

2 April 2019

**HSBC Reward+ app launches RewardCash sharing feature
First app in town to enable instant sharing of credit card rewards***RewardCash can now go beyond yourself and
get transferred to your friends and family*

HSBC today announced that all personal credit card holders will be able to transfer their earned RewardCash (RC) to their family and friends instantly and free-of-charge by using the HSBC Reward+ app. It is a brand new feature of HSBC Reward+ to enable the transfer of RC from one credit card holder to another, which enhances the flexibility of RC and brings more convenience to HSBC credit card customers. Customers will be able to use the RC to offset any credit card transactions or statement using the Pay with RC function in HSBC Reward+.

Greg Hingston, Head of Retail Banking and Wealth Management, Hong Kong, HSBC, said, “HSBC Reward+ app is our all-in-one credit card platform that enables HSBC to bring our customers exciting rewards and offers with a hassle-free user experience. The launch of the RewardCash sharing feature makes the HSBC Reward+ app the first in the market to let cardholders share credit card rewards digitally, allowing RewardCash to become more flexible and user-friendly. Cardholders can now send RewardCash to their friends and family anytime, anywhere and for many different purposes. It could be a small gift for your family, or a way for you to settle your dining bills with friends. With the RewardCash sharing feature, we hope to engage our customers through their social circles, and revolutionise the way people use credit card rewards.”

Amy Kam, Head of Cards and Personal Lending, Retail Banking and Wealth Management, Hong Kong, HSBC, said, “Since its launch in January last year, HSBC Reward+ has recorded close to 450,000 downloads. Our Pay with RC feature has been very popular among users, with over 1 million transactions recorded so far. The enabling of RewardCash sharing has marked another milestone, creating another way to facilitate a more flexible use of RewardCash.”

From now until 31 May, users of HSBC Reward+ will be able to earn \$30 RewardCash by successfully sharing any amount of RC for three times or above to other cardholders.

Sharing RewardCash through HSBC Reward+ is highly secure. To start sharing RC, HSBC credit card holders have to complete the settings in the Share RC function of the HSBC Reward+ app when using it the first time. Two-factor authentication is required for service configuration and RewardCash sharing, to safeguard the security for our customers. To provide absolute peace of mind when using the new service, a confirmation SMS and email will also be sent to customers upon setting up the service, sending RC, receiving RC and changing daily sharing limit.

Launched in January 2018, HSBC Reward+ is a dedicated mobile app for HSBC Hong Kong credit card holders. The app consolidates all of HSBC's exclusive credit card privileges, ranging from dining and shopping to travel and healthcare, and allows cardholders to offset their credit card transactions using RC.

Through the HSBC Reward+ app, cardholders are able to review their card transaction details, history of RC earned and used, and RC expiry dates. Records of sending and receiving RC through the new sharing feature will also be easily accessible on HSBC Reward+ and clearly listed in the monthly credit card statement.

The latest RewardCash sharing feature adds to the existing suite of credit card services available to Hong Kong customers under the HSBC Reward+ app. This January, HSBC Reward+ introduced a table booking service to create an enhanced dining experience by bringing convenient table booking, attractive offers and rewards all under one roof. It also launched TravelFree in August 2018 to help credit card holders manage their overseas spending smartly and use their card safely by setting up their travel plans on the app.

For more information about HSBC Reward+ RewardCash sharing function and the respective promotion T&C, please visit:

<https://www.redhotoffers.hsbc.com.hk/en/latest-offers/reward-plus-share-point/feature/share-rc/>



Photo 1:

Greg Hingston, Head of Retail Banking and Wealth Management, Hong Kong, HSBC (left), and Amy Kam, Head of Cards and Personal Lending, Retail Banking and Wealth Management, Hong Kong, HSBC (right), introduce the RewardCash sharing feature of the HSBC Reward+ app.

