

# News Release

20 July 2016

## **APPLE PAY NOW AVAILABLE FOR HSBC CUSTOMERS IN HONG KONG**

*Experience the Fast, Easy and Secure Way to Pay*

HSBC today brings Apple Pay to Hong Kong customers, offering a fast, easy and secure way to pay. HSBC Visa and MasterCard cardholders can make payments conveniently using Apple Pay in stores with Visa payWave or MasterCard contactless payment terminals in Hong Kong and overseas.

Greg Hingston, Head of Retail Banking and Wealth Management, Hong Kong, HSBC said, "We are pleased to enable our customers to be among the first to enjoy Apple Pay in Hong Kong. It is a fast, easy and secure way for us to do our everyday shopping. Digital is an integral part of our strategy as technology and mobility are changing the way our customers access information, products and services. This is re-shaping people's lifestyles, including how they do their banking. The number of active Mobile Banking customers has increased almost 50% over the past three years. We expect this to rise as customers continue to migrate to digital banking and as we roll out innovative offerings such as Apple Pay."

Security and privacy are at the core of Apple Pay. When you use a credit card with Apple Pay, the actual card numbers are not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on your device. Each transaction is authorised with a one-time unique dynamic security code.

Apple Pay is easy to set up and users will continue to receive all of the rewards and benefits offered by HSBC credit cards, with access a wide range of credit card offers and privileges such as enjoying extra RewardCash. From now till 31 August 2016, HSBC cardholders can enjoy instant offers when conducting a single contactless payment transaction of a specified spending amount at our respective \*participating merchants. In addition, HSBC Visa or MasterCard cardholders will enjoy an extra \$10 RewardCash upon conducting a single transaction of HKD 30 or above with a Personal Credit Card via Apple Pay three times.

This information is issued by

**The Hongkong and Shanghai Banking Corporation Limited**

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Web: [www.hsbc.com.hk](http://www.hsbc.com.hk)  
Incorporated in the Hong Kong SAR with limited liability.



Apple Pay works with iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone SE and Apple Watch in participating stores. For online shopping in apps accepting Apple Pay, it is simple, without needing to repeatedly fill out lengthy account forms or type in shipping and billing information. When paying for goods and services within apps, Apple Pay is compatible with iPhone 6s, iPhone 6s Plus, iPhone 6, iPhone 6 Plus, iPhone SE, iPad Air 2, iPad mini 3, iPad mini 4 and iPad Pro.

For more information on Apple Pay, visit: [www.apple.com/hk/en/apple-pay/](http://www.apple.com/hk/en/apple-pay/)

For more information on how to set HSBC credit card for Apple Pay, visit: <https://www.hsbc.com.hk/personal/credit-cards/apple-pay.html>

\*HSBC Visa or MasterCard cardholders enjoy instant offers when conducting a single contactless payment transaction of a specified spending amount at the respective Participating Merchants until 31 August 2016:

<b>Participating Merchant</b>	<b>Contactless Transaction Amount</b>	<b>Instant Offer</b>
7-Eleven	HKD 30 or above	Instant discount of HKD 3
Mannings	HKD 500 or above	Instant give away of HKD 10 cash coupon for next purchase
Maxim's MX	HKD 50 or above	Instant discount of HKD 5
Maxim's Cakes	HKD 40 or above	Instant discount of HKD 5
Pacific Coffee	HKD 50 or above	Instant discount of HKD 5

*ends/more*

**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 Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,596bn at 31 March 2016, HSBC is one of the world's largest banking and financial services organisations.

*ends/all*