



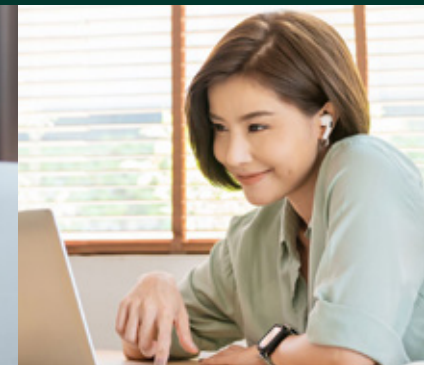
# FAMILY+

Holistic Financial Strategy for Family CFOs to Achieve Personal and Family Goals



恒生銀行  
HANG SENG BANK

Prestige  
優越理財



## Contents

Family+ Account Overview	1
Family CFO's Financial Roadmap	2
Planning for Children's Education	3
Planning for Parents' Retirement	4
Planning for Personal Aspiration	5
Account Opening	6
Exclusive Family Privileges	7-10
All-in-one Banking Support	11

## Hang Seng Prestige and Family+ Accounts: Tailored for Every Family CFO

As the Chief Family Officer (CFO) and financial expert of your household, you ensure every financial matter, big or small, is handled with utmost care. With a primary account and multiple Family+ accounts, you can effortlessly manage all your family's finances in one place. Whether you're planning for your children's education, your parents' retirement, or your own financial goals, you have the flexibility to meet all these needs with our exclusive services and features.

Hang Seng Prestige and Family+ accounts make it easy for you to excel as the family CFO, catering to the diverse financial needs of your family and yourself, and effectively achieving your financial aspirations.



## Prestige and Family+ Accounts: Empowering You as the Family CFO



We understand that as the Family CFO, you juggle between personal and family financial plans, from allowances for parents and tuition fees for children's overseas education, to investment strategies with your partner. Always trying to streamline all your finances but still have no better way than manually recording expenses?

Hang Seng Prestige's upgraded Family+ accounts offer a seamless solution, with one Prestige primary account and multiple Family+ accounts. Through the Hang Seng Mobile App, you can set up a Family+ account for each family member or goal, simplifying asset allocation and daily expenses. For example, pre-exchange foreign currency for your children's overseas education and deposit it into Family+ account<sup>1</sup>. For your parents' allowance, set up a time deposit in their Family+ account to generate passive income. Each Family+ account operates independently, ensuring the primary account's asset allocation remains unaffected. As the Family CFO, you have full control and ownership of all accounts, with clear insights into each family member's financial status through independent monthly statements.

Hang Seng Prestige and Family+ accounts let you manage your family's assets and daily expenses within a single app, meeting various financial needs and helping you excel as Family CFO.

### Family+ Account

- Open up to 4 Family+ Accounts
- Personalise your account names<sup>2</sup> based on your needs so you can recognise each easily
- Allocate different wealth management products like deposit, investment and foreign currency according to each account's financial goal
- Each Family+ Account operates independently
- Overview and manage all Family+ Accounts via Hang Seng Mobile App
- Standalone statements

<sup>1</sup> FX involves exchange rate risk.

<sup>2</sup> The information will be displayed in the e-banking, statement and bank's communications where applicable. The Bank will not and has no responsibility to verify the information of the registered family members provided, and reserves the right to withdraw the information (for example, if inappropriate information) at any time at its sole discretion without prior notice. The person whose name has been registered under a Family+ Account does not acquire any interests or rights of the Family+ Account nor authorization to operate the Family+ Account. The Bank will not disclose any related account information to any registered family members. You shall be and will be treated as, for all intents and purposes, the holder and beneficiary of the Family+ Accounts, and shall be solely responsible for any liabilities in connection with the Family+ Accounts.

## One Card for Children's Overseas Withdrawals and Transactions



As the Family CFO, you strive to plan your children's overseas studies well in advance. The preparation can be overwhelming, and setting up a local bank account for living expenses can add to the hassle.

With a Family+ account, you can convert foreign currencies at favourable rates ahead of time. Apply for a Multi-Currency Debit Mastercard<sup>®</sup> and obtain supplementary cards for your children<sup>3</sup>. The card enables them to make withdrawals and purchases abroad without transaction fees<sup>4</sup>. Through the Hang Seng Mobile App, spending and withdrawal limits can also be set for the cards, ensuring clear oversight of their expenses.