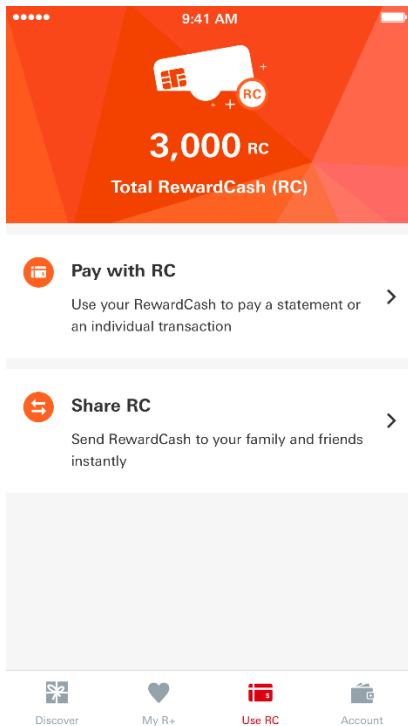


Photo 2:
Greg Hingston, Head of Retail Banking and Wealth Management, Hong Kong, HSBC (3rd from left), Amy Kam, Head of Cards and Personal Lending, Retail Banking and Wealth Management, Hong Kong, HSBC (3rd from right), and the HSBC Reward+ team.

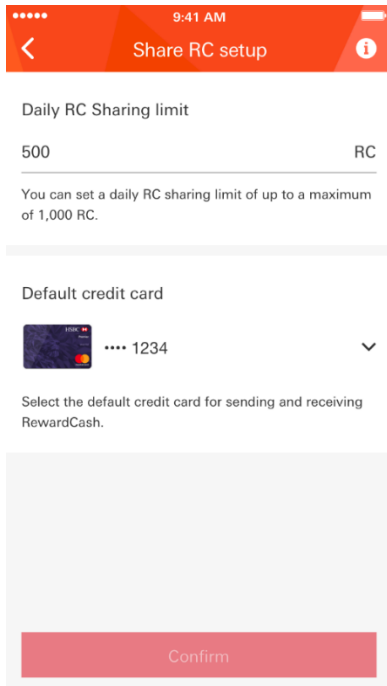
ends/more

RewardCash sharing journey

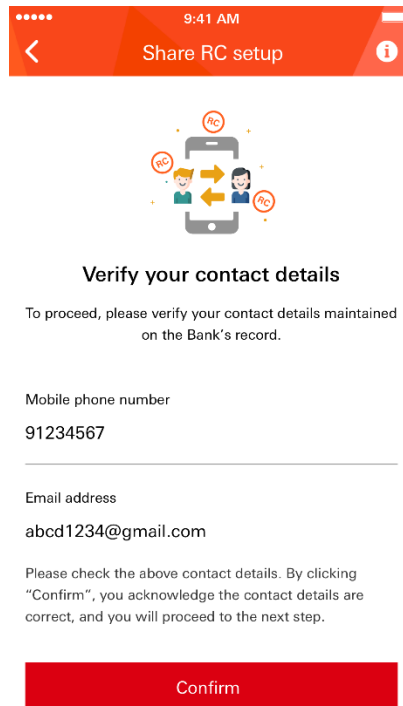
i) Set-up for sharing RewardCash



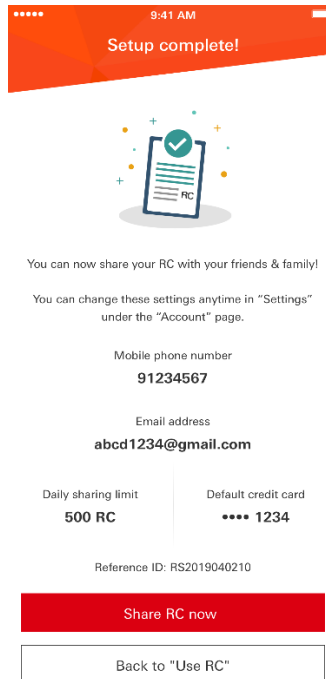
1) Click on "Use RC" at the bottom of the screen and choose "Share RC".



