

尊敬的客戶：

### 【重要公告】

感謝你一直對安基財務有限公司 (“OK Finance”) 的支持！

為配合公司業務發展及品牌形象更新，我們正式宣佈品牌全面升級，全新設計的品牌標誌現已登場：



簡約撞色設計，藍色象徵專業及信任，黃色代表活力與熱情，展現 OK Finance 追求穩定、創新、可靠及以客為本的服務理念。

全新品牌標語「零秒起動」亦同時推出，藉此宣揚品牌理念 — OK Finance 有別於傳統貸款品牌，擁跨時代智慧，視野更廣闊。無論於任何人生階段或屬於任何界別人士，我們都會以「敢創、敢做」的品牌精神去助你起步，藉此誠邀大家與 OK Finance 共同成長！

新品牌標誌將逐步應用於客戶通訊、官方網站、社交平台、廣告和各類官方文件等。隨此變更，舊品牌標誌的使用將分階段結束。轉換期間，可能出現新舊標誌併行使用的情況，未來將統一使用新標誌，請密切關注。

如有疑問，歡迎致電客戶服務熱線 2511 7511 查詢。

OK Finance Limited

本文件提及的服務／產品不是以歐盟的人士為目標。  
本文件之中英文版本如有歧異，概以英文版本為準。

Dear Valued Customer,

## 【 Important Announcement 】

Thank you for your continuous support to OK Finance Limited (“OK Finance”)!

In line with OK Finance's business development and brand image update, **we officially announce a comprehensive brand upgrade. The newly designed brand logo has now debuted:**

**Original Brand Logo**



**NEW Brand Logo**



A minimalist colour-contrast design, with blue symbolizing professionalism and trust, and yellow representing vitality and enthusiasm, demonstrates OK Finance's pursuit of stability, innovation, reliability, and customer-centric service philosophy.

**The new brand slogan "Start in a Flash" is also launched at the same time to promote the brand concept** – unlike traditional loan brands, OK Finance possesses a cross-generational intelligence and a broader vision. No matter which life stage you are in or which sector you belong to, we will embody our "dare to create, dare to do" brand spirit to help you get started, and we hereby cordially invite everyone to grow together with us!

**The new brand logo will be gradually applied to customer communications, official website, social platforms, advertisements, and various official documents, etc.** Following this change, the use of the old brand logo will be phased out in stages. **During the transition, the old and new logos may be used interchangeably.** They will be unified in the future, please stay tuned.

If you have any questions, please call Customer Service Hotline at 2511 7511.

OK Finance Limited

*The services / products mentioned herein are not targeted at customers in the EU.*

*In case of any discrepancy between the English and the Chinese versions of this document, the English version shall prevail.*