

Important information

Investment involves risks. You should carefully consider whether any investment product or service mentioned herein is appropriate for you in view of your personal circumstances. Investors should refer to the individual product explanatory memorandum or offering document for further details and risks involved. The price of investment products may move up or down. Losses may be incurred as well as profits made as a result of buying and selling investment products.

22 April 2021

INTRODUCING ‘HSBC JADE PRIVATE MARKET INVESTMENTS’ SERVICE TO HIGH NET WORTH CLIENTS

Priority access to private equities & hedge funds, primary bonds, equity block trades and private placement of structured notes

HSBC is launching the new ‘HSBC Jade Private Market Investments’ service to support high net worth clients# in seizing exclusive opportunities, which were previously only available in institutional and private banking. The new service will enable HSBC Jade clients to strengthen their portfolios with a more diverse range of investments, including private equity & hedge funds, primary bonds, equity block trades and private placement of structured notes.

“The new HSBC Jade service marks our commitment to offer differentiated wealth solutions to our customers. HSBC’s wealth business is an important pillar of our growth strategy in Asia, where we are planning to invest USD3.5 billion and hire 5,000 wealth roles in the next five years. HSBC has been in Asia for over 150 years and we are committed to helping our clients in Hong Kong create and manage wealth by using HSBC’s global investment expertise, international footprint and trusted heritage. As the leading bank in Hong Kong, we aim to stand by our clients and meet their fast-changing needs in every stage of their wealth journey”, said **Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC.**

Under the category of private equities & hedge funds, HSBC will connect HSBC Jade clients with potential returns from private real estate investments in global locations, as well as other popular hedge funds in the private banking space. There will be no capital lock-up or capital calls, along with a discounted initial charge of 0.95 per cent on transaction value for HSBC Jade clients.

With relatively lower volatility and a more predictable income stream, fixed income is an essential component in our clients' wealth portfolios. HSBC Jade clients can gain access to the primary market of newly issued bonds and private placements not available to the public with an entry threshold as low as HKD1 million. HSBC can also source opportunities in the growing ESG-friendly green bond space. HSBC Jade clients also enjoy a discount up to 20 per cent on bond purchases and a cash rebate of 0.1 per cent if they are buying bonds with HSBC for the first time (terms and conditions apply). As part of our ongoing digital development, HSBC Jade clients will be able to subscribe to private placement opportunities through our online channels in the near future.

"The city's high net worth population is expected to grow by an average of 12 per cent[^] annually, driving demand for more sophisticated investment solutions. To navigate an increasingly challenging investment landscape, customers will need a more diverse range of financial products to unlock new opportunities and maximise risk-adjusted returns in their portfolios. Our strong capabilities in investment banking and strengths in global markets allow HSBC to offer this exclusive service to high net worth clients," said **Sami Abouzahr, Head of Customer Wealth, Wealth and Personal Banking, Hong Kong, HSBC**

In the second half of 2021, HSBC Jade clients will also be able to purchase blocks of equities offered by a specific listed company or its major shareholders at a discount. As part of the new service, HSBC has also started to offer structured notes to HSBC Jade clients based on the structure of their choice, with a minimum ticket size of only HKD500,000. With different payoff types, these structured notes track the performance of popular Hong Kong stocks, US stocks, and major and customised indices. To provide a seamless experience, HSBC Jade clients can subscribe to blocks of equities and confirm allotment results through Easy Invest, HSBC's dedicated investment mobile app.

Brian Hui, Head of Customer Propositions and Marketing, Wealth and Personal Banking, Hong Kong, HSBC, said "We are the first bank to help our HSBC Jade clients transcend the boundaries of retail products through a suite of private market investments - private equity & hedge funds, primary bonds, equity block trades and private placement of structured notes. Underpinned by our bespoke service and commitment to become Asia's leading wealth manager, we also enable HSBC Jade clients to request for their ideal structures of equity derivatives so that we can better serve their unique local and international investment needs."

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Notes to editors:

To be eligible for the service, clients are required to declare themselves as professional investors through a simple and easy process, which can be completed on the phone and with the assistance of HSBC Jade directors.

^ Source: GlobalData's Wealth Market Analytics. The number of high-net-worth Hong Kong residents sizing and forecasts are based on GlobalData's Wealth Market Analytics, which calculates the size and distribution of the Hong Kong wealth market based on the distribution of liquid assets across the adult population and the value of liquid savings and investments held by households. High-net-worth Hong Kong residents refer to those with liquid assets of USD 1 million or above

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\$2,984bn at 31 December 2020, HSBC is one of the world's largest banking and financial services organisations.

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