

18 May 2020

HSBC REWARD+ CREATES SEAMLESS MOBILE JOURNEY FOR MILEAGE AND GIFTS REDEMPTION

*Free and instant conversion of RewardCash into air miles
Redeem gifts and vouchers anytime, anywhere*

HSBC personal credit card cardholders can start to convert their RewardCash (RC) into mileage free of charge on HSBC Reward+ app from 18 May, along with gifts, vouchers and privileges available from this one-stop reward redemption platform.

Since launching HSBC Reward+ in early 2018, the Bank has continued to enhance the app and roll out new features to provide customers with extra convenience in using HSBC credit cards, such as Pay with RC (which allows customers to directly offset their statements or card transactions with RewardCash), RewardCash Sharing, table-booking service and QR code payment.

Greg Hingston, Head of Wealth and Personal Banking, Asia Pacific, and Head of Wealth and Personal Banking, Hong Kong, HSBC, said: “HSBC Reward+ is a quintessential example of HSBC’s dedication to improving customers’ banking experience, especially when it comes to digital channels. To make card usage simpler, faster and smarter, we’ve removed the annual mileage programme membership fee, expanded the redemption options, and made it easier and faster to get rewards.”

Amy Kam, Head of Cards and Personal Lending, Wealth and Personal Banking, Hong Kong, HSBC, said: “We strive to continuously optimise customer experience in earning and redeeming RewardCash. With a wider range of redemption options, including air miles, gifts and shopping vouchers, customers can enjoy greater convenience when redeeming perks. This is another step-up for HSBC Reward+ following the launch of various new initiatives including ‘Pay with RC’ and RewardCash conversion to MoneyBack Points. With the prevailing ‘RC Sharing’ feature, customers can help their friends and families to obtain their favourite rewards faster at their fingertips.”

Mileage redemption

Customers are only required to connect their mileage membership accounts with HSBC Reward+ once and can then convert RewardCash into mileage in future occasions. Connection with respective Asia Miles account and conversion into Asia Miles will be processed and completed in real time, so customers can book tickets right away. HSBC Premier MasterCard cardholders can also submit redemption requests for British Airways

Executive Club Avios and Singapore Airlines KrisFlyer Miles via the HSBC Reward+ and the mileage will be credited to their accounts within two weeks.

Customers will no longer be subject to the HKD300 Mileage Programme annual fee. From 19 May to 21 June 2020, customers will also enjoy 10 per cent extra Asia Miles when they redeem through HSBC Reward+, i.e. \$1 RewardCash = 11 Asia Miles.

RC e-Shop

To improve the overall credit card experience, HSBC has transformed HSBC Reward+ into an all-in-one mobile redemption platform that enables customers to claim gifts, vouchers and benefits without going through the customer service hotline. On HSBC Reward+, customers can get access to a full shelf of gift items for redemption and receive instant email notification upon successful redemption.

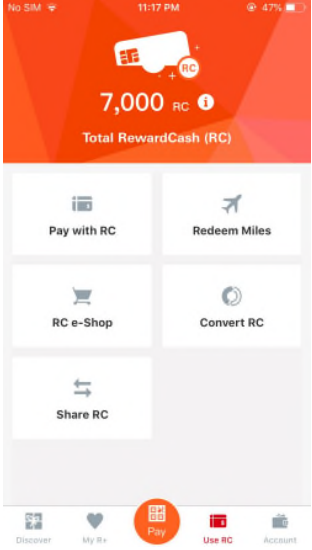
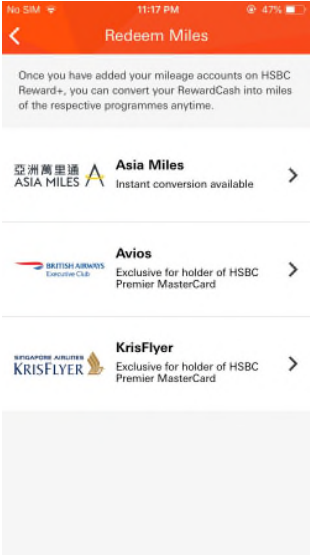
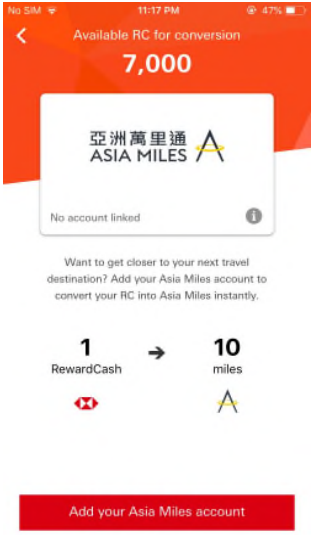
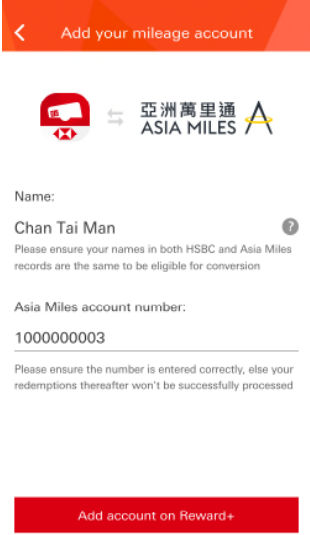
As part of the customer loyalty programme, HSBC credit card holders will benefit from discounts on redemption made at the RC e-Shop based on the years of card holding – the longer the relationship, the deeper the discount. From 19 May to 5 July 2020, customers can enjoy a maximum of 50 per cent discount on a wide range of popular gifts available at the HSBC Reward+ RC e-Shop.