Besides, you can transfer funds overseas with Global Money+ in a convenient way. The service is fee-free<sup>5</sup> if you transfer funds in local currency to up to 50+ designated countries or regions and the funds can be credited to the overseas account as fast as the same day<sup>6</sup>. This facilitates seamless payment of your child's rent abroad or housing down payment.

We also provide free educational consultation services, including a first-time one-on-one consultation from Crimson Education and Top Schools. For more details, please refer to the "Exclusive Family Privileges" section.



### Multi-Currency Debit Mastercard<sup>®</sup>

- Support 12 currencies worldwide
- Enjoy unlimited 0.5% cash rebate on all eligible spendings
- Make purchase at worldwide merchants and online without FX transaction charges and handling fees
- Manage monthly spending and daily ATM cash withdrawal limits
- Apply up to 6 supplementary cards

How to apply

Log on to the latest version of Hang Seng Mobile App and tap "Cards" > "Card Application" > "Debit Card Application" from the left menu to apply the Multi-Currency Debit Mastercard<sup>®</sup>.

### Global Money+

- Fee free for transferring funds in local currency to up to 50+ designated countries or regions
- Funds can be credited to the overseas account as fast as the same day
- Transfer details and estimated funds arrival time can be previewed

<sup>3</sup> Family and friends aged 12 or above can apply for supplementary debit card now without the condition of holding a bank account. Apply up to 6 supplementary debit cards, with the default daily spending limit of primary and supplementary debit cards are HKD100,000 or equivalent currency respectively.

<sup>4</sup> Surcharges of overseas local banks may be levied. For the fees and charges details, please refer to Fees & Charges under Useful Information. For details, please visit [www.hangseng.com/mcy\\_debit](http://www.hangseng.com/mcy_debit).

<sup>5</sup> For the details of 50+ designated countries, please visit Hang Seng Bank Website > Banking > Transfer & Payment Services > Overseas Transfer. For other transfers including the transfer to 50+ designated countries or regions in non-local currency or transfer to non-designated countries or regions, a flat-rate fee HKD160 or equivalent will be charged. Foreign Exchange involves Exchange Rate Risk.

<sup>6</sup> The actual funds arrival time will subject to the operation and practice adopted by payee's clearing bank and correspondent bank.

## Ensure Parents' Prosperous Retirement with Passive Income

As the Family CFO, you aim to guarantee your parents a secure and comfortable retirement. Managing their living expenses and travel funds in the same bank account as your own can complicate tracking their spending and asset allocation.

With a Family+ account, you can seamlessly manage your parents' daily expenses and invest in wealth-growing products, for example, setting up automatic payments for their utilities and bills. According to their specific needs and goals, you can choose from a variety of wealth management products such as fixed deposits, investment products with dividends<sup>7</sup>, or insurance products with guaranteed or non-guaranteed income<sup>8</sup>. These products help generate passive income and steadily grow their funds. With a Family+ account, you can effortlessly oversee your parents' retirement plans at ease, ensuring they have robust financial reverses and a worry-free life.

Additionally, we provide a range of healthcare benefits for you and your family, including health check-ups at preferential price at CUHK Medical Centre and complimentary personal care services from EC Healthcare. For more information, please refer to the "Exclusive Family Privileges" section.



### Investment Products

- Offers a range of short and long-term investment products to suit your financial goals and needs
- The widest range of index fund choices<sup>9</sup> provide you access to global investment opportunities
- Wide variety of investment products with dividends to earn income and capital gains

### Insurance Plans<sup>10</sup>

- A variety of life insurance plans tailored to different needs and goals, assisting you to accumulate wealth and lock-in potential returns<sup>8</sup>
- Generate passive income to support your daily expenses

<sup>7</sup> Investment involves risks.

<sup>8</sup> This case is only a reference and is strictly for illustrative purposes, and does not mean customers have actual life insurance needs and does not constitute any professional advice, offer, solicitation or recommendation. Before considering enrolling in this plan, customers should take into account of their own actual circumstances, insurance needs and affordability, please obtain independent professional advice.

<sup>9</sup> According to the study on the number of index funds in "Index Funds (Ch 8.6)" under "Product" at "Unit Trusts & Mutual Funds" under the category of "Unlisted Products" on Securities and Futures Commission website, through Hang Seng Bank on 14 June 2024.

