



What does ESG mean?

Welcome to ESG Bus!

In this journey, we will go through 8 stops to learn about ESG.

Bus Stop 1: What does ESG mean?

It stands for Environmental, Social and Governance.

ESG was an idea strongly favoured by social advocates, but not by investors.

That was then.

Now/Future: ESG is the way we do business.

So what has changed?

1. Investors demanded better.
 - Sustainable opportunities make moral and financial sense
 - These reflect changes in social and cultural values.
2. Regulatory Requirements
3. Research shows ESG-focused companies outperform others. They are also more resilient to market downturns.

It facilitates top-line growth, lowers costs and supports stakeholder dialogue.

It also increases productivity by assisting companies plan for sustainable return.

Provided the importance of ESG, management should factor it into all their decisions.

To do this, Environmental, Social and Governance factors should be considered individually.

Please stay tuned.... Bus Stop 2: E in ESG

Hang Seng aspires to become a leading entity to drive ESG in the banking industry.