



**HONG LEONG  
FINANCE**

## *Press Release*

### **Hong Leong Finance Launches SME Branding Campaign**

**Singapore, 25 June 2018** – Hong Leong Finance (HLF) has launched its new branding campaign “Hong Leong Finance Empowers Me” for the small and medium enterprise (SME) community. This campaign reinforces its brand identity as an SME specialist, enhances its market presence and raises awareness among the younger generation of SMEs.

The launch is at the back of HLF’s inaugural SME market survey which showed that 75% of local SMEs put sales growth as their top priority, while 36% are hard pressed on high business costs. Through the campaign, HLF aims to reach out to more SMEs to empower them to grow and manage costs better.

With over 50 years of experience in serving the SME community, HLF has introduced numerous successful SME initiatives such as SME Capability Ready Programme (SME CARE) and partnerships with Info-communications Media Development Authority (IMDA) for its “SMEs Go Digital” programme and Enterprise Singapore for government assisted loans. These partnerships have enabled HLF relationship managers to customise smart funding solutions to meet the varied needs of SMEs.

#### **Empowering local brands to grow**

A successful case study is Tai Chong Kok, a household name in Singapore for mooncakes and traditional Cantonese pastries, which worked with HLF to boost their sales and enhance their operational efficiency.

Tapping onto HLF’s SME Capability Ready Programme (SME CARE), the bakery acquired a new vacuum packing machine with HLF’s Equipment Loan. The access to smart funding eased the company’s cash flow as they waited for the Capability Development Grant pay-out for the machine. It also empowered the company to accelerate its investment to reap immediate benefits.

Using the latest technology, the confectionary products are kept fresh for a longer shelf life. This supports new sales through e-commerce and exports to neighbouring countries as well as allows production ahead of peak periods. Tai Chong Kok enjoys significant cost savings by doing away with the additional part-timers and renting of more machines to meet the increased demand during the festive seasons.

Mr Ham, Director of Tai Chong Kok said, “By scaling up our operational efficiency and effectiveness with the new vacuum packing machine, we could serve more local customers, expand into overseas markets and develop new sales channels. We are very impressed by the professional support from Hong Leong Finance for offering us good advice and well thought out Equipment Loan. We could therefore invest in the machinery and build our capabilities without straining our cash flow.”

#### **Hong Leong Finance Empowers Me**

Mr Ang Tang Chor, President of HLF said, “Hong Leong Finance is proud to have helped many SMEs like Tai Chong Kok grow successfully to the next level with access to smart funding. We understand from our SME market survey that their top priorities are to grow sales and manage cost. Hong Leong Finance looks forward to partnering more SMEs in their business endeavours and enabling them to achieve sustainable growth.”

The campaign was launched today with bus advertisements, and will also be rolled out at events and online platforms for the rest of the year.

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***For media queries, please contact***

Louisa Cheong  
Manager, Group Corporate Affairs  
Hong Leong Group Singapore  
**Tel:** 6428 9305  
**Email:** [louisacheong@cdl.com.sg](mailto:louisacheong@cdl.com.sg)

Candice Lee  
PR Executive, Group Corporate Affairs  
Hong Leong Group Singapore  
**Tel:** 6428 9306  
**Email:** [candicelee@cdl.com.sg](mailto:candicelee@cdl.com.sg)

Veron Goh  
Assistant Vice President, Marketing Services  
Hong Leong Finance Ltd  
**Tel:** 6415 9339  
**Email:** [verongoh@hlf.com.sg](mailto:verongoh@hlf.com.sg)

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**About Hong Leong Finance**

Hong Leong Finance (HLF) is Singapore's largest finance company with 28 branches and 11 SME Centres island-wide. Its shareholders' funds stand at S\$1.74 billion and deposits are at S\$10.66 billion as at 31 December 2017. HLF has been named "ASEAN Finance Company of the Year" for four consecutive years since 2014 at the Asian Banking & Finance Retail Banking Awards. It is also ranked among the "Top 100 Most Valuable Brands in Singapore" for 2017 by Brand Finance.