

13 June 2018

HSBC PREMIER REFRESHES OFFERING IN HONG KONG GREATER FLEXIBILITY TO SUIT AFFLUENT CUSTOMERS' INTERNATIONAL LIFESTYLE

- *One-stop shop international mortgage service*
- *Special promotions for HSBC Premier customers in Hong Kong*

HSBC Premier is being enhanced in Hong Kong from May 2018 to better support the needs of its customers as well as their families. The improvements that HSBC is bringing to Premier are driven by the evolving needs of the affluent market segment.

Recent HSBC Premier customer research in Hong Kong shows that clients are interested in geographically diversifying their investments, property, and education for their children. They also expressed a need for better connected global banking services. In fact, over 60% of HSBC's Premier Hong Kong customers have a need for international banking services.

Greg Hingston, Head of Retail Bank and Wealth Management, HSBC Hong Kong said that, "It has been 10 years since HSBC Premier opened up a world of new international banking services for the affluent clientele in Hong Kong. Now we have enhanced the service to focus on what matters most to our customers – ease of international connectivity and financial support for their families. We are developing products and solutions that will engage Premier customers and their families a lot more and help them meet their financial goals, here and abroad."

An international mortgage desk with dedicated case managers has been formed to help customers apply for their mortgage loans remotely in major destinations including the US and the UK. Additional property locations will be added over time.

HSBC Premier has a dedicated team of Premier relationship managers and specialists who are vastly experienced in financial planning and Retail Banking products and can provide suitable wealth management solutions and advice for customers' day-to-day banking needs. Families often face tough choices when planning for overseas higher education for their children. Accordingly, HSBC Premier has launched partnerships with various professional education consultants offering complimentary consultation and exclusive education seminars designed to help its customers make informed decisions for their children's education.

As part of the HSBC Premier refresh, customers will be able to enjoy an array of benefits, including:

- Customers joining HSBC Premier between now and 31 August 2018 can enjoy privileges such as:
 - Up to HKD 16,800 of rewards
 - Preferential deposits rates of up to 8.25% per annum from a choice of six foreign currencies; and
 - Below balance fee waiver for the first six months.
- HSBC Premier MasterCard offering exclusive privileges such as:
 - HK\$800 rebate upon HK\$8,000 spending on Cathay Pacific flight tickets;
 - Buy-1-get-1 free dinners at Michelin star restaurants and stay-2-get-2 nights free hotel offers;
 - Perpetual fee waiver ; and
 - Ability to share benefits with family members through their supplementary cards.

In addition, HSBC Premier has refreshed its branding to reflect its values around helping customers live a life full of opportunities at home or abroad. HSBC has launched a series of campaigns in the form of advertising, accompanied by customer stories by well-known brand ambassadors, such as International movie star, Donnie Yen, about how its customers can benefit from its services and live their lives to the fullest.

ends/more

Note 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 our customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. HSBC Group serves customers worldwide from approximately 3,900 offices in 67 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,652bn at 31 March 2018, HSBC is one of the world's largest banking and financial services organisations.

ends/all