

News Release

21 March 2016

INTRODUCING HSBC SAFEGUARD

Initiatives to Enhance Customers' Protection Against Fraud and Financial Crime

HSBC will introduce HSBC Safeguard in Hong Kong, a series of initiatives intended to enhance protection for its customers against fraud and financial crime. These initiatives will strengthen the Bank's ability to combat criminal activity such as fraud, money laundering and evading sanctions. To make this possible, HSBC will be approaching its customers to request up-to-date information.

Diana Cesar, Chief Executive, HSBC, Hong Kong, said, "Protecting our customers from financial crime is a top priority for HSBC. As the world becomes more connected, there is a growing risk of fraud and other forms of financial crime. Financial criminals such as fraudsters are highly sophisticated and persistent, constantly probing to find ways to infiltrate the financial system. We are committed to safeguarding our customers' assets and the security of the banking system, so it is crucial for us to maintain accurate and up to date customer information."

"The introduction of HSBC Safeguard will help us have an accurate picture of who our customers are and what kind of banking activity is consistent with their needs, strengthening our ability to spot unusual activity and protect our customers' interests," added Ms. Cesar. "We know that many of our customers have banked with HSBC for many years and apologise for any inconvenience that our request for information may cause, but we hope customers will understand that we are undertaking this initiative so that we can serve them better."

Personal banking customers will be asked to provide original documents to confirm their identity and current addresses. The documents required from commercial banking customers will depend on the size and nature of business. These documents will be required to confirm legal entity structures, lists of beneficial owners and countries that customers do business in. Customers may also be asked to provide additional information on purpose of transactions to and from their accounts.

This information is issued by

The Hongkong and Shanghai Banking Corporation Limited

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Incorporated in the Hong Kong SAR with limited liability.



Outdated customer information can hinder HSBC's ability to protect customers' accounts from fraudulent use. The Bank relies on up-to-date information to ensure that the customer can be reached should any suspicious transactions be detected in their accounts. This verification process can help prevent customers from sustaining financial losses and stop fraudsters in their tracks.

HSBC would also strongly advise customers to take the necessary security precautions against financial crime. For example, customers should never access hyperlinks embedded in emails for internet banking services, validate any suspicious emails or calls when making payments to third parties, and not use public devices or free Wi-Fi to access company emails. Customers should also verify any SMS notifications or unsolicited calls from the Bank and be aware of any suspicious requests to input unfamiliar numbers into their security device.

For further information about HSBC Safeguard, please visit <https://www.personal.hsbc.com.hk/1/2/hk/personal/sfc/hsbcsafeguard>. Alternatively, please contact HSBC via our customer service hotlines:

HSBC Premier:	2233 3322
HSBC Advance:	2748 8333
Other personal banking services:	2233 3000
Commercial Banking:	2748 8288

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Notes to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves over 47 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,000 offices in 71 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,410bn at 31 December 2015, HSBC is one of the world's largest banking and financial services organisations.

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