<sup>10</sup> The life insurance plan is underwritten by Hang Seng Insurance Company Limited ("Hang Seng Insurance"). Hang Seng Insurance is authorized and regulated by the Insurance Authority. Hang Seng Bank is the authorized insurance agent of Hang Seng Insurance. The product is subject to the terms and conditions, early surrender may result in a significant loss of principal. Please be aware of the relevant product and credit risks.

## Be Your Own CFO: Manage Your Financial Planning Anytime, Anywhere

With different Family+ accounts, you can easily prepare for your short, medium, and long-term goals, and allocate various wealth management products to each account based on your specific needs. Through “My Investment” in the Hang Seng Mobile App, you can easily view your investment portfolio allocation and track real-time stock price trends. Our Wealth Master provides multiple functions including investment portfolio analysis, historical performance analysis, and reference portfolio comparison, helping you to build a more diversified investment portfolio.

Our RM Connect service also enables you to effortlessly schedule meetings with your Relationship Manager via WhatsApp or WeChat for personalized one-on-one analysis. This ensures you receive comprehensive support in your financial planning, helping you achieve a prosperous future.

### “My Investment” Platform<sup>11</sup>

- Manage investment portfolio and real-time stock price tracking in one App.
- View top-performing investment products and stay connected with latest market trend.
- Wealth Master<sup>12</sup> can help you to review your investment allocation details and compare your current portfolio with reference portfolio based on your risk tolerance level.

### RM Connect

- Contact your Relationship Manager via WhatsApp or WeChat to schedule an in-person or Zoom meeting for a comprehensive one-on-one analysis.

<sup>11</sup> Investing involves risk

<sup>12</sup> Wealth Master aims to help customers understand their asset allocation and facilitate their investment planning to achieve their own financial goals. No asset allocation and/or product recommendation will be made by Hang Seng Bank Limited (the “Bank”). No representation is made to the appropriateness of any of the securities and/or investment products referred to herein for any particular person’s circumstances. The information of Wealth Master is for general reference only and information presented is not indicative of future performance of any assets. There is no guarantee that target portfolio can achieve any results or can be used as reference under any market conditions. Wealth Master does not and is not intended to provide any professional financial, investment or other opinion or advice, nor should it be considered as a recommendation to deal in any investment products, investment portfolio management service or ongoing portfolio monitoring services. No financial or investment decision should be made solely based on Wealth Master (including the results). Investment involves risks (including the possibility of loss of the capital invested). Investors should read in detail of the the Risk Disclosure Statement of the relevant investment products.

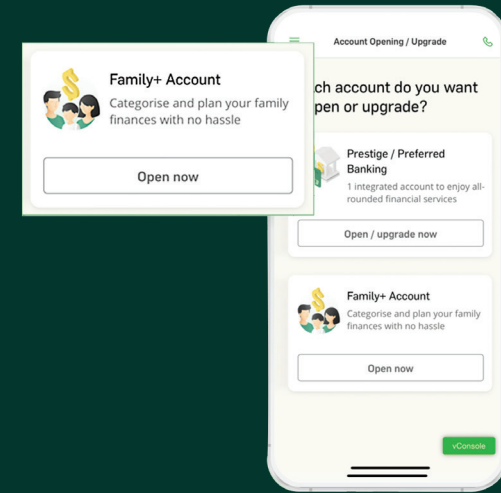
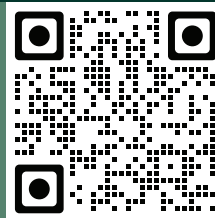


## Simple and Convenient: Two Ways to open a Family+ Account

### Through Hang Seng Mobile App

One App,  
Instant Account  
Opening

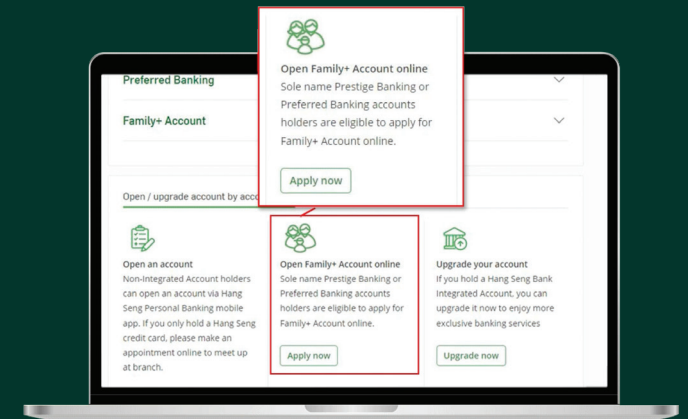
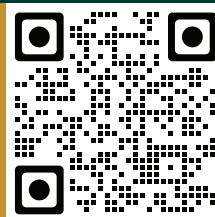
[Scan to Learn More](#)



### Hang Seng Personal e-banking

Few Steps,  
Instant Account  
Opening

[Scan to Learn More](#)





## Exclusive Privileges: Elevate Your Life Beyond Boundaries

Hang Seng Prestige and Family+ accounts streamline your family's financial management while providing exclusive lifestyle privileges for you and your loved ones, paving the way for a more prosperous and enriching life.



