

## *Press Release*

### **For Immediate Release**

### **Hong Leong Finance steps up in helping SMEs with their funding**

*Plans come as Hong Leong Finance prepares for first role as Catalyst Full Sponsor*

**Singapore, July 11 2013** - Hong Leong Finance (HLF) has built a strong momentum with the aim of becoming one of the major sponsors in the Catalyst market. This follows the sponsorship of estate maintenance company ISOteam Ltd's Initial Public offering (IPO) on the Singapore Exchange (SGX) Catalyst board.

Since attaining its Catalyst board Sponsorship status in February 2012, HLF has already lined up a healthy pipeline of Small and Medium Enterprises (SME) from across various industries that are looking to tap into funding opportunities to grow, reinforcing its role as a SME Specialist.

"Sustainable long-term business growth has been one of the top issues faced by SMEs. In recent times, securing funding has become more crucial for SMEs, especially in the current challenging economic climate. Being the SME Specialist, HLF is well-positioned to help them do this," said Mr Ian Macdonald, President of HLF.

"Launching an IPO is one avenue SMEs can raise funds and we are already seeing many SMEs approaching us for our assistance and expertise in helping them attain a Catalyst board listing. The team at HLF has already met up with numerous SMEs who are keen to know more about the listing process and we are ready to sponsor more SMEs who are looking at a Catalyst board listing as a way to expand and take their business to the next level," said Mr Macdonald.

For companies that are not ready for listing and hence unable to tap on public funds for growth, they can seek customized financing advice from HLF. The company is rapidly expanding its team of SME relationship managers, filling the positions with senior professionals who have vast working experience in the financial industry. This expertise and experience is a valued asset as more SMEs face complex funding needs.

"We truly believe that quality financial advice to SMEs is critical to their success. Our SME specialists have the financial knowledge and insights to help them maneuver through the choppy dangerous water," added Mr Macdonald.

With expertise and experience accumulated over 50 years, HLF has steadfastly supported the financing needs of local SMEs and hopes to groom nascent companies into successful businesses.

Hong Leong Finance has a distribution network of 28 branches, the largest network among finance companies here. For the year ended December 2012, Hong Leong Finance reported shareholders' funds of S\$1.62 billion, deposits and balances of S\$10.05 billion and net profit of S\$77.6 million. It was named 'Domestic Finance Company of the Year' in 2012 at the Asian Banking & Finance Retail Banking Awards.

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