

17 August 2020

## **INTRODUCING A BRAND NEW, USER-FRIENDLY AND PERSONALISED DESIGN FOR HSBC HK MOBILE BANKING APP**

**\*\* “Live while you bank” lucky draw programme to reward customers \*\***

HSBC is introducing a new interface for its HK Mobile Banking app (HSBC HK App) <sup>1</sup> giving customers easier access to the services they need, a wider array of transaction options, and better oversight of their financial data. The Bank will celebrate the phased introduction of the new interface, which will be available for both iOS and Android users, with **“Live while you bank” lucky draw programme.** <sup>2</sup>

As a pioneer in digital and mobile banking, HSBC is among the first in the market to roll out an app – HSBC HK App, which saw 1.34 million active users in June 2020 (up 55 per cent year-on-year to hit an all-time high) as the COVID-19 pandemic has prompted customers to go digital to enjoy the convenience from online channels.

**Andrew Eldon, Head of Digital, Wealth and Personal Banking,** said: “Providing a digital capability that is second to none has always been a cornerstone of our service commitment, but with COVID-19 it has become more important than ever to allow our customers to live a full digital banking life while taking the precautionary measures necessary to guarantee both their health and safety and that of our employees. HSBC will continue to invest in building our digital capabilities to help customers benefit from technology in the fintech era.”

The facelift not only enables viewing of all account information on one screen, including credit card transactions, insurance policies and MPF performance details, but also makes it easier to access other widely used service functions through handy command tabs under a more adaptable navigation menu.

The new interface makes it easier for app users to make payments to third parties by choosing the payees from their mobile contacts list, or settle credit card bills with other banks supported by the Faster Payment System.

They can also personalise their account settings, including access to eStatement/ eAdvice, push notifications, security keys and payment limits. Acting on feedback from customers, the new interface includes a message stack on the homescreen to remind users about important service information.

The Bank has also made it easier for customers to manage their wealth from their phones, including a new dashboard that allows users to view their

investment portfolio, whether it be stocks, unit trusts, foreign exchange or deposits. To ensure timely assistance, the tab-based navigation has been restructured so that customers can easily chat with an agent online or provided with the self-explanatory FAQ.

**“Live while you bank” lucky draw**

To celebrate the facelift of the HSBC HK App, HSBC hold the **“Live while you bank” lucky draw programme**, with an array of prizes. A total of 10 winners will be drawn randomly at the end of each promotional phase with phase 1 winners to enjoy a **free meal every day for a month (30 voucher codes from Deliveroo worth HK\$200 each)**. Prize details for phase 2 and 3 will be announced in due course.

The promotional period of phase 1-3:

Phase 1	17 August to 30 September 2020
Phase 2	1 to 31 October 2020
Phase 3	1 to 30 November 2020

By performing at least one designated instruction or transaction through HSBC HK App in the specific period, customers will be automatically enrolled to the lucky draw in the corresponding phase. Extra lucky draw entries will also be awarded to customers who meet one of the following criteria:

Criteria	Lucky draw entry multiplier
Newly register to the HSBC HK App	10x
Perform actions under “Pay & Transfer” in the app	5x
Perform designated instruction / transaction on Saturday, Sunday or public holidays	2x

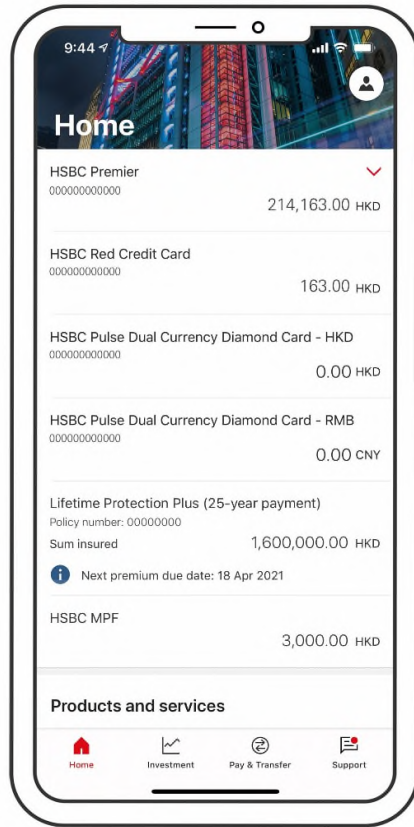
For example, a newly registered customer of the HSBC HK APP who makes a transfer via the app on Sunday will be entitled to 10 X 5 X 2 = 100 entries.

