

9 January 2019

HSBC LAUNCHES JADE AS NEW PROPOSITION TO SERVE HIGH NET WORTH CLIENTS

**** First HSBC Jade Centre in Hong Kong Located at The Peninsula ***
*** Five Further Jade Centres to Open in 2019 ****

HSBC Hong Kong today formally launched “HSBC Jade”, a new proposition offering a unique combination of personalised relationship management, advanced wealth solutions and luxury lifestyle services to support the needs of high net worth clients.

HSBC Jade launches as a distinctive standalone service for customers with complex investment needs and investible assets above USD1 million. Through Jade, HSBC seeks to further deepen its relationship with existing high net worth clients and attract new clients in Hong Kong, Asia’s leading wealth management centre.

Kevin Martin, Regional Head of Retail Banking and Wealth Management, Asia-Pacific, HSBC, said, “Private wealth in Asia is growing faster than anywhere else, driven by the region’s dynamic economies, higher savings and new wealth creation. HSBC has an opportunity to work with this strategically important group of clients who are not only building their financial wealth, but are also increasingly focused on protecting and preserving prosperity for the next generation, fulfilling international ambitions and embracing new lifestyle experiences.

“HSBC Jade embodies our holistic approach to wealth management including family, mobility, international banking and health and wellness. We’re bringing together our leading expertise in retail and private banking, insurance and asset management, to offer the best of HSBC to provide a distinctive service in the high net worth space,” **Mr Martin** added.

HSBC Jade clients will be served by dedicated and experienced relationship managers – HSBC Jade Directors – alongside a team of multi-disciplinary wealth experts who will support clients on wealth management strategy, leveraging the insights of HSBC’s global wealth management franchise. Working alongside Jade Directors, Senior Wealth Planning Consultants will help clients set up their financial profile, complemented by a range of products including investments, insurance, lending and savings solutions, and track the clients’ holdings globally through digital tools.

Greg Hingston, Head of Retail Banking and Wealth Management, Hong Kong, HSBC, commented, “Since we first launched Jade by HSBC Premier as an invite-only membership experience, we have seen solid growth in demand for this bespoke international wealth management service. Establishing HSBC Jade as a distinctive

proposition enables us to extend Jade to new clients and further invest in dedicated resources to provide the first-class customer service and exclusive offerings to our high net worth clients, addressing their international and complex wealth management needs. In addition, we have an array of distinguished privileges to provide them unparalleled lifestyle experiences.”

A range of products and services exclusive to Jade clients will be available to help them manage a robust financial portfolio:

- HSBC’s newly launched insights publication, **HSBC Jade Perspective**, will be delivered to our Jade clients every quarter to give them the insights necessary to make well-informed investment decisions
- Jade clients who wish to make use of loans to invest in a wide range of eligible investment products to maximise returns will be able to access **Investment Financing**
- We offer preferential pricing for global banking services which are exclusive to HSBC Jade clients. For example, from now till 31 January 2019, Jade clients can enjoy 3.0% p.a. / 2.8% p.a. for six-month / three-month USD new fund time deposit. Also, they can enjoy 2.4% p.a. / 2.2% p.a. for six-month / three-month HKD new fund time deposit
- We are also enhancing our wealth offering with **private placement notes and bonds** for professional investors
- Individualised portfolio and risk analytics for Jade clients.

Insurance products such as Jade Global Generations Universal Life have been designed exclusively for HSBC Jade clients. Our legacy planning specialists will be here to help clients put in place succession arrangement for their family.

A suite of HSBC’s digital solutions will serve the clients’ transactional banking needs, such as mobile and internet banking for domestic and overseas accounts, Global View and seamless Global Transfers within HSBC for self-named as well as accounts of family or friends worldwide through internet banking, as well as Easy Invest app and FX transaction platforms for trading.

The Jade Centre at The Peninsula is the first HSBC Jade Centre in Hong Kong and the second International Business Centre in the territory. HSBC aims to open five more Jade Centres in Hong Kong by the end of this year.

HSBC Jade is also available in Canada, China, France, Singapore, the United Kingdom and the United States of America. HSBC Jade clients will have exclusive access to HSBC Jade Centres worldwide, which are designed to give them space and privacy to work with our dedicated teams. Jade clients will also be able to utilise all HSBC Premier Centres globally, and arrange international mortgages through the International Business Centre situated in the Jade Centres.

Mr Hingston added, “The location of our first Jade Centre in Hong Kong has an added significance. This was where we opened our second branch in Hong Kong back in 1929. Jade clients visiting us here will be able to see some of the Bank’s precious historical artefacts from as far back as 1865, when the owner of The

Peninsula hotel was already a client of ours. Drawing inspiration from our predecessors, we wish to cultivate long-term relationships with our clients to last for generations.”

HSBC has partnered with Ten Lifestyle Group to bring to our clients the HSBC Jade concierge service offering a range of tailored luxury experiences and lifestyle benefits, from direct booking for flights, hotels and travel experiences to invitations to private events. The Jade concierge service has generated high customer satisfaction ratings from HSBC Jade clients since launch.