### Medical Services and Offers

Enjoy preferential price for medical check-up services at Wellness Centre of CUHK Medical Centre

#### **WomenCare Health Check Programme**

Plan W2 | HKD4,860 (original price HKD5,400)

Plan W3 | HKD7,020 (original price HKD7,800)

#### **MenCare Health Check Programme**

Plan M2 | HKD3,510 (original price HKD3,900)

Plan M3 | HKD5,310 (original price HKD5,900)

#### **Prestige Health Check Programme**

Male | HKD15,210 (original price HKD16,900)

Female | HKD17,010 (original price HKD18,900)

Optional Privilege: enjoy tailored health check service by our professional medical team

#### **Heart Health Programme**

Plan 1 | HKD5,040 (original price HKD5,600)

Plan 2 | HKD7,164 (original price HKD7,960)

Optional Privilege: add HKD1,400 for cardiologist consultation and report explanation.

Breast Health Programme | HKD3,375 (original HKD6,280)

Integrative Medicine Programme for Women's Menopause | HKD3,880 (original price HKD5,890)

Prostate Health Programme | HKD2,880 (original price HKD3,200)

Brain Health Programme | HKD4,455 (original price HKD4,950)

Optional Privilege: 5% off for blood-based biomarkers test

## Exclusive Privileges: Elevate Your Life Beyond Boundaries

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## Medical Services and Offers

Enjoy preferential price for the Eye Health Programme at Eye Centre of CUHK Medical Centre

Comprehensive Eye Examination Plan | HKD900 (original price HKD1,000)

Glaucoma Assessment Plan | HKD3,384 (original price HKD3,760)

Macular Health Screening Plan | HKD2,394 (original price HKD2,660)

Dry Eye Screening Plan | HKD2,070 (original price HKD2,300)

Optional Privilege: add HKD500 for professorial consultation and report explanation

### **Direct booking for Pre-school Myopia Control Programme via Eye Centre's designated hotline**

6-month treatment | HKD3,500

9-month treatment | HKD4,500

### **CUHK Medical Centre: Designated Health Check Hotline**

You can contact CUHK Medical Centre's medical team via designated health check hotline for personal health check service and direct booking.

### **CUHK Medical Centre: VIP Concierge**

You can contact the VIP Concierge via VIP hotline for enquiry on medical services of CUHKMC, such as making an appointment for a doctor consultation and inpatient services, etc.

## Exclusive Privileges: Elevate Your Life Beyond Boundaries

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## Healthcare Services and Offers

**NYMG** | Complimentary NY Myofascial Release Therapy (PiezoWave) | HKD2,050

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**Hair Forest** | HKD4,400

Complimentary AI Hair & Scalp Analysis and POWER Hair Growth Treatment (choose 1 out of 4) Treatments available: Scalp Conditioning, Scalp Rejuvenation Treatment, Follicle Detoxifying Treatment, Scalp Renew Hair Treatment

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**EC Dental Care** | Professional Scaling and Full Mouth Dental X-Rays with HKD500 | HKD1,290

Add-on: 2 person family plan with HKD990, 3 person family plan with HKD1,450, and \$480 for each direct family member thereafter (maximum 2 persons)

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**ATO Hair Club** | Multi Hair Treatments (choose 3 out of 7) with HKD688 | HKD4,860

Treatments available: Keratin Treatment, Hair Straightening Re-Growth, Bleach, Contrast, Full Hair Tinting, Hair Cut & Finish, K18 Peptide Serum

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Purifica Pro Hair Treatment with HKD888 | HKD5,560

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**Silver Membership in Hang Seng Olive Wellness App**

Instantly upgrade to a VIP Silver membership and unlock health information, services and privileges.

