



HONG LEONG FINANCE

Press Release

Hong Leong Finance Unveils New Mobile Responsive Website With New Fixed Deposit Promotion

Fixed Deposit rates of up to 1.99% p.a.

15 December 2015 – To mark the launch of its newly revamped website (www.hlf.com.sg), Hong Leong Finance (HLF) is releasing a celebratory fixed deposit promotion. From today, 15 December, it will offer up to 1.99% per annum for new deposits – one of the highest fixed deposit rates in town.

Individual depositors and selected organisations placing fresh funds of at least S\$25,000 with HLF will enjoy special rates for tenures of 13 and 18 months.

Under the promotion's 18-month tenure, deposits between S\$25,000 and below S\$50,000 will enjoy a special rate of 1.95% per annum; deposits between S\$50,000 and below S\$100,000 will receive 1.97% per annum. Deposits of S\$100,000 and above will be accorded the *highest rate of 1.99% per annum* under the same tenure. (See **Appendix 1** for more details.)

To celebrate the holiday season, customers who sign up for this promotion will also receive an attractive festive gift comprising a 730 ml Lock & Lock glassware and an exclusively designed drawstring bag, while stocks last.

Members of the public logging on to the new website will also stand a chance to receive one of these festive gifts by simply unlocking a hidden message there.

The newly revamped website has adopted a more responsive and interactive interface that targets the busy and savvy customers. In addition to being mobile- and tablet-friendly, the new website also offers intuitive suggestions to users based on the products or services they have looked at. It provides the users with interactive search options to learn more about HLF's products and services, while giving updated deposit interest rates and loan instalment computation results on-the-go.

Furthermore the new website sports a contemporary, sleek design with convenient contact details and a quick-search function on every page to enable users to get the help and support they need instantly. (See **Appendix 2** for sample screenshots.)

"We are pushing forward with valuable services that our customers can truly benefit. Early this year, we modernized and expanded our Jurong East Branch to cater for a digital space equipped with convenient self-service terminals for our customer to make loan application and do related computation. We are now excited to unveil a new website that is mobile-friendly. Based on research findings which show that majority of Singapore population is mobile internet users, we have designed the new website to deliver contents in bite-size to meet their needs on the go. Fixed depositors who are looking for good rates are welcome to visit our website to find out more about our latest 1.99%p.a. promotion," said Hong Leong Finance President, Ian Macdonald.

As at December 2014, Hong Leong Finance Limited's shareholders' funds stood at S\$1.66 billion with S\$10.47 billion in deposits and balances of customers and \$9.58 billion in loans, advances and receivables. Hong Leong Finance Limited is Singapore's largest finance company. It was named ASEAN Finance Company of the Year 2015 at the Asian Banking & Finance Review Retail Banking Awards.

For media enquires, please contact:

Cheryl Lim
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: 6428 9306
cheryllim@cdl.com.sg

For marketing and promotional enquires, please contact:

Yet Pek Yeon
Vice President and Head, Marketing Services
Hong Leong Finance
Tel: 6415 9340
yetpy@hlf.com.sg

Appendix 1

Fixed Deposit Promotion Interest Rates (13 and 18 Months)

INTEREST RATES (p.a.)		
FRESH FUNDS	13-MONTH	18-MONTH
S\$25,000 to <S\$50,000	1.86%	1.95%
S\$50,000 to <S\$100,000	1.87%	1.97%
S\$100,000 to <S\$200,000	1.91%	1.99%
S\$200,000 and above	1.92%	1.99%

Appendix 2

Hong Leong Finance New Website Screenshots (www.hlf.com.sg)

