

3 April 2019

**NEW HSBC SPRINT ACCOUNT SUPPORTS SMALL  
BUSINESSES AND STARTUPS IN HONG KONG***\*\*\* Offers a simpler, faster and smarter banking experience \*\*\***\*\*\* Digital solutions designed for businesses at an early stage allowing them  
to sprint and grow \*\*\***\*\*\* Underscores HSBC's ongoing commitment to support entrepreneurs \*\*\**

HSBC today announced the launch of the HSBC Sprint Account, a new proposition that provides a simpler, faster and smarter banking experience for small businesses and startups setting up and operating in Hong Kong. This new business integrated account is designed for the early stage companies, offering easy access to affordable banking services and solutions, as well as a raft of value-added benefits enabling them to sprint and grow. The launch of HSBC Sprint Account marks HSBC's latest effort to support local small businesses and startups.

Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC, said: "Hong Kong is renowned for its entrepreneurial spirit, and is now home to Asia's burgeoning population of startups. We recognise that businesses have different banking needs at different stages of their growth trajectory. Small businesses and startups in particular are looking for easy and affordable banking services. We proactively engaged these companies and sought their feedback to design this new HSBC Sprint Account. We know first hand the account will help them manage their day-to-day operations and support their long-term goals and growth aspirations."

The HSBC Sprint Account gives small businesses and startups access to a unique suite of banking services and solutions. Upon opening the account, businesses will have access to banking services such as savings and checking, remittance, foreign exchange, payments and collection services such as PayMe for Business and HSBC Business Collect, financing and commercial cards, and investment and insurance solutions.

Businesses can apply for an HSBC Sprint Account online, upload their identity documents via the "HSBC Business Express" mobile app, and complete identity security checks using "selfie" verification technology\*. This brings a simplified account opening experience for customers, and speeds up the process.

With a more intelligent and tailored digital experience, businesses can stay on top of their accounts on the go with HSBC Business Internet Banking and HSBC Business Express mobile app. Ask Amy, a virtual assistant will provide instant support to business inquiries 24 hours a day, 7 days a week.

To help business streamline their operations and connect to growth opportunities through technology and fintech partnerships, HSBC Sprint Account customers will also get access to beyond-banking services such as iMGR, cloud-based HR and Payroll Software integration, and XERO accounting software integration.

HSBC Sprint Account customers will enjoy a monthly service fee waiver for their first 12 months. A range of exclusive banking and merchant offers will be available at the launch of HSBC Sprint Account. From now till 29 June 2019, businesses can enjoy 30% off on account application fee\*\* when the application is submitted online, and utilise beyond-banking merchant offers\*\*.

HSBC Sprint Account welcome offers include:

<b>Category</b>	<b>Merchant</b>	<b>Offer</b>
Cloud-based HR Software	iGlobe	7-month free trial on iMGR
Digital marketing learning	Online Marketing Player (OMP)	50% off <Remote Video Course – Facebook Ads Management>
eCommerce	SHOPLINE	<ul style="list-style-type: none"> <li>• 10% off Premium Plan for 1 year subscription</li> <li>• 15% off Premium Plan for 2 year subscription or more</li> <li>• 15% off Enterprise Plan subscription</li> </ul> <p>Subscribe to the above plans to be rewarded HK\$1,000 online advertising credit (Google Ad) and HK\$1,000 local delivery credit (SF Express delivery)</p>

\* Customer will be invited to attend a customer meeting to understand their business needs and to obtain their signature specimens.

\*\*Terms and conditions apply. Please visit <https://www.business.hsbc.com.hk/en-gb/hsbc-sprint-account> for details.

Photo 1



Mr Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC (right) and Mr Daniel Chan, Head of Business Banking, Commercial Banking, Hong Kong, HSBC (left), attended the HSBC Sprint Account press conference.

Photo 2



Mr Terence Chiu, Head of Commercial Banking, Hong Kong, HSBC (right) and Mr Daniel Chan, Head of Business Banking, Commercial Banking, Hong Kong, HSBC (left), announced today the launch of the HSBC Sprint Account.

*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. 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*