

News Release

20 October 2017

INTRODUCING THE HSBC HK EASY INVEST APP

****An innovative stock trading app in Hong Kong with tradable and interactive charts, personalised news and other new and smart features****



HSBC today announced the launch of HSBC HK Easy Invest, a new standalone stock trading mobile application designed to make securities investment secure, easy and fast. With the app's new features and functions, customers are set to enjoy a better experience when they trade Hong Kong stocks, China A shares (including Shanghai and Shenzhen) and U.S. stocks.

Greg Hingston, Head of Retail Banking and Wealth Management, Hong Kong, HSBC, said, "With changing customer behaviour and increasing demand for faster and more convenient banking services, we are expanding our digital capabilities to better meet customers' needs. HSBC HK Easy Invest is a smart and powerful tool that is easy to use, fast and secure, helping us support our customers as they manage their wealth."

To understand the features of HSBC HK Easy Invest, please refer to the appendix.

The app is now available for download in the App Store and Google Play™, supporting both iPhones with iOS version 8.0 or above, and mobile handsets with Android™ OS version 4.4 or above.

Customers who have an HSBC Investment Account can simply logon to the app with their Personal Internet Banking details or Touch ID¹. To protect customers' financial information, HSBC HK Easy Invest employs several industry-standard security measures.

From today until 30 November 2017, customers can enjoy a HKD100 brokerage fee rebate² for their first trade effected on the app.

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This information is issued by

The Hongkong and Shanghai Banking Corporation Limited

Registered Office and Head Office:
1 Queen's Road Central, Hong Kong
Web: www.hsbc.com.hk
Incorporated in the Hong Kong SAR with limited liability.



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Risk Disclosure:

- Investment involves risk. You should carefully consider whether any investment products or services mentioned herein are appropriate for you in view of your investment experience, objectives, financial resources and relevant circumstances. The price of stocks may move up or down. Losses may be incurred as well as profits made as a result of buying and selling stocks.
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The contents of this document have not been reviewed by the Securities and Futures Commission.

Notes to editors:

1. Touch ID is currently available on Apple iPhone 5s or later models and only when your device and the HSBC HK Mobile banking app has Mobile Security Key activated.
2. Terms and conditions apply. Please refer to https://retailbank.hsbc.com.hk/media/1477/hsbc_hk_easy_invest_promotional_offer_tnc_en_final.pdf

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The Hongkong and Shanghai Banking Corporation Limited

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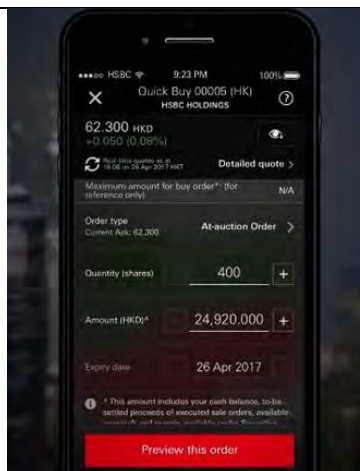
and Global Private Banking. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,492bn at 30 June 2017, HSBC is one of the world's largest banking and financial services organisations.

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Appendix: Key smart features of HSBC HK Easy Invest:

1. Quick Buy function

Users could input price and quantity quickly using the “+” and “-” buttons



Notes:

- Stock shown is for illustration purpose only.
- The screen displays and the images are for reference and illustration purposes only.

2. Interactive and tradable charts

- Charts are embedded with Buy and Sell functions. Users can place orders directly by force touch (3D Touch support on iPhone 6s and above) without the need of switching between pages.
- Users can freely adjust the time frame and view detailed quotes on a specific date at the touch of a finger

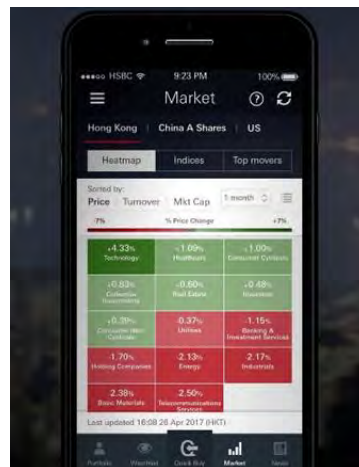


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3. Sector Heat Map

Updated every 15 minutes, it provides a bird's eye view of price movements across sectors, and allows customers to zoom into the performance of an individual stock in each sector.

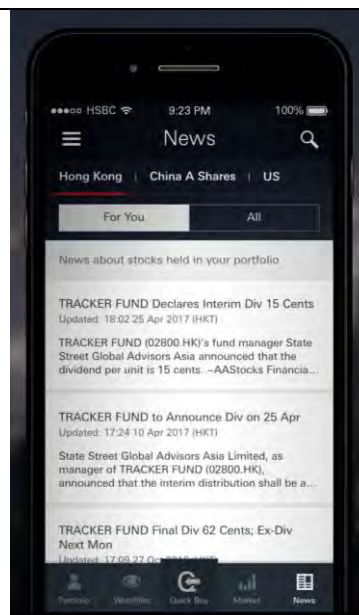


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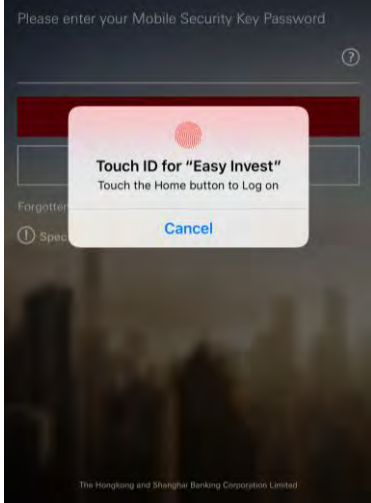
4. Tailored news

News and market information are filtered based on user's portfolio.



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<p>5. Easy logon Customers can access HSBC HK Easy Invest by simply using their HSBC Personal Internet Banking details or Touch ID*.</p> <p><i>* Touch ID is currently available on Apple iPhone 5s or later models only when your device and HSBC HK Mobile banking app has Mobile Security Key activated.</i></p>	 <p>Notes:</p> <ul style="list-style-type: none"> • Stock shown is for illustration purpose only. • The screen displays and the images are for reference and illustration purposes only.