



**HONG LEONG
FINANCE**

Press Release

Hong Leong Finance is ASEAN Finance Champion second year in a row

Strengthens “SME Specialist” status by opening 9th SME Centre

Singapore, 8 July 2015 – Hong Leong Finance (HLF) has once again clinched the crown as the top finance company in the region, winning the “ASEAN Finance Company of the Year 2015” award for the second consecutive year. The Singapore-listed company was presented the award at the Asian Banking and Finance Retail Banking Awards 2015 (ABF) event at Shangri-La Hotel this evening (July 8).

This prestigious award is presented to outstanding Asian financial institutions that have performed and responded well to challenges, while managing to distinguish themselves with their ground breaking strategies and unparalleled services.

Hong Leong Finance is also a three-time consecutive winner of the “Singapore Finance Company of the Year” award by ABF for the years 2011, 2012 and 2013.

The Singapore-listed company offers a variety of tailored loan packages such as equipment financing, commercial property loans and trade facilities to help SMEs reduce operational costs, grow their business and drive productivity. For consumers, HLF is one of the first to reach out to the pioneer generation with the Pioneer Generation Fixed Deposit Campaign, while it continues to support the HDB dwellers with customised & competitive HDB loan.

“We are delighted to receive the ASEAN Finance Company Award for the second year running. We see the award as recognition of our steadfast commitment to both business enterprises and retail customers and our dedication to providing an extensive network of convenience,” said Hong Leong Finance President Mr Ian Macdonald.

“Our team of passionate and experienced staff are constantly working closely with our business partners and retail customers and providing dedicated services to them,” said Mr Macdonald.

HLF is also strengthening its commitment as an “SME Specialist” by opening its 9th SME Centre at its Balestier Branch. The Centre which opened today (8 July) will complement HLF’s existing network of 28 branches island-wide in Singapore and will facilitate HLF in providing convenient business financing solutions to its SME customers. The new Centre will tap on the Balestier neighbourhood’s catchment of small and new start-ups, established family-run SMEs and companies engaged in light industries.

“We recognise the growing demand from the SME community for enhanced and efficient services. Opening a new SME Centre at Balestier will bring us closer to the businesses in the vicinity and enable us to serve our customers better through greater convenience and accessibility” said Mr Macdonald.

As at December 2014, Hong Leong Finance’s shareholders’ funds stood at S\$1.66 billion with S\$10.47 billion in deposits and \$9.69 billion in loans. HLF is Singapore’s largest finance company.

For media queries, please contact

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