

3 May 2021

## **HSBC ONE EMPOWERS YOUNG CUSTOMERS TO START BUILDING WEALTH WITH DIGITAL EDUCATION RESOURCES AND FEE WAIVERS**

- \* Partnering with popstar Keung To to promote wealth planning at early age
- \* Brokerage fee waivers for HK & US stocks and China A shares till 2021-end
- \* Fee waivers for fund purchase in FlexInvest with ticket size from HKD100###
  - \* Up to HKD2,400 rewards for healthy financial management habits
- \* Co-create Instagram account with university students for wealth education

HSBC One is stepping up support for customers, particularly young millennials, to reach their financial ambitions by helping them acquire wealth knowledge and develop healthy investment habits with the Bank's free-of-charge solutions. Rising pop star Keung To, appointed as the ambassador for this campaign, will participate in an on-line live-streaming show at 7pm, 14 May 2021, where he will discuss his experience as a novice investor with other young key opinion leaders and receive financial planning tips from wealth experts. The live-streaming show will be broadcast through HSBC Facebook (@HSBCHK) and our newly launched Instagram account (@HSBC\_HK).

HSBC's surveys show that young customers in Hong Kong have a desire to invest, but less than one third of them hold any investment products because of limited wealth knowledge. Therefore, HSBC One is offering digital resources for financial education, including wealth starter tips and a 7-day investment 101 email course of basic wealth topics, such as asset class selection, portfolio construction, and emotional intelligence for unbiased investment decisions.

**Sami Abouzahr, Head of Customer Wealth, Wealth and Personal Banking, Hong Kong, HSBC**, said: "Everyone has unique life goals and financial ambitions, but what's common to all are the fundamentals of disciplined saving and early investment. By starting early, customers can commit an affordable amount regularly and enjoy the benefit of compounding over time. By learning about investment and risk, they can manage their money in a way that suits them. We want to help our customers take the first, critical steps on their wealth journeys. That's why we're giving them affordable access to services in their channel of choice, and the learning and coaching to build their confidence."

Customers can also benefit from our “Wealth Coach” service, provided through the Bank’s mobile app, HSBC website, and dedicated sessions at branches or by video conference. To connect with young millennial customers, the Bank has joined hands with university students in Hong Kong to create an Instagram account, which will serve as a repository of simple and up-to-date financial knowledge to inform their investment decisions. In our pipeline, there are other support initiatives, such as investment simulation functions on our mobile platform and boot camp with our Wealth Coaches.

Based on HSBC young customers’ investment balances, over 90% have purchased Hong Kong/US equities and investment funds. As Hong Kong’s Best Broker in 2020<sup>#</sup>, HSBC is motivating investment beginners with zero brokerage fees when trading Hong Kong/US stocks and China A-shares through any of our digital channels, including our dedicated stock trading app HSBC HK Easy Invest until 31Dec2021<sup>##</sup>. Customers can also kick off their investment journey through low cost index funds with zero platform fee and entry threshold as low as HKD100 through FlexInvest on HSBC HK Mobile Banking app<sup>###</sup>. There are additional new-to-stock and new-to-FlexInvest cash rewards of HKD200 and HKD100 respectively, along with handling fee waiver for IPO shares subscription through HSBC’s digital channels.

**Brian Hui, Head of Customer Propositions and Marketing, Wealth and Personal Banking, Hong Kong, HSBC**, said: “Wealth building is a life-long voyage, but our customers may not know how to develop a solid, knowledge based investment habit. To ensure service relevance, we continue to listen to customers when designing our educational support and have taken a mobile and online approach, most preferred by our young and digital savvy customers. We wish our young customers a pleasant wealth journey with Keung To, their friends and our investment experts.”

