

8 March 2021

**HSBC REWARD+ CELEBRATES ONE MILLION  
DOWNLOADS**

*A popular and highly merited rewards management platform for credit card  
privileges in Hong Kong*

HSBC Reward+ mobile app celebrates today the significant milestone of one million downloads with a growth of more than 50 per cent in its number of users in 2020. Backed by its intuitive and user-friendly design, as well as various pioneering features, HSBC Reward+ is now one of the most popular platforms for reward redemption and registration of credit card offers in Hong Kong.

Since its inception in early 2018, HSBC Reward+ has become the most preferred one-stop platform for customers to discover HSBC's exclusive credit card privileges and redeem the best rewards of their choice. Underpinned by its rapidly growing customer penetration, HSBC Reward+ app now handles 70 per cent of RewardCash (RC) redemption under the Bank's credit card loyalty programme.

**Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC,** said: "The landmark of one million downloads proves that we are in the right direction of our mobile-first digital strategy, which is pivotal to a successful, hassle-free customer experience. HSBC Reward+ is a key example of our commitment to technology innovation, helping our customers get the most out of their spending. We have set a long term vision to continuously strengthen our digital service capabilities in response to the paradigm shift to online channels by customers in the post COVID-19 era."

Over the years, HSBC Reward+ has also continued to enhance its credit card reward experience through a number of first-to-market features, such as settlement of credit card transactions and statement with RC – Pay with RC, interoperable conversion between RC & MoneyBack points, instant mileage redemption and RC sharing with friends and family.

**Amy Kam, Head of Cards and Personal Lending, Wealth and Personal Banking, Hong Kong, HSBC,** said "From the outset, our goal is to develop HSBC Reward+ into an integrated platform that takes care of different aspects of credit card customers' needs. While COVID-related travel restrictions have subdued overseas expenses, we have seen a shift of consumption habits towards daily essentials and online shopping. HSBC's credit card business has been resilient amid the outbreak of the pandemic. Meanwhile, our wide range of rewards redemption options has remained relevant to serve our customers' needs."

“As a result of travel restrictions related to COVID-19, customers are now keen to look for alternatives to air miles, making it a viable solution to switch to Pay with RC for settling purchase transactions with any merchants”, she added, noting that there were 1.6 million Pay with RC transactions last year.

In appreciation of customers’ support for HSBC Credit Cards, a special promotion will run between 5 March and 30 April 2021 to mark the 10<sup>th</sup> anniversary of the year-round Red Hot Rewards of Your Choice (RYC). Upon reaching the designated spending threshold, HSBC personal primary credit card customers are entitled to up to extra 10X RewardCash at RYC selected categories.

Besides, in partnership with A.S. Watson Group’s MoneyBack (MB) Programme, HSBC is offering its personal credit card customers a preferential conversion rate for RC conversion into MB points, and a series of shopping offers in PARKnSHOP, FORTRESS and Watsons Hong Kong from now till 30 Apr 2021. Customers can register for both promotions on HSBC Reward+.

For details about the Red Hot Rewards of Your Choice 10<sup>th</sup> Anniversary Spending Offer and A.S. Watson Group Mega Promotion, please visit: <https://www.redhotoffers.hsbc.com.hk/en/latest-offers/10th-anniversary-ryc/>

To align with the Bank’s mobile-first digital strategy, HSBC Reward+ will continue to innovate and improve its service features with a view to address evolving needs of customers in the new technology era.

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**Note to editors:**

**Red Hot Rewards of Your Choice 10th Anniversary Spending Offer**

| Promotion period | 5 March to 30 April 2021  |                                    |                 |  |             |                                      |                                    |                 |      |       |       |       |
|------------------|---|------------------------------------|-----------------|--|-------------|--------------------------------------|------------------------------------|-----------------|------|-------|-------|-------|
| Offer            | <p>Upon accumulating eligible transactions of HKD8,000 or more, customers can receive extra RewardCash (RC) that fall under their selected Red Hot Rewards of Your Choice (‘RYC’) categories. The extra rebate will be equal to double of the rebate the customer would earn from RYC.</p> <p><i>Example:</i><br/>Customer accumulated HKD 10,000 dining spend during the period and has allocated extra 5X RewardCash to dining from RYC category</p> <table border="1"> <thead> <tr> <th>Basic 1X RC</th> <th>Allocated 5X RC into dining category</th> <th>Extra RC earned from the promotion</th> <th>Total RC earned</th> </tr> </thead> <tbody> <tr> <td>\$40</td> <td>\$200</td> <td>\$400</td> <td>\$640</td> </tr> </tbody> </table> |                                    |                 |  | Basic 1X RC | Allocated 5X RC into dining category | Extra RC earned from the promotion | Total RC earned | \$40 | \$200 | \$400 | \$640 |
| Basic 1X RC      | Allocated 5X RC into dining category  | Extra RC earned from the promotion | Total RC earned |  |             |                                      |                                    |                 |      |       |       |       |
| \$40             | \$200   | \$400                              | \$640           |  |             |                                      |                                    |                 |      |       |       |       |

|                |   |
|----------------|---|
|                | The extra RC will be capped at \$400 RewardCash throughout the promotional period.  |
| Eligible cards | Any HSBC Hong Kong personal primary cardholder, combined additional or separate additional credit cards, except HSBC Red Credit Card, Private Label Cards and USD Cards.                            |
| Registration   | HSBC personal primary credit cardholders have to register on HSBC Reward+ app for participating in this campaign and the “Red Hot Rewards of Your Choice” programme in order to enjoy the benefits. |

### HSBC Credit Cards Red Hot Shopping Special – MoneyBack Promotion

|                  |  |   |
|------------------|--|---|
| Programme Period | 1 March to 30 April 2021   |   |
| Eligibility      | All HSBC Hong Kong Personal Credit Card Cardholders  |   |
|                  | Extra MB Points for RC conversion  | Extra 50 MB Points when converting \$1RC to MB Points in Reward+ (Normal conversion rate: \$1RC = 50 MB points)<br><br>Maximum conversion of \$150RC  |
|                  | Special Earn Rate  | Accumulated purchase of HKD500 or above at PARKnSHOP, FORTRESS or Watsons Hong Kong can enjoy extra MB points:<br>- Purchase at 2 merchants: 10X MB points<br>- Purchase at all 3 merchants: 20X MB points<br><br>Capped at 50,000 MB Points per cardholder |
|                  | Welcome Offer  | HSBC Credit Card cardholders who newly join MoneyBack (MB) App member and make one transaction using HSBC Credit Card at either PARKnSHOP, FORTRESS or Watsons Hong Kong, will receive free 1,000 MB points   |
| Registration     | HSBC personal primary credit cardholders have to bind the MoneyBack App account to Reward+ in order to earn the above offers. Separate registration is needed for FORTRESS's tactical promotion. |   |

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

*ends/more*

Photo:



[From the left]: Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC and Amy Kam, Head of Cards and Personal Lending, Wealth and Personal Banking, Hong Kong, HSBC, celebrate the one million downloads of HSBC Reward+ app.

### **The Hongkong and Shanghai Banking Corporation Limited**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. 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\$2,984bn at 31 December 2020, HSBC is one of the world's largest banking and financial services organisations.

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