

28 January 2024

Notice of Implementation - SMS Sender Registration Scheme

Office of The Communications Authority ("OFCA") implemented the SMS Sender Registration Scheme ("Scheme") on 28 December 2023 in order to help members of public verify the identities of SMS senders so as to prevent scammers from impersonating companies or organizations and sending fraudulent messages. To safeguard the interests of customers, Nanyang Commercial Bank, Limited ("NCB") has registered as one of the first banks participating in this Scheme. Customers can refer to the list of registered senders (banking sector) on the official website of the OFCA for identification purpose. For more details, please refer to the OFCA at:

<https://www.ofca.gov.hk/ssrs/>

From 28 January 2024, NCB will use registered SMS Sender IDs with prefix "#" to send SMS to local subscribers of mobile services, please pay attention and verify the registered SMS Sender IDs of the Bank as follows:

	Sender ID	SMS Type
1	#NCB	General Information
2	#ncb	Non-forwarding (e.g. One-Time Password)
3	#NCB e+	General Information in the NCB e+ APP
4	#ncb e+	Non-forwarding (e.g. One-Time Password) in the NCB e+ APP

Important Notice

The Scheme is not applicable to:

- i) SMS messages of which receiving parties are expected to reply to the senders via phone numbers; or
- ii) Local subscribers of



Single-Card-Multiple-Numbers/One-Card-Two-Numbers mobile service provided by non-Hong Kong operators.

NCB wishes to alert its customers to raise their vigilance when receiving SMS from strangers in any circumstance. Customers should not disclose their personal information, bank accounts or transfer funds through SMS of unknown sources or click any hyperlinks embedded. If customers have any doubts about the identity of the SMS sender, please contact the Bank for verification as soon as possible.

For enquiry, please call our Customer Service Hotline at (852) 2622 2633 or refer to our website at: www.ncb.com.hk

Nanyang Commercial Bank, Limited