

"SMS Sender Registration Scheme" for Identifying Fraudulent SMS Messages

To prevent fraudsters from sending SMS messages impersonating reputable organisations and to protect Hong Kong mobile phone users from fraudulent SMS messages, the Office of the Communications Authority (OFCA), in collaboration with the telecommunications and banking sectors, has launched the "SMS Sender Registration System" to help the public identify "verified SMS senders" and combat fraudulent activities.

To help you identify the authenticity of SMS messages, the Company will use the following "Registered SMS Sender Names" starting with " # " to send messages to our customers starting from October 1, 2025:

#CHCF

#CHCF_OTP

#CHCF_CS

#CHCF_TXN

#CHCFnotice

#CHCFsms

Please note:

- To protect your interests, if you are in doubt about the SMS or promotional materials you have received, please note down the sender's identity and phone number and then call our customer service hotline at (852) 3768 9988 for further verification of the relevant message;
- Under any circumstances, you must always remain vigilant and should not open hyperlinks in SMS messages, reply to the sender of the message, or disclose sensitive personal information (such as identity card number, login password or other passwords, etc.) to avoid losses;
- The SMS sender registration system does not apply to SMS messages that allow the recipient to reply directly using the sender's number (two-way transaction SMS); or local users who use the single-SIM multiple-number/single-SIM dual-number mobile service provided by non-Hong Kong operators;
- The types of SMS messages sent under the "Registered SMS Sender Name" are: general informational SMS and non-forwardable security SMS (such as one-time passwords);

- Customers can also check the participating organizations and "Registered SMS Sender Names" on the OFCA website (www.ofca.gov.hk/ssrs);
- Do not rely solely on the headline of a message to identify the caller, as the headline may have been altered.
- If you receive a text message without a leading "#" or believe the text message claiming to be from Chong Hing Securities is fraudulent, you may also report it to the Company via the Customer Service Hotline.

For any other related enquiries, please call the Customer Service Hotline at (852) 3768 9988.

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