

優質的專業
服務，獲得媒體和
客戶認可

QUALITY AND PROFESSIONAL SERVICES
RECEIVE RECOGNITION FROM
MEDIA AND CUSTOMERS



南商優質服務屢獲殊榮，於「香港企業領袖品牌2017」頒獎典禮中，獲得「卓越財富

管理銀行服務品牌」；於晴報舉辦的“Banking & Finance Awards 2017”評選中，再獲「傑出跨境金融服務大獎」。另外，南商榮獲香港財務策劃師學會頒發「優質財策企業2017」；2016-2017年連續兩年榮獲香港青年協會頒發「有心企業」稱號。同事傑出的表現亦值得嘉許，南商分別有9位同事於香港銀行學會舉辦的“HKIB AGM 2016 cum Examination Awards Presentation Ceremony”中，獲得獎項及專業資格。

NCB's quality services have received various awards and recognition. NCB won the "Excellent Brand of Wealth Management – Banking" at the Award Presentation Ceremony of "Hong Kong Leaders' Choice 2017" and another "Excellence Award for Cross-border Financial Services" at the "Banking & Finance Awards 2017" organised by Sky Post. In addition, NCB was granted the "Accredited Professional Financial Planning Firm 2017" award by the Institute of Financial Planners of Hong Kong. From 2016 to 2017, NCB was recognised as the "Heart to Heart Company" by the Hong Kong Federation of Youth Groups for two years in a row. The outstanding

performance of NCB's employees was also worth recognising, and nine of them received awards and professional qualifications at the "HKIB AGM 2016 cum Examination Awards Presentation Ceremony" organised by the Hong Kong Institute of Bankers.



南商一向重視與客戶維持良好關係，透過舉辦不同營銷活動、投資及基金講座，使客戶能夠獲取更多理財方面的專業知識和最新市場資訊。

NCB values a rapport with customers. It provides customers with access to professional knowledge and the latest market information about wealth management through organising various marketing activities, and investment and fund seminars.



「品味•投資」基金講座
“Investment and Taste” fund seminar



總行營業部、德輔道西分行以「愛心理財」為題舉辦開放日
The Main Branch and Des Voeux Road West Branch held an open day with a theme of “Wealth Management with Love”



信達國際股票專家為客戶講解投資策略
A stock expert from Cinda International is explaining investment strategies to customers



「南商小小銀行家」活動
“NCB Little Banker” activity

熱心社會公益， 履行企業社會責任

ENTHUSIASTIC ABOUT PUBLIC WELFARE IN FULFILLING CORPORATE SOCIAL RESPONSIBILITIES

NCB義工隊與本港多間社福機構攜手策動多項義工服務，其中包括：

- 與香港仔坊會繼續合作為香港島南區之獨居、體弱及乏人照顧之長者送上溫暖；
- 應邀參與由香港銀行公會舉辦的健康同樂日；
- 參與由南商贊助、香港弱智人士家長聯會組織策劃的社會共融活動--「咖啡拉花初體驗」；及
- 應邀參與由香港銀行公會和香港社會服務聯會攜手策動「智有『財』能教育坊」。



The NCB volunteer team initiated various volunteer activities in tandem with a number of social welfare institutions in Hong Kong, which included:

- delivering warm care to the elderly, who were living alone, of poor health and in need of good care, in Southern District of Hong Kong Island in cooperation with Aberdeen Kai-fong Welfare Association;
- participating in the Health Awareness Day held by the Hong Kong Association of Banks;
- participating in the "Fun Latte Art", a social integration activity which was sponsored by NCB and organised and planned by the Hong Kong Joint Council of Parents of the Mentally Handicapped; and
- participating in the Financial Management Education Programme jointly initiated by the Hong Kong Association of Banks and the Hong Kong Council of Social Service.

南商加入中國信達後，積極響應香港金融管理局推動「普及金融」的呼籲，2017年11月3日於葵盛東邨開設分行，成為首間於葵盛東邨開設分行的銀行，為區內居民帶來優質的銀行服務。

After joining China Cinda, in response to the Hong Kong Monetary Authority's call for financial inclusion, NCB opened a branch in Kwai Shing East Estate on 3 November 2017, bringing quality banking services to residents in the area. NCB is the first bank to open a branch in Kwai Shing East Estate.



南商增設葵盛分行，除為了響應金管局的呼籲外，亦為秉承服務香港的精神，以及積極履行企業社會責任。新分行同時設置無障礙設施，包括分行大堂不設門檻或梯級、設置低櫃位及裝置召喚鐘等，以響應社福機構對銀行無障礙設施的需求。

The opening of Kwai Shing Branch is not only a response to the call of Hong Kong Monetary Authority, but also an inheritance of spirit of serving Hong Kong people and active undertaking of corporate social responsibility. The new branch is well equipped with barrier free facilities, including lobby without door thresholds or steps, setting up drop-level counters and call bells, to echo the needs for barrier free facilities of banks from social welfare organisations.

多彩的企業文化，
增強員工的凝聚力

DIVERSIFIED CORPORATE CULTURE
TO STRENGTHEN TEAM SPIRIT



南商企業文化活動深受同事們歡迎，本年度繼續舉辦全行大旅行、各類團隊建設活動及球類比賽，藉此豐富員工的業餘生活。

The corporate culture of NCB is very popular among employees. During the year, NCB continued to organise travels covering all employees, various team building activities and ball games to enrich the leisure time of its employees.



2017年度表彰晚會
2017 Award Presentation Ceremony



南商榮休同仁聯歡聚餐
A gathering of NCB's retired employees



南商重視員工身心健康，員工參加各類康體活動亦取得不俗的成績。本行歌唱代表隊於「廠商會好聲音2017」歌唱比賽奪得獨唱組季軍。

NCB attaches great importance to employees' physical and mental health, and its employees have performed quite well in various recreational activities. NCB contestant won the second runner-up of the solo group in the "Voice of CMA Member 2017".



南商羽毛球代表隊參加2017年全國金融系統職工運動會羽毛球比賽亦取得佳績。

The badminton team of NCB has also achieved excellent results in the badminton competition at the Sports Meeting of National Financial Systems of 2017.



南商-華魯聯誼會運動日
Sports day of NCB-Hualu Association



企金團隊運動日
Corporate Banking
sports day



大學畢業生團隊建設活動
Team building activity for Graduate Trainees

南商與南商（中國）聯隊參加「中國信達盃」乒乓球比賽

A joint team formed by NCB and NCB (China) participated in the "China Cinda Cup" table tennis competition.



信達（香港）與南商共同贊助「聯合國兒童基金會慈善跑2017」，更分別派出同事參加半馬拉松企業接力賽。

Cinda (HK) and NCB jointly sponsored the "UNICEF Charity Run 2017" and also delegated some colleagues to participate in the Half Marathon Corporate Relay.



大學畢業生簡報活動
Final presentation of Graduate Trainees