



Press Release  
(For Immediate Release)

9 October 2012

**Dah Sing Bank launches the new Tax Loan Program**  
**APR as low as 1.38% Provides Tax Loan Express Service**

With tax season coming, Dah Sing Bank announces the launch of Tax Loan Program with super low interest rate, to help customers arranging tax payment with ease and getting extra cash flow. Customers who apply for Tax Loan by 10 November 2012 can enjoy the Tax Loan with annualized percentage rate as low as **1.38%\*** and the **Tax Loan Express Service**. Customers can also earn up to **HK\$12,000 extra interest** in a year by enrolling Payroll Service.

Benefits of Dah Sing Bank Tax Loan

- Annualized Percentage Rate as low as **1.38%\***; Prestige customer can enjoy up to **HK\$1,000 cash rebate**
- **Tax Loan Express Service**: No need to visit branch in person for the entire loan application process
- Loan tenor as long as 36 months; make monthly repayment at ease
- Maximum loan amount up to HK\$1,000,000 or 8 times monthly salary (whichever is lower)
- Successfully apply and use Dah Sing Bank accounts for drawdown and repayment to enjoy HK\$100 cash rebate
- Instantly approved loan amount, and enjoy 30 minutes fast disbursement
- Accept both tax bill of this year (2011/12) or last year (2010/11)
- Enroll Payroll Service to enjoy up to 1.6% bonus savings interest rate and earn up to HK\$12,000 extra interest in a year#

Ms Phoebe Wong, Executive Director and Head of Retail Banking Division of Dah Sing Bank said, "According to the government statistics, unemployment rate dropped, while working population and personal average income grew, the taxable population in year 2011/12 approaches 1.4 million, which increased by around 8.7% comparing to the previous year; while the average tax bill amount increased by 8% to around \$39,000. We expect that the demand for tax loan and the loan size will increase this year; while the tax loan interest rate of the market will be lower this year, as the cost of fund decreased."

Ms. Phoebe Wong continued, “With tax season coming, today, we take the lead to announce the launch of the new Tax Loan, to meet customer’s demand. Our strategy this year is to acquire quality customers with attractive ‘Tax Loan Package’. To cope with this strategy, our Bank launches the Tax Loan Package with competitive interest rate, Tax Loan Express Service, lengthened repayment tenor from 24 months to 36 months, plus additional deposit interest offer, so as to establish a long term relationship with customers.”

\* APR is calculated according to the Code of Banking Practice, subject to loan amount of HK\$300,000, with 0.089% single monthly flat rate for Prestige Customers, loan tenor of 12 months and up to HK\$1,000 cash rebate upon drawdown the loan is included.

# Up to HK\$12,000 extra interest earning in one year is based on the example of a monthly interest earning of up to HK\$1,000.

For the offer details, terms and conditions, please refer to the attached promotion leaflet.

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