For details about the “Live while you bank” lucky draw offer Promotional Terms and Conditions, please visit (Note: The page will be live at **5pm today**) <https://retailbank.hsbc.com.hk/hsbchkappluckydraw/en/home/>.

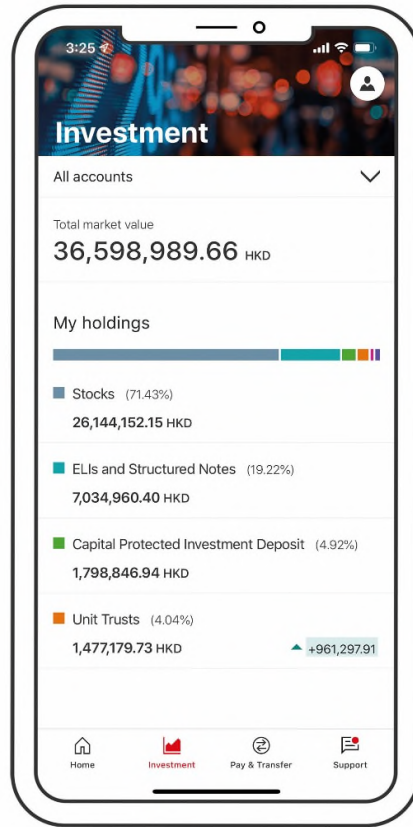
**Note to editor:**

- Learn about the upgraded edition of the HK Mobile Banking app: <https://retailbank.hsbc.com.hk/hsbchkapp/en/home/>
- Terms and Conditions apply: for details please visit <https://retailbank.hsbc.com.hk/hsbchkappluckydraw/en/home/>

All account information available at a glance on the new interface, including credit card transaction, insurance policy and MPF performance details.

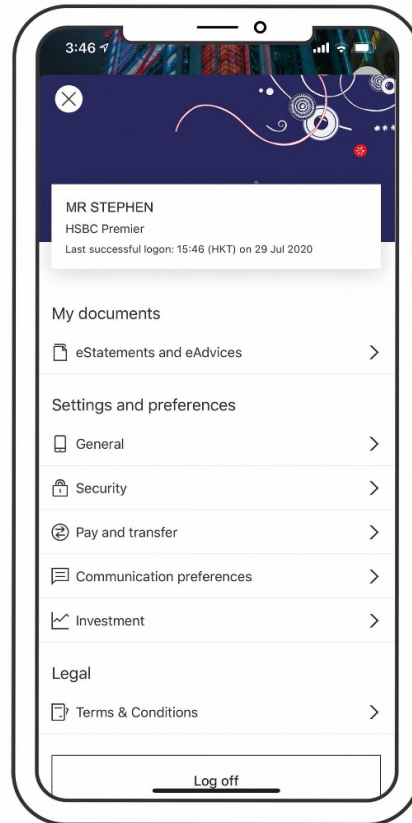
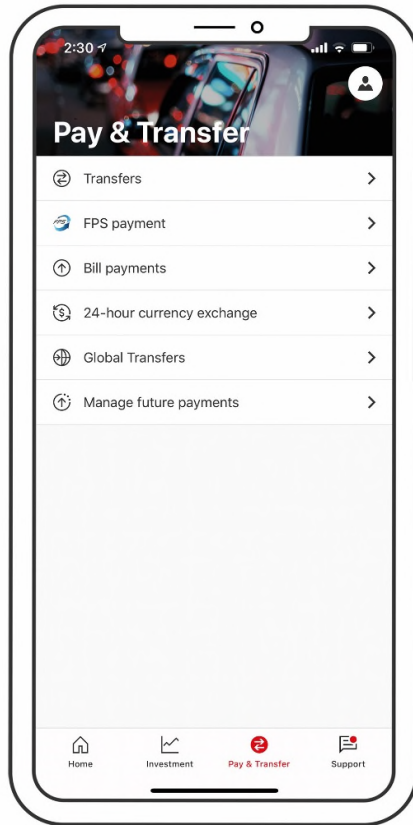


Command tabs at the bottom of the navigation menu: 'Home', 'Investment', 'Pay & Transfer', and 'Support' for quicker and easier navigation.



Customers can now tap the “Pay & Transfer” button, choose “Transfer” to select “new payee or select from mobile contacts” and “enter account or credit card number” to settle other banks’ credit card bills, which supported by the Faster Payment System.

Customers can click the new “Profile” icon on the top of the page to personalise their account settings, including access to eStatement/eAdvice, push notification, security key and payment limit.



**The Hongkong and Shanghai Banking Corporation Limited**

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