

WEserve

DBS. Living, Breathing Asia

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星展銀行  DBS

As a bank that specialises in Asia, DBS believes that banking services should be served with heart, and that we should care about our customers' full range of financial needs. In order to increase customers' awareness of DBS's well diversified services, we have launched the "WEserve" newsletter to build a closer relationship with you.

2009, 2010 & 2011
亞洲最安全銀行

GLOBAL
FINANCE

WE introduce

Focused investment on the expansion of two exclusive platforms DBS takes wealth management services in Asia to a new level

In the next five years, DBS will invest HK\$1.5 billion to provide the utmost professional and attentive services to high-net-worth individuals, a category of client that is rapidly growing in Asia.

1 DBS Treasures Private Client is designed for clients with investible assets of HK\$8 million or more. This unique platform allows you to enjoy the best private banking investment with the convenience of consumer banking services helping you to grasp professional wealth management opportunities more easily.

2 DBS Private Bank is for clients with capitalized assets of HK\$25 million or more. As a reliable partner, DBS Private Bank provides full access to customized investment products and services, plus the advantage of tapping into a wide pool of global financial markets, business, institutional and investment banking expertise, which helps you manage your personal wealth and grow your business seamlessly.

(from left) Mr Tommy Ong, Senior Vice President, Head of Wealth Mgt Solutions, Treasury & Market, Greater China; Mr Rocky Cheung, Senior Vice President, Head of Investment Team, Private Banking; Ms Linda Wong, Managing Director, Head of Consumer Banking Hong Kong & Mainland China and Mr Chris Leung, Senior Vice President, Senior Economist, presided over the grand ceremony for the new wealth management services.



Ms Linda Wong, Managing Director, Head of Consumer Banking Hong Kong & Mainland China and artiste Ms Kelly Chen showed the product design of **DBS Treasures Private Client**.



WE care

DBS volunteers spent loving and meaningful moments with children

DBS volunteers are devoted to the care of society and to nurture the next generation. In September and October, two activities, DBS Innovative Workshop and Kite Party in the Autumn Breeze 2011, were organised aiming to stimulate children's creativity and enrich their lives.

DBS Innovative Workshop

This year-round activity, jointly organised by DBS and Sheng Kung Hui St. Christopher's Home, was specially designed for children from low-income families in Sha Tin. Through the activities we hope to develop their creativity and encourage them to achieve their dreams.



Kite Party in the Autumn Breeze 2011

This activity was organised by DBS and the Tung Wah Group of Hospitals Jockey Club Tai Kok Tsui Integrated Services Centre. Over 40 DBS volunteers brought around 40 children from low-income families to a kite-making session, and spent a fun picnic day with them in Sai Kung.



DBS volunteers are committed to the spirit of community service, and always encourage employees to take part in and organise various social welfare activities to enrich society.

Chater Road Classic Car Show 2011

DBS is committed to take wealth management to a higher level. Apart from providing professional services to customers, we also proudly present a series of the finest privileges for them. In early November, we brought an annual spectacular event to town, **the Classic Car Show 2011**, organised by the Classic Car Club of Hong Kong and is the second consecutive year sponsored by DBS.

At the event, nearly a hundred prestigious Classic Cars were exhibited, many of them were built in the 1920s. These rare and valuable Classic Cars show the honour in which we hold our valued wealth management customers.



DBS specially arrange a Classic Car, the same model showed at the film "The Graduate" to **DBS Treasures Private Client** and **DBS Treasures** customers for free photo-taking.



At that day, twist balloons were specially arranged for DBS customers and their families and friends to further increase their enjoyment of the weekend.



The DBS Treasures Private Client Afternoon Tea Gathering was held at the Mandarin Oriental Hotel, Hong Kong.



(From left to right) Mr Clement Chen J.P., Honorary Advisor of the Classic Car Club of Hong Kong; Mr Elton Lau, Honorary Advisor of the Classic Car Club of Hong Kong; Mr Derek Chung, Senior Vice President of Treasures Franchise & Distribution Head of Consumer Banking; Mr Ian Foster, Chairman of the Classic Car Club of Hong Kong; Professor Poon Wai Sang, Director of the CUHK Brain Tumor Centre and Dr Danny Chan, Associate Director of the CUHK Brain Tumor Centre, presided over the show's grand ceremony.

DBS TREASURES  PRIVATE CLIENT
星展豐盛私人客戶

After the event, we also prepared an afternoon tea gathering at the Mandarin Oriental Hotel, Hong Kong where selected customers could share their investment views with DBS Treasures Private Client Customer Managers and investment experts.

Well-known Classic Car Collector and Vice-Chairman of the Classic Car Club of Hong Kong, Mr Carl Yuen, shared his Classic Cars' collecting experience with guests.



WE listen

We value your opinions

With our aspirations for Service Excellence, we have commissioned an external research agency to conduct monthly customer surveys via phone and online. Rest assured, we will never collect any confidential information from you (eg HKID number, Account number and password) in the survey. If you are invited to take part in a survey, we encourage your participation because your invaluable feedback will help us to enhance our service quality. In addition, you may also channel your feedback by post, email, phone call or fax.

Please e-mail to customercareshk@db.com for any comments on this publication. Thank you!



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