

5 December 2019

## **HSBC LAUNCHES 24/7 INSTANT MOBILE ACCOUNT OPENING SERVICE**

*Easier and Quicker Account Opening Experience for  
New-to-bank Customers, Saving a Trip to the Branches*

HSBC announced today the first phase launch of a 24/7 instant mobile account opening service that allows Hong Kong customers to open a bank account via the HSBC HK Mobile Banking app. Customers can complete the application and immediately receive an account number in less than 10 minutes.

By utilising new identity verification technology, this end-to-end digital capability enables instant, straight-through mobile registration for new-to-bank customers<sup>1</sup> to open a Personal Integrated Account, HSBC Advance or HSBC Premier<sup>2</sup> account. Mobile account opening service will be first accessible through iOS devices and become available to Android devices shortly.

**Greg Hingston, Head of Retail Banking and Wealth Management, Hong Kong, HSBC**, said, “Today’s customers want easy and secure access to basic banking services that suit their evolving lifestyle and preferences. This first phase launch is part of our ongoing journey to bring seamless digital banking experiences to our customers. At HSBC, the future of banking is a blended approach where we bring together the best of digital and the best of our people to our customers.”

The application process takes less than 10 minutes. Customers will be asked to take a photo of their Permanent Hong Kong Smart Identity Card (“HKID”)<sup>3</sup>, fill in personal data and take a live selfie for facial recognition to authenticate the applicant’s identity and address proof is no longer required.

Once their account is opened, customers will see their new account number immediately on the HSBC HK Mobile Banking app and can instantly receive funds as well as set payment limits, for example. Fund withdrawals and online transfers will be ready to use after two working days.

**Andrew Eldon, Head of Digital, Retail Banking and Wealth Management, Hong Kong, HSBC**, said, “Over 90 per cent of our Hong Kong retail banking and wealth management transactions are done via digital channels, and customers are increasingly mobile first. Today’s announcement is yet another example of our commitment to elevating the digital experience for our customers. Not only will new customers gain instant access to our

fundamental services, it also opens the door to more important digital innovations and experiences in the future.”

HSBC strives to make banking easier for customers in the technology era through enhancement of its digital capabilities. Watch out for our new digital updates in 2020!

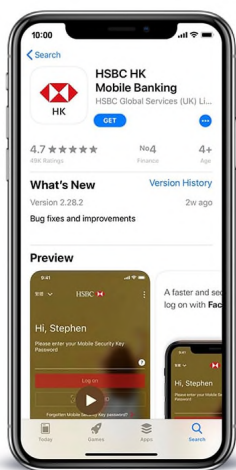
For more information about HSBC mobile account opening service, please visit: <https://www.hsbc.com.hk/ways-to-bank/mobile-apps/banking/account-opening>

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### Note to editors:

- <sup>1</sup> New-to-bank customers refer to those who are Hong Kong permanent residents aged 18-65 and do not hold any HSBC bank/investment account or credit card.
- <sup>2</sup> New-to-bank Personal Integrated Account /HSBC Advance/ HSBC Premier customers can gain immediate access to their HKD savings and current accounts, foreign currency savings accounts (11 foreign currency including RMB) and time deposit, except for investment services which require additional application processes.
- <sup>3</sup> Permanent Smart HKID cards issued since 2003, including the latest version issued in 2018, are accepted for mobile account opening.

### How to open a new account in just 6 steps



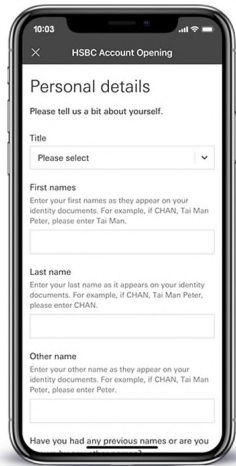
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1. Download the HSBC HK Mobile Banking app from AppStore



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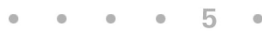
2. Open the app and select “Open an account”



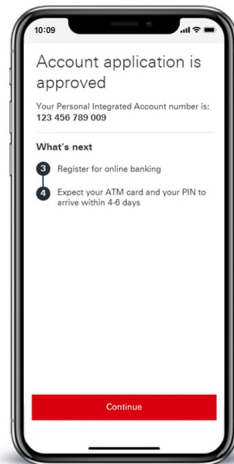
3. Fill in your personal and financial details



4. Take a photo of your HKID by following the instructions to complete the capture



5. Take a selfie to help us verify you're a real person



6. Register for online banking and your new account is ready to go

**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 serves customers worldwide from offices in 65 countries and territories in our geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of USD2,728bn at 30 September 2019, HSBC is one of the world's largest banking and financial services organisations.

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