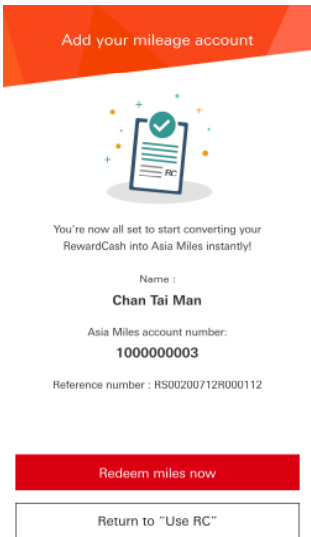
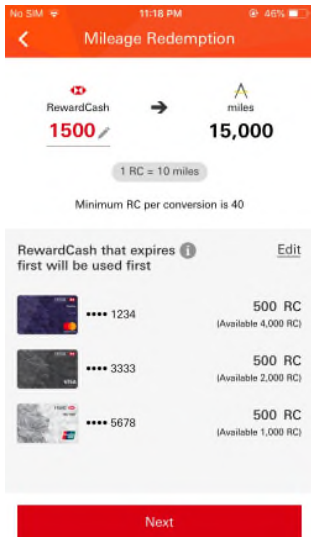
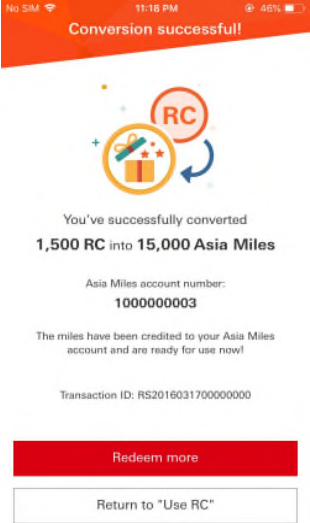
For more information about HSBC Reward+ and respective promotion T&C, please visit: <https://www.redhotoffers.hsbc.com.hk/en/latest-offers/reward-plus-function-overview/> [effective on 18 May, after 6pm].

