



**HONG LEONG
FINANCE**

Press Release

**Hong Leong Finance Scores Double Honours As
'ASEAN Finance Champion' and 'Website Of The Year'**

Singapore, 20 July 2016 – Hong Leong Finance (HLF) has scored double honours this year at the Asian Banking and Finance Retail Banking Awards 2016 (ABF). It has clinched the crown for the third consecutive year as the region's top finance company with the "ASEAN Finance Company of the Year", and bagged the "Website of the Year – Singapore" award - a first for the company. Both awards were presented to HLF at the ceremony at the Shangri-La Hotel Singapore.

These prestigious awards are presented to Asian financial institutions that have performed and responded well to challenges, while managing to distinguish themselves with their ground breaking strategies and unparalleled services.

HLF is also a three-time consecutive winner of ABF's 'Singapore Finance Company of the Year' award from 2011 to 2013.

The Singapore-listed company is an SME pioneer and specialist for over 50 years. HLF offers a variety of tailored loan packages such as equipment financing, commercial property loans and trade facilities to help SMEs reduce operational costs and grow their business. It is also one of the first to offer the HDB SME Loan which is exclusively designed for HDB business owners and help them manage challenges and keep abreast of the competition. HLF continues to strengthen existing capabilities like the expansion of its SME Centre network. Its 10th and latest Centre was opened at its Upper Bukit Timah Branch.

HLF credits its success to the support from the communities. The company believes in effecting change, inspiring volunteerism and sharing their success while ensuring that its products and services remain accessible to all.

"It is important to stay relevant in today's challenging economic climate, and one way to do so is to remain close to the community we serve through our branch network. By listening and being responsive to their needs, we maintain the trust and confidence that we have built over the years with our customers, while winning new ones," said HLF President Mr Ian Macdonald.

In fact, HLF's new mobile responsive website has been a boon to its customers since the completion of its revamp late last year. It was overhauled with a more responsive and interactive interface to optimise customer experience. In addition to being mobile- and tablet-friendly, the website offers intuitive suggestions to users based on their previous searches. It also provides them with interactive search options to learn more about HLF's products and services, while giving updated deposit interest rates and loan installment computation results on-the-go.

"During the revamping process, we challenged the perception of a 'corporate' website and aimed for one that is both reader-friendly, without technical jargon and complex structures, and service-oriented with an easily navigable platform. Today, we are happy to have achieved that goal," said Mr Macdonald.

Hong Leong Finance is Singapore's largest finance company with 28 branches island-wide. As at 31 December 2015, HLF's shareholders' funds stood at S\$1.69 billion with S\$11.44 billion in deposits and balances of customers and S\$10.091 billion in loans, advances and receivables.

For media queries, please contact:

Louisa Cheong
Manager, Group Corporate Affairs
Hong Leong Group Singapore
Tel: 6428 9305
Email: louisacheong@cdl.com.sg