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## Education Services and Offers

**Crimson Education**

Enjoy a free 1-hour one-to-one education consultation session for parents of students who have an overseas study plan

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**Top Schools**

- Enjoy a free one-to-one education consultation session for parents of students who have a study plan in Hong Kong
- Free Oxford Placement Test
- 10% discount on consulting packages: customized advice on school selection, application processes and interview preparation

## Exclusive Privileges: Elevate Your Life Beyond Boundaries

Hang Seng Prestige and Family+ accounts streamline your family's financial management while providing exclusive lifestyle privileges for you and your loved ones, paving the way for a more prosperous and enriching life.



### Hotel Services and Offers

#### Novotel Citygate Hong Kong

- Enjoy free scheduled shuttle service to/from AsiaWorld Expo for customers who stay at Novotel Citygate Hong Kong for taking SAT exam during the SAT exam period

### Travel Offers

#### Novotel Citygate Hong Kong

- 20% discount on room reservation
- Guaranteed late check-out until 4pm on the check-out date

#### The Silveri Hong Kong-MGallery

- 20% discount on room reservation
- Guaranteed late check-out until 4pm on the check-out date

#### Regal Hotels International

- 8% discount on applicable Regal, Regala and iclub hotels' promotional rate
- 15% discount at restaurants and bars (where applicable) at selected Regal hotels for maximum of 12 persons per booking

### Pet Offers

**Animal Medical Academy Hospital** | Pet Health Screening Programme (Sliver) with HKD4,800 | HKD6,530

### Birthday Delights

You can enjoy the below complimentary privileges(s) within your birthday month (Choose one out two).

Offer 1 **YOUNG AESTHETICS** | Red Touch Collagen-boosting Facial Treatment | HKD5,600

**Swissline** | Signature facial Treatment (choose 1 out of 3) and Signature Product  
3-piece Experience Kit | HKD3,135

Available treatments: 360° Triple Collagen Facial Treatment, Intense Hydration Skin Revitalizing Treatment and Firming Moisturizing Facial Treatment)

Offer 2 **ATO Hair Club** | Japanese Style Hair Cut & Finish and Professional Scalp Analysis | HKD740

## Dedicated CFO Services: 24-hour Banking Support

Hang Seng Prestige Banking offers continuous support, providing you with unlimited wealth management services to help you prepare for the future.



### RM Connect

We know that you are busy everyday taking care of your work, your family and so on. So you may not be able to get your banking matters done right away. In light of your needs, we offer Prestige RM Connect for you to connect with your designated Relationship Manager via WhatsApp, WeChat, Zoom. Choose the digital channel most suitable for you, to get in touch with the status of your product subscription, the latest market information and various banking service details.

### 24-hour Wealth Service Team

Our 24-hour Wealth Service Team is able to reach around the clock via Live Chat or the Prestige Banking hotline. With profound investment and financial knowledge, they can provide you with the latest market analysis and serve you with the trading of funds, bonds and other investment products. Our team will act on your instructions at all times, saving you a branch visit.

### Extending your Prestige status

Our Direct Family Service covers your parents, spouse / partner and children (applicable to your children aged 18 to 28, until their 29th birthday). They will be eligible for monthly fee waiver upon joining Prestige Banking, and can enjoy various services and privileges without achieving the Total Relationship Balance. You can speak to your Relationship Manager about the arrangement.

### Family Relationship Manager

Not only will your dedicated Family Relationship Manager take care of your family's financial needs, but also provide professional insight to help you make suitable wealth management decisions. You can speak to your Relationship Manager about the arrangement.

## Comprehensive Family Financial Products and Services at a Glance

### Family+ Account

- Open up to 4 Family+ Accounts
- Personalise your account names based on your needs so you can recognise each easily
- Allocate different wealth management products like deposit, investment and foreign currency according to each account's financial goal
- Each Family+ Account operates independently
- Overview and manage all Family+ Accounts via Hang Seng Mobile App
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### Multi-Currency Debit Mastercard®

- Support 12 currencies worldwide
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- Make purchase at worldwide merchants and online without FX transaction charges and handling fees
- Manage monthly spending and daily ATM cash withdrawal limits
- Apply up to 6 supplementary cards

### Global Money+

- Fee free for transferring funds in local currency to up to 50+ designated countries or regions
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- Offers a range of short and long-term investment products to suit your financial goals and needs
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- A variety of life insurance plans tailored to different needs and goals, assisting you to accumulate wealth and lock-in potential returns
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