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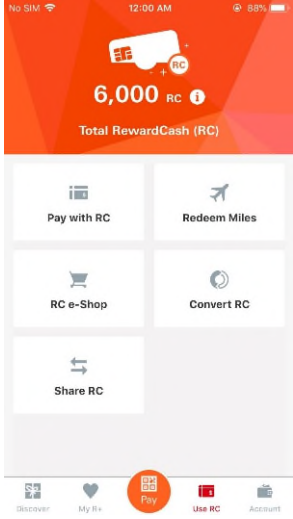
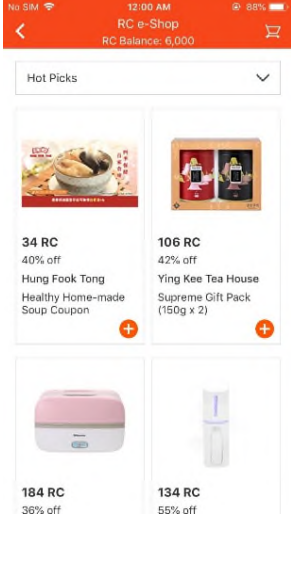
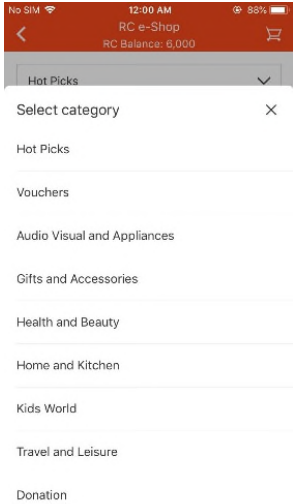
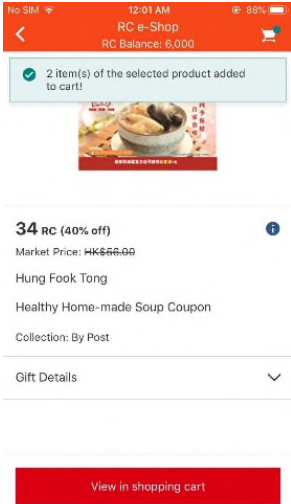
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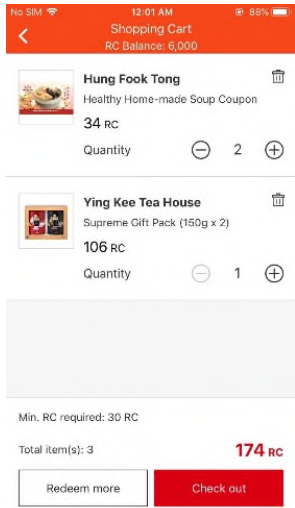
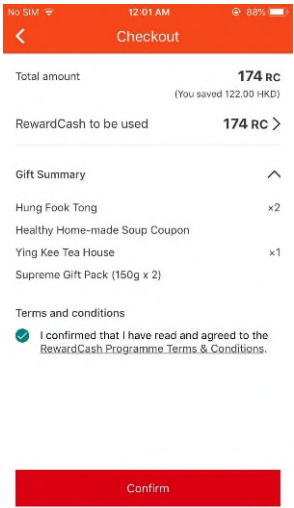

Mileage Redemption Journey

Step 1	Step 2
	
<p>Open HSBC Reward+, log on with Mobile Security Key or biometric authentication through the “Use RC” tab and select “Redeem Miles”.</p>	<p>HSBC Premier MasterCard cardholders can choose to convert RewardCash into Asia Miles, British Airways Executive Club Avios or Singapore Airlines KrisFlyer miles.</p> <p>Other cardholders will be directed to Asia Miles landing page.</p>
Step 3	Step 4
	
<p>Tap the button to add the corresponding mileage account.</p>	<p>For the first time set-up, customer will need to provide their name and mileage account number for validation. Please ensure the names in both HSBC and mileage account records are the same.</p> <p>If customers have previously added their mileage account to HSBC via other channels, the mileage account number field will be prefilled.</p>

Step 5	Step 6
	
<p>After adding mileage account on HSBC Reward+, customers will receive email & SMS notifications, and can start converting RewardCash into air miles right away!</p>	<p>Enter the amount of RewardCash to be converted and tap “Next”. HSBC Reward+ will automatically use the RewardCash that will expire first.</p>
Step 7	
	
<p>Upon successful redemption, customers will receive confirmation SMS and email. Converted Asia Miles will be instantly added to the connected Asia Miles account. For British Airways Executive Club Avios and Singapore Airlines KrisFlyer miles, the redemption request will be completed within two weeks.</p>	

Gifts and Vouchers Redemption Journey

Step 1	Step 2
	
<p>Open HSBC Reward+, log on through the “Use RC” tab and select “RC e-Shop”.</p>	<p>Customers can start browsing and selecting gifts and vouchers after reaching the catalogue page.</p>
Step 3	Step 4
	
<p>Customers can choose their favourite category of gifts by tapping the dropdown list.</p>	<p>Tap on the gift thumbnails to display gift details, then enter the quantity and select “Add to shopping cart”. A prompt will be displayed after adding the gifts to the cart.</p>

Step 5	Step 6
	
<p>Tap the shopping cart icon at the top right to view the chosen items. Customers can tap “Shop more” and return to the catalogue, or proceed to check out.</p>	<p>Review the redemption summary. Customers can choose to either redeem with RewardCash only, or with a minimum of \$10 RewardCash per item and pay the remaining balance with credit card. HSBC Reward+ will automatically use the RewardCash that will expire first. Tap “Confirm” to continue.</p>
Step 7	
	
<p>Upon successful redemption, a message will be displayed. Customers will also receive a confirmation email.</p>	

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

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,918bn at 31 March 2020, HSBC is one of the world’s largest banking and financial services organisations.

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