For details about HSBC Jade, please visit the public website at www.hsbc.com.hk/jade/

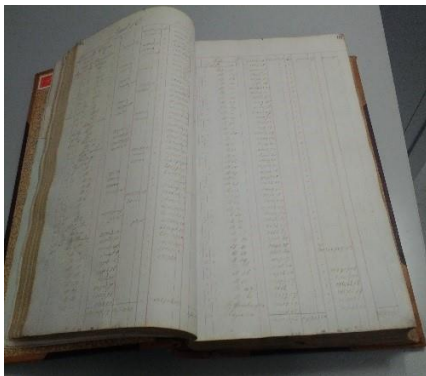
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Note to editors:

Bespoke lifestyle privileges for Jade clients

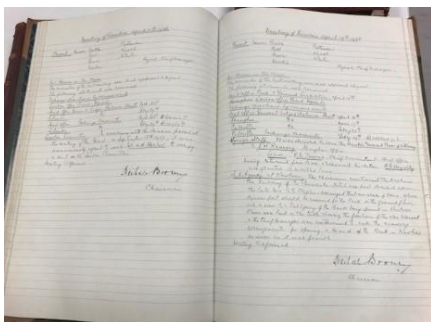
- 24/7 concierge service provided by Ten Lifestyle Group
- Exclusive privileges provided by our global partners such as Abercrombie & Kent, Artspace, Berry Bros. & Rudd, Christie’s, Farfetch, Mandarin Oriental, onefinestay, Small Luxury Hotels of the World and Regent Seven Seas Cruises
- An exclusive Jade digital platform to access the concierge service and a host of exclusive privileges.

Historical objects related to HSBC at The Peninsula



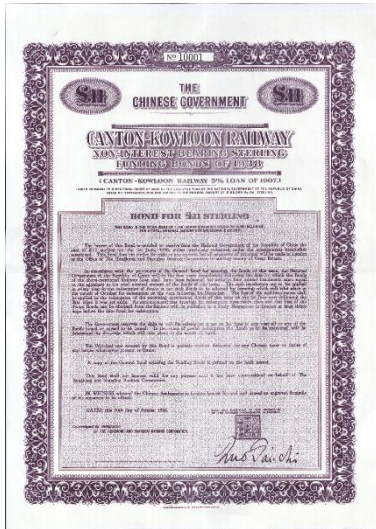
HSBC customer ledger, Year 1865

HSBC’s very first customer account ledger from 1865. This unique document opens a window to HSBC’s early dealings. Hong Kong Hotel Co. shown in the ledger was one of HSBC’s first clients. The company is known today as Hong Kong & Shanghai Hotels Ltd., owner of The Peninsula hotel.



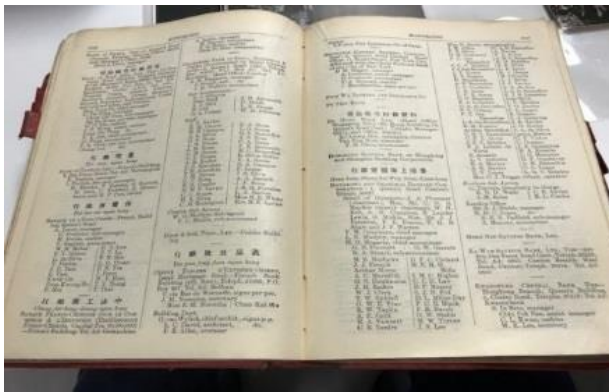
HSBC board minute ledger, Year 1927-31

Entry from HSBC’s minutes of the Board of Directors in April 1928 detailing the decision to open a sub-agency inside The Peninsula hotel. This was a historic decision for the Bank, which had previously carried out its Hong Kong operations through a single premises, the company headquarters at 1 Queen’s Road. The sub-agency opened in 1929.



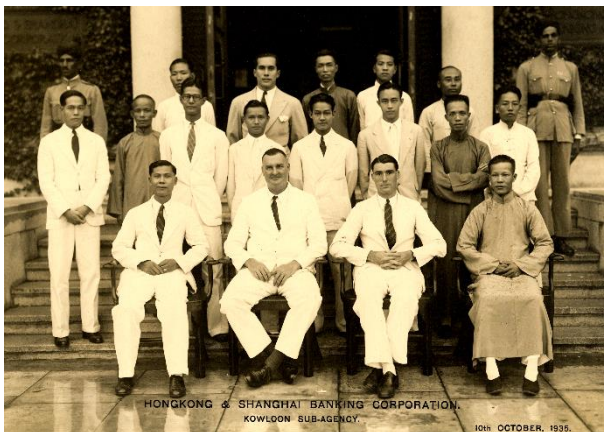
Kowloon Canton railway bond, Year 1938

HSBC issued China's first public loan in 1874 and supported loans over the next few decades to assist the development of modern infrastructure such as railways and harbours. Shown here is a 1938 bond for the Kowloon-Canton railway (now known as the MTR's East Rail line), which was partly funded by HSBC.



Chronicle and Directory, Year 1931

The Chronicle & Directory was the Yellow Pages of its time. Released annually, the directories listed foreign residents, local businesses and government departments, tradesmen, advertisements, maps, and streets for Hong Kong and the Asia-Pacific region. This directory was published in 1931. These pages show the HSBC's Hong Kong staff, including those working at the Kowloon sub-agency in The Peninsula hotel, which opened in 1929.



Staff of the Kowloon sub-agency, Year 1935

The Kowloon sub-agency was managed by British employees who were supported by Portuguese clerks and local Chinese administrative staff. The branch catered mainly to overseas visitors, traders and merchants.

The Hong Kong 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. The Group serves customers worldwide from approximately 3,800 offices in 66 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,603bn at 30 September 2018, HSBC is one of the world's largest banking and financial services organisations.

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