On top of wealth management, the Bank supports the development of healthy financial habits, covering disciplined spending, insurance protection and money management. By participating in “HSBC One Smart Money Challenge”, eligible customers will be able to enjoy up to HKD2,200 rewards upon completion of selected activities. Customer who newly joined HSBC One via our 5-minute mobile account opening journey could get additional HKD200 rewards. For details, please check out [www.hsbc.com.hk/oneoffer](http://www.hsbc.com.hk/oneoffer)


# HSBC won top prize for Brokerage Service and Securities Company of the Year at the Bloomberg Businessweek Financial Institution Awards 2020.

## The promotional period is from 16 April 2021 to 31 December 2021 (both dates inclusive). Only applicable to customers who have not traded stocks at HSBC between 1 January 2020 and 15 April 2021, and who place at least one trade with HSBC during 16 April 2021 to 31 August 2021. Eligible customers will only enjoy the offer until the total cumulative stock trading turnover reaches HKD250,000 per calendar month (note: for period 16 April 2021 to 30 April 2021 will count as one month). All subsequent transactions will be subject to brokerage fees and deposit transaction charges as per our standard tariff. Eligible customers are required to pay the regular brokerage fees and deposit charges at the time of trading. The waived brokerage fees and deposit charges during the promotional period will be refunded to customers’ accounts within 3 months subsequent to the month of the relevant transaction(s). The offer is only applicable to transactions executed via HSBC Personal Internet Banking, HSBC Stock Express, HSBC HK Easy Invest or HSBC Mobile Banking. Customers who have opted into the HSBC Top Trader Club will not be able to enjoy this offer. Terms and conditions apply.

### \$0 platform fee is applicable to average holding balance less than HKD10,000. Full fee table could be found at [www.hsbc.com.hk/flexinvest](http://www.hsbc.com.hk/flexinvest). Customers new to FlexInvest, will be offered HKD100 cash reward if investment amount accumulated to HKD5,000.

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**Notes to editors:**

Photo	Caption
	HSBC One is stepping up support for customers, particularly young millennials, to reach their financial ambitions by helping them acquire wealth knowledge and develop healthy investment habits with the Bank's free-of-charge solutions. Rising pop star Keung To has been appointed as the ambassador for this campaign.

1. "HSBC One Smart Money Challenge"

- Applicable to "New to HSBC One Customers" who open or convert to HSBC One account, OR being existing HSBC One customers during 16 April 2021 to 31 July 2021 (both dates inclusive); and fulfil the promotional terms & conditions

	Rewards Conditions	Rewards (Total up to HK\$2,200)
<b>Power up</b>	New to FlexInvest	\$100 cash reward
	New to Stocks	\$200 cash reward
<b>Rack up</b>	Take up designated credit card with card spending \$8,000 or above	New-to-Card: \$800 RewardCash Existing Card: \$300 RewardCash (extra \$200 wellcome coupon for red card new-to-card)
<b>1-up</b>	Take up VHIS Flexi Plan / Family Protector, with annualised premium \$2,000 or above	\$200 RewardCash per policy (\$400 RewardCash for 2 policies etc)
<b>Boost up</b>	Set up a payroll account	\$200 cash reward for payroll \$10K – <\$20K, or \$500 cash reward for payroll \$20K or above

2. Mobile account opening offer: Applicable to customers who successfully open/ convert to HSBC One account through HSBC HK App in the period of 16 April 2021 to 31 Jul 2021 (both dates inclusive), and fulfil the promotional terms & conditions.

Rewards Conditions	Rewards
Open the HSBC One account via HSBC HK App and complete any combination of 3 designated mobile banking transactions/ activities below within the specified period	HKD200 cash reward
<ul style="list-style-type: none"> <li>- Open investment account</li> <li>- Complete risk profiling questionnaire</li> <li>- Conduct fund transfer, bill payment</li> <li>- Take up Securities, IPO, FX, FlexInvest, Deposit Plus, Credit card, Debit card, Loans, TMD</li> </ul>	

## **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 USD2,959bn at 31 March 2021, HSBC is one of the world's largest banking and financial services organisations.

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