3) Set the daily RC sharing limit. Choose the default credit card for sending and receiving RC.

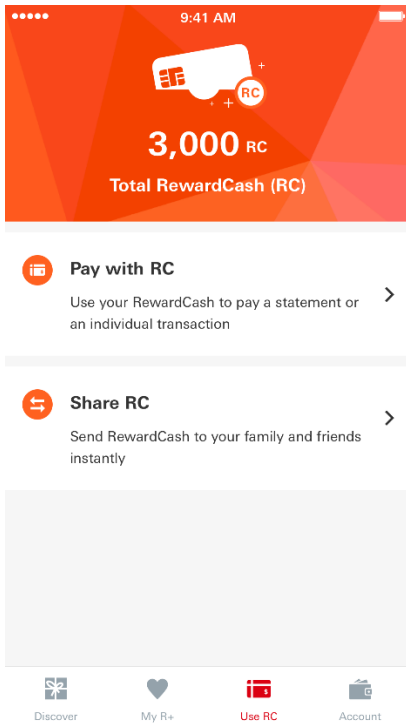


2) Verify your mobile phone number and email address.

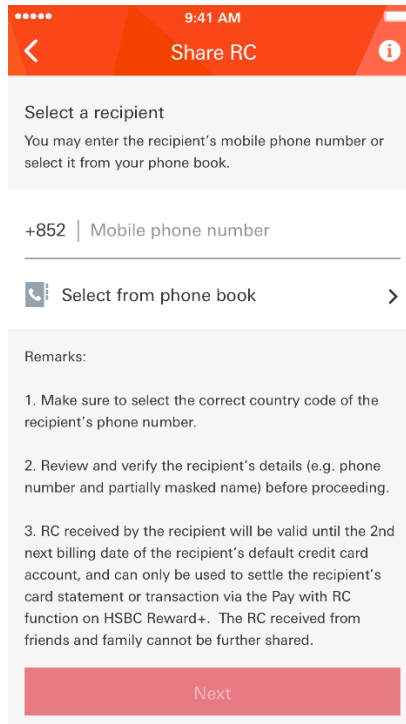


4) Set-up is completed and you can share RC to others afterwards. You will receive SMS and email notifications.

