

For Immediate Release

Dah Sing Bank Survey Finds Investors Opting for Shorter Investment Horizons

Sustained Market Volatilities Prompting Changes in Wealth Management Strategies

(Hong Kong, 4 August 2021) The sustained volatility in the financial market plagued with global political and economic tensions and unstable pandemic situation has profound implications to investment strategy. A survey conducted by Dah Sing Bank, Limited ("the Bank") during the first half of this year, to look into how investors respond to the investment new normal, has found that about 70 % of investors said they tended to shorten the holding time of their investment; while over 80 % said they would examine more carefully their investment portfolios and hope for professional advice in making appropriate investment decisions. In view of such new attitudes and needs towards investment, Dah Sing Bank adopts new financial technology and professional services to assist investors to reshaping their wealth management strategy.

A market survey conducted by Dah Sing Bank between January and June of 2021 collected opinions of nearly 600 investors. These respondents were Hong Kong residents over 35 of age, with asset under management of over HKD1 million and have participated in investing activities during the past 12 months. The survey revealed that investors have adjusted their investment strategy in three ways to cope with market volatilities, which include:

- **More flexible and decisive investment attitude:** Over 70 % of the investors said that they needed to invest more proactively in order to obtain higher potential returns amid a volatile market environment. Investors said that they should no longer rely heavily on the long-term investment approach, and it should be replaced by short-term strategy. The respondents clearly stated that they would reduce investment risks by setting the target price or stop-loss level and executing the plan stringently.
- **More frequent review of portfolio performance:** Over 70 % of the respondents reviewed the profit and loss status of their portfolio more than once every month, with a noticeably higher frequency found for the high net-worth investors – whose asset portfolio over HKD4 million. The high net-worth investors said they would review their performance more than once a week, among which about 40 % of them said they would rebalance their investments every month.
- **Closely watch market updates:** 80 % of the investors expect that they will spend an additional 20 % of their time in surfing for updates of the market. 90 % of the investors indicated information overflow and wish to have relevant tools to assist them in screening the information needed. In addition, about 84 % of

investors said they preferred professionals' assistance in digesting relevant market information and supporting them for making appropriate investment decisions. The percentage was even higher for high net-worth investors, which stood at 90 %.

In conclusion, the survey reveals that investors are reshaping their strategy to deal with market volatility and that they expect to obtain comprehensive and in-depth portfolio data and analysis from the wealth management teams to help them respond quickly to changes in market conditions. Moreover, investors expect to receive personalised financial information so that they can save time and be more focused on the relevant information.

Mr. Cliff Chan, Executive Director and Head of Wealth Management Division of Dah Sing Bank, said: "The results revealed by the survey suggested that investors need more supports to deal with the investment new normal under an uncertain economic condition. Dah Sing Bank is dedicated to providing customer-centric wealth management service to our customers with a 'High Tech, High Touch' approach. Through our professional team, we attentively understand the needs of our customers, and formulate personalised financial management solution for them according to market conditions and their unique financial status and goals and follow up closely with the plan implemented. Meanwhile, we actively develop our digital wealth management services, such as 'Securities Trading App+', 'FX Order Watch Service', 'My Wealth Dashboard', in order to assist our customers to explore opportunities by using financial technologies, and support them to review their financial performances and manage risks. We aim at supporting our customers in every way to create wealth under different market situations and enhance their return and experience."

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Photo: Mr Cliff Chan, Executive Director, Head of Wealth Management, Dah Sing Bank, Limited and Ms Eleanor Lam, Managing Director, NuanceTree Limited shared the market research report and Dah Sing Bank's wealth management supporting services at "Wealth Management Strategy to Cope With Market Volatilities Research" Press Conference.

About Dah Sing Bank

Dah Sing Bank, Limited is a wholly-owned subsidiary of Dah Sing Banking Group (HKG:2356) which is listed on the Hong Kong Stock Exchange. Founded in Hong Kong over 70 years ago, Dah Sing Bank has been providing quality banking products and services to our customers with a vision to be "The Local Bank with a Personal Touch". Over the years, the Bank has been rigorous in delivering on our brand promise to grow with our customers in Hong Kong, the Greater Bay Area and beyond – "Together We Progress and Prosper". Building on our experience and solid foundation in the industry, the Bank's scope of professional services now spans retail banking, private banking, business and commercial banking. Meanwhile, the Bank is also making significant investments in our digital banking capabilities to stay abreast with smart banking developments in Hong Kong and to support financial inclusion at large.

In addition to its Hong Kong banking operations, Dah Sing Bank also has wholly-owned subsidiaries including Dah Sing Bank (China) Limited, Banco Comercial de Macau, and OK Finance Limited. It is also a strategic shareholder of Bank of Chongqing with a shareholding of about 15%. Dah Sing Bank and its subsidiaries now have around 70 branches operating in Hong Kong, Macau and Mainland China.