



HONG LEONG FINANCE

Press Release

For Immediate Release

Hong Leong Finance encourages SMEs to be more productive

New productivity loan promotion reflects HLF's innate understanding of Singapore's SME landscape

Singapore, 14 August 2013 - Tapping on the government's Quality Growth Programme is one way businesses can improve their productivity, and Hong Leong Finance is helping SMEs to take it one step further by offering an innovative Productivity Loan Promotion.

Hong Leong Finance is offering a range of business loans under the Productivity Loan Promotion, all geared towards helping companies boost their productivity, whether it is through the purchase of precision equipment or a new factory unit to raise production standards. As part of this promotion, SMEs that take up government assistance under the Quality Growth Programme and sign up for productivity-enhancing loans of at least \$100,000 per loan with Hong Leong Finance, will receive a Courts Gift Card valued up to \$1,000. The promotion runs from 14 August 2013 to 31 March 2014.

"We want to motivate and help SMEs to grow by achieving higher productivity through our lending businesses. By complementing the government's productivity initiatives with our efforts, we aim to give SMEs further morale booster in their productivity drive," said Mr Ian Macdonald, President of Hong Leong Finance.

Hong Leong Finance has had its finger on the pulse of Singapore's SME community for over 50 years. As an SME specialist with expertise and experience accumulated through the years, HLF has steadfastly supported the financing needs of 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. As at 31 December 2012, Hong Leong Finance reported shareholders' funds of \$1.62 billion and deposits of \$10.05 billion. Net profit for 2012 amounted to \$77.56 million. Net profit for the first six months of 2013 was up 3.9% at \$32.65 million. HLF was named 'Domestic Finance Company of the Year' in 2013 at the Asian Banking & Finance Retail Banking Awards.

For more information, please contact:

<p>Cheryl Lim Manager, Group Corporate Affairs Hong Leong Group Singapore Tel: 6428 9306 Email: cheryllim@cdl.com.sg</p>	<p>Louisa Cheong Manager, Group Corporate Affairs Hong Leong Group Singapore Tel: 6428 9305 Email: louisacheong@cdl.com.sg</p>
--	---