

1 August 2021

PAYME LAUNCHES HKD4 MILLION REWARD CAMPAIGN

** Number of PayMe users surpasses 2.5 million mark **

** Popstar Keung To teams up with PayMeow to
bring wide range of exclusive rewards and offers to PayMe users **

PayMe from HSBC, Hong Kong's homegrown e-wallet, is bringing together its mascot PayMeow and popstar Keung To to introduce a HKD4 million reward campaign as users spend at tens of thousands of merchants accepting PayMe.

PayMe now helps more than 2.5 million users, more than half of whom are local teens and young adults aged below 40, make instant payment to their friends and family and pick up bills at restaurants and shops. The number of person-to-merchant (P2M) transactions saw close to 85 per cent year-on-year growth in the first quarter of 2021 as PayMe for Business continues to expand the citywide merchant network.

Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC, said, "At HSBC, we are determined to make finances simpler and more convenient for the people in Hong Kong. Since its launch in 2017, PayMe has become an integral part of the social lives of over one third of Hong Kong's population as they go dutch with their peers and family. Underpinned by its strong user base and expanding merchant network, PayMe also aspires to help drive mobile payment adoption in Hong Kong through our safe and easy-to-use transaction experience to users, who can also benefit from our exclusive offers and privileges."

In the new "PayMeow Spin and Win" in-app game, users will get a chance to receive up to HKD500 reward in their wallet and other exciting gifts when they spend HKD100 or more at any PayMe for Business merchants[#] from 2 August to 30 September. There is also a PayMeow dance challenge on Instagram with special giveaways signed by Keung To.

Throughout the summer, users can also enjoy a series of special offers with various merchants by staying close to PayMe's Discover Timeline in the app.

To enhance payment experience, PayMe is offering more top-up flexibility to HSBC credit card holders, who can start to enjoy an increased top-up amount of HKD3,000 per month from 1 August, alongside 0.4 per cent RewardCash rebate.

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Note to editors:

For a complete list of PayMe for Business merchants, please access via the PayMe app or visit <https://payme.hsbc.com.hk/en/merchant-list>.


Photo caption



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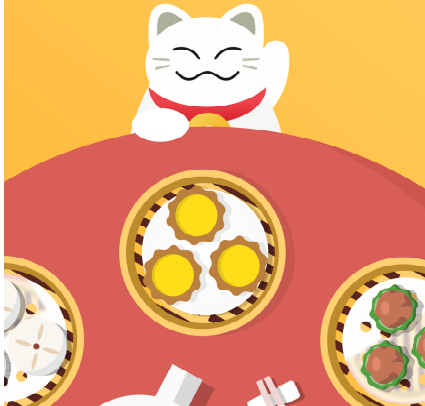
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PayMeow
Spin and Win

Spin for a chance to win HKD 500! 

Spin some dim sum!

[Terms and conditions](#) apply



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

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