

4 January 2022

HSBC LAUNCHES ELAISEE TO BRING NEW EXPERIENCE FOR CHINESE TRADITION

Special Measures to Facilitate Notes Exchange at Branches

With the Year of the Tiger just around the corner, HSBC is introducing a series of special arrangements to help customers keep the Laisee tradition alive with new experience.

In response to the increasing popularity of digital banking services and to support environmental protection, HSBC is launching animated electronic Laisee (eLaisee)¹ during this festive season to allow customers to send their greetings via HSBC HK app with a few taps. The Bank will continue to offer online booking for new notes exchange for better customer experience.

Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC, said: "With the ambition of becoming 'bank in your pocket', HSBC continues to invest in digital services to bring better services and experience to our customers. The animated eLaisee allows customers to send Laisee money with customised messages 24/7 in a more eco-friendly way."

Using the eLaisee function on HSBC HK app, users can pick their preferred animated Laisee packet design, select from the eight preset messages or write personalised greetings. The eLaisee can be sent in pair, and sender can customise the amount of Laisee money or choose among HKD20, HKD50, HKD100 and HKD500 note per eLaisee.

Once the eLaisee is sent, payer will receive a SMS, while payee will be notified by email or SMS from his/her Faster Payment System (FPS) default receiving bank. Payer can also share the animated greeting to the payee via messaging apps.

To support customers who prefer to share fortune and appreciation with physical notes, the Bank will offer new notes exchange services across its retail outlets from 13 to 31 January, with special arrangements to reduce queues:

- From 8 January, customers can make appointments via HSBC HK app or HSBC website (www.hsbc.com.hk) to exchange for ready pack of new notes between 13 and 31 January. Each pack has a value of HKD3,000 with 100 pieces of HKD20 and 20 pieces of HKD50 notes;
- Tickets will be distributed at branches in the morning to walk-in customers for new notes exchange. Customers will be served at that branch at a specific time on the day when the ticket is issued;
- HSBC branches² will open one hour earlier at 8:00a.m. between 13 and 15 January to accommodate higher demand for banking services;

- Express counters will serve customers with a valid ticket to exchange one ready pack of new notes;
- Good-as-new notes will be available for all customers with no ticket or reservation required;
- HSBC Jade and HSBC Premier customers can pre-order notes through their relationship managers to ensure availability and collect at their preferred time and branch.

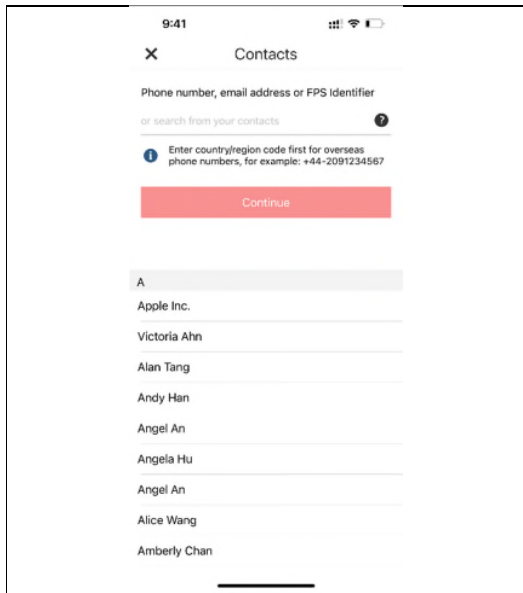
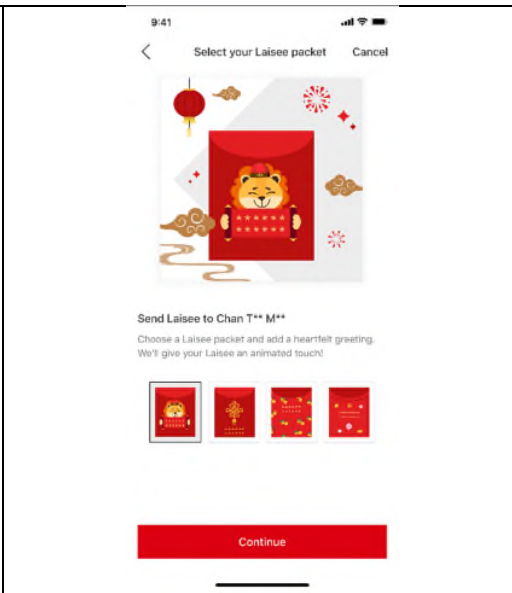
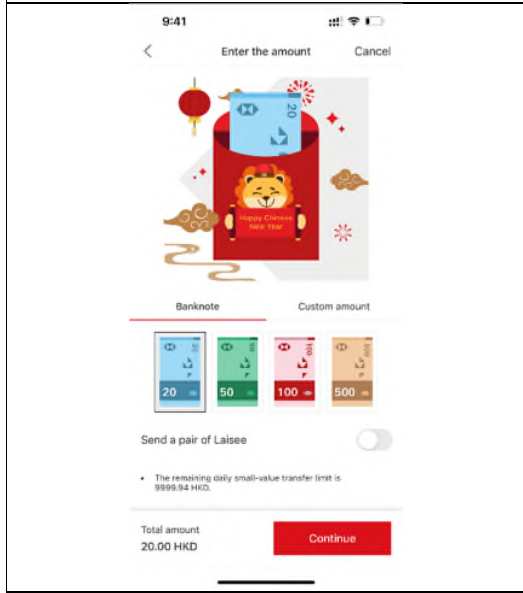
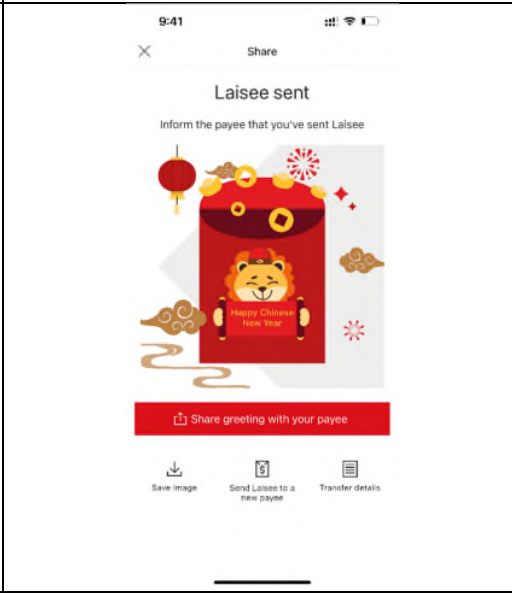
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Notes to editors:

1. The eLaisee feature will be available from 14 January 2022
2. From 13 to 15 January 2022, all branches across the network will open at 8:00a.m. except outlying islands, Day & Night Plus, Commercial Service Centre and mobile branches.

6 simple steps to send Laisee through HSBC HK app

<p>1. Tap the “Send Laisee of FPS transfer” icon at the logon page of HSBC HK app</p>	<p>2. Select “Send Laisee”.</p>

	
<p>3. After logon to mobile banking, select the payee by choosing from the contact list or enter the payee's mobile phone number, email address or FPS identifier.</p>	<p>4. Select red packet design, then pick preset greeting or insert your personalised message.</p>
	
<p>5. Select or customise the amount of Laisee money, with the option to send Laisee in pair.</p>	<p>6. The Laisee will be sent out upon confirmation. Payer can separately notify the payee through messaging app by tapping "share greeting with your payee".</p>

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The Hongkong and Shanghai Banking Corporation Limited

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