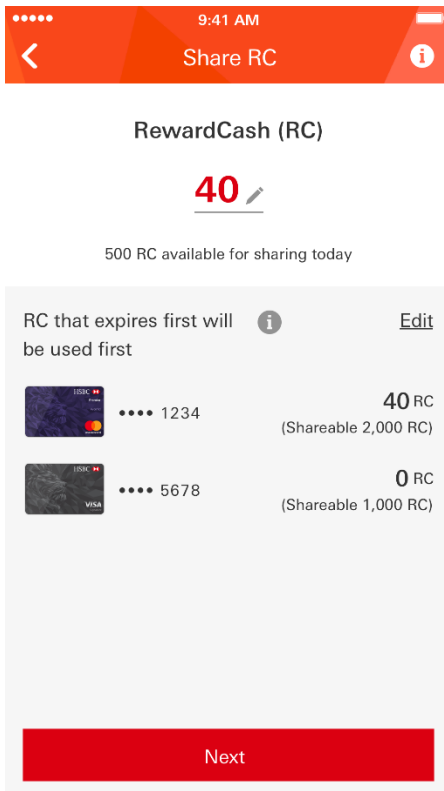
ii) Share RewardCash



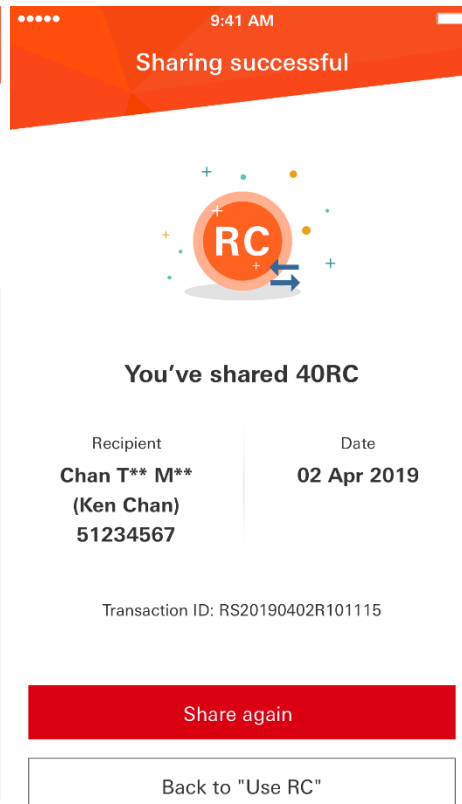
1) Click on "Use RC" at the bottom of the screen and choose "Share RC".



2) Enter recipient's mobile phone number/ select recipient from your phone book.

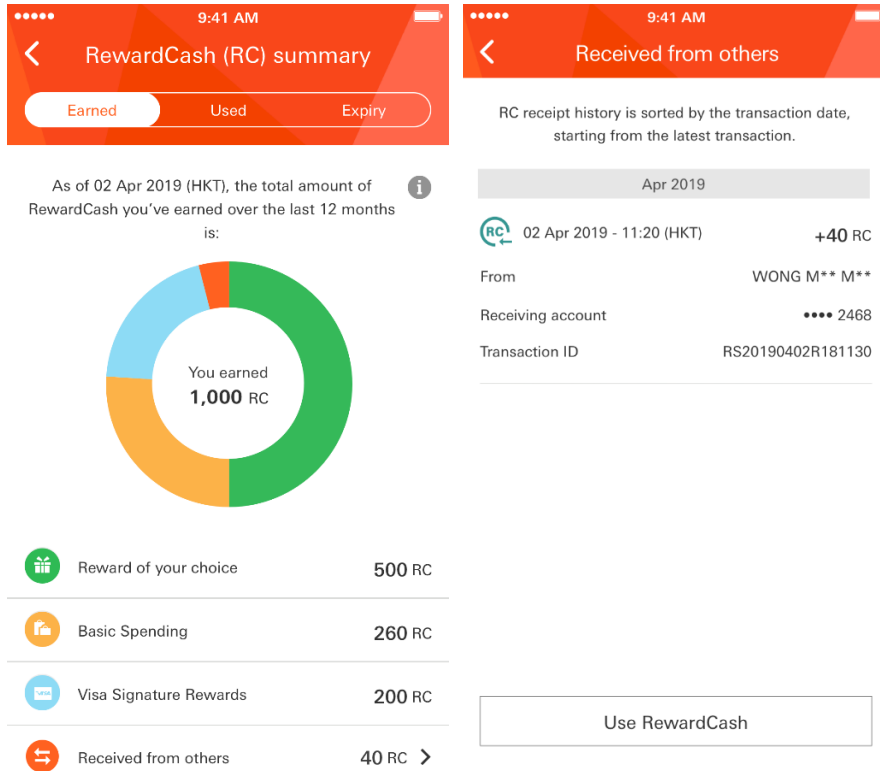


3) Enter the amount of RC to be shared. The system will automatically use the RC that is going to expire first.



4) After you have verified and confirmed the details, RC will be successfully shared. Both sender and recipient will receive SMS and email notifications.

iii) Receive RewardCash



1) You will receive SMS and email notification after receiving RC from others. You can log on to HSBC Reward+, go to the 'Accounts' page and then click on 'RC Summary' to check the details.

2) To use the received RC, click on "Use RewardCash" to settle your credit card bills or transactions anytime.

To borrow or not to borrow? Borrow only if you can repay!

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 in 66 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$2,558bn at 31 December 2018, HSBC is one of the world's largest banking and financial services organisations.

ends/all