make use of their 3HK's 3G video mobile phones, to conduct a host of common banking transactions without changing their SIM cards. These include:

- Balance enquiries
- Fund transfers between accounts within DBS Bank or pre-registered third party accounts and other local banks' accounts
- Bill payments to over 300 merchants from DBS banking accounts and DBS credit card accounts
- Enquiries on bill payment and transaction history for the last seven days

Sunny Cheung, Managing Director and Head of Consumer Banking, DBS Bank Hong Kong said: "We have seen a significant increase in the use of electronic banking services for transactional activities. Our e-savvy customers expect more out of their handheld gadgets. Our partnership with 3HK to incorporate its newest generation of mobile communications technology will facilitate our customers' banking needs anytime, anywhere.

Similar to internet banking, 3G mobile banking enables customers to conduct banking transactions with user-friendly visuals on screen. Moreover, 3G mobile banking employs state-of-the-art encryption technology to provide a highly secured environment for customers to conduct 3G banking transactions with peace of mind."

In June last year, DBS and 3HK successfully launched the first phase of DBS 3G mobile banking service - namely DBS 3G Site - which provides video-based daily market commentaries from DBS' team of experts to customers via 3G video mobile phones.

Mr Cheung further commented: "When we first started, we tapped on our internal team of investment experts to provide the most up-to-date market analysis for customers via their 3G

video mobile phones. We are indeed pleased to partner again with 3HK in the second phase of this service and provide banking transactions. Soon, we will further extend our online services to introduce securities trading via 3G technology."

Mr. Cheung added: "Hong Kong has one of the world's highest penetration rates of mobile phone usage. Judging from the increasing popularity of 3G mobile service, we are confident that 3G is the logical gateway to fully unleash the potential of electronic banking services."

Ms. Clara Kan, Head of Content Services of 3 Hong Kong said: "Since the launch of 3G services, 3 Hong Kong has been leading the market with innovative and diversified 3G mobile communications services, bringing much convenience to our customers. By partnering with DBS to offer the territory's first 3G mobile phone banking services, we have further popularised the concept of using 3G mobile phones as effective investment and financial tools. Customers can now manage their time more efficiently by conducting banking transaction while they are on the move. It is also simple and highly-secured. Looking forward, we are confident that mobile investment and banking services is going to be a dominant trend for the mobile communications development in Hong Kong."

As part of the launch, customers who register for DBS 3G Banking through 3HK's 3G video mobile phones from now till January 31, 2006, will enjoy a host of privileged offers, which include:

- waiver of DBS 3G Banking service subscription fee valued at HK\$8 per month till January 31, 2006, allowing them to experience the convenience of such mobile banking service;
- the first 100 successfully registered customers will each get a HK\$100 electronic appliance gift coupon; and
- a chance to win one of over 500 fabulous prizes in the DBS 3G Banking lucky draw, the first prize a travel package for two to Japan.

In addition, DBS Treasures Priority Banking and DBS Wealth Account customers can enjoy attractive handset offer from 3HK (Remark 1). These customers who are switching to 3 under Mobile Number Portability (MNP) can purchase Sony Ericsson K608i at only \$680 or LG8380 video mobile phone at only HK\$1,180; or purchase LG8360 video mobile phone at only \$780. These customers can also enjoy an additional offer of 6-month DBS 3G Banking service fee waiver (valued at \$48).

Customers who are interested in this enhanced DBS 3G mobile banking service can call DBS customer hotline at 2290 8888, visit any of the DBS branches, or access the DBS website at www.dbs.com/hk for more information.

Remark:

1. The Mobile Number Portability (MNP) offer rebate of HK\$300 has been deducted from the handset value and is applicable to customer who subscribes to HK\$183/\$263 3G monthly plan and commit to a 15-month service contract. The offer period will end on December 31, 2005.