

17 January 2022

## **PAYME UNVEILS NEW GROUP LAISEE FEATURE**

*\* A confluence of technology and tradition to add fun and convenience to Chinese New Year celebrations \**

*\* PayMe users can earn HKD28 voucher for sending Group Laisee \**

*\* Popstars Keung To and Ivana Wong team up with PayMeow to usher in the Year of the Tiger \**

PayMe from HSBC, Hong Kong's homegrown e-wallet, is introducing a new Group Laisee feature to add fun and convenience to the tradition of sending lucky money to family and friends during the Chinese New Year. Its mascot PayMeow is teaming up with popstars Keung To and Ivana Wong to bring even more happiness to users as they use the new feature to spread the joy of the auspicious occasion.

**Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC,** said, "With a history of more than 155 years in Hong Kong, HSBC has always been at the forefront of reinventing financial services to keep up with the times. Since its launch, PayMe has quickly become an integral part of everyday social life in Hong Kong. As we approach the Chinese New Year, a festival for family and friends to reconnect and interact, we are pleased to be part of the enduring Chinese tradition by introducing the new Group Laisee function on PayMe for its more than 2.5 million users to send red packets and blessings to each other instantly and remotely."

Starting tomorrow, PayMe users will be able to send electronic laisee with customised blessings to up to 100 recipients in one go at their fingertips. Users can choose to send directly to designated recipients or create a shareable link for anyone to collect the money. The link to receive red packets can be shared via most popular social messaging apps.

Users can also select whether the Group Laisee will contain a fixed or random amount for each recipient, creating the opportunity for fun and excitement as people share their warm wishes with family and friends. Each Group Laisee will be subject to a limit of HKD200 if a user chooses to send a fixed amount. For those who prefer to create a shareable link, they can send a total amount of up to HKD10,000 each time.

**Dharini Kannan Hemant, Head of PayMe, HSBC**, said, “As Hong Kong’s homegrown e-wallet, PayMe has the mission of making payment easier, faster and greener. Leveraging our unparalleled understanding of how the locals prefer to pay, we are excited to launch yet another innovative feature to provide users with an intuitive payment experience and a fun and eco-friendly way to celebrate the Chinese New Year.”

From 18 January to 15 February, PayMe users who send a Group Laisee that has been collected by at least five recipients will receive a voucher worth HKD28\*. The voucher will be automatically redeemed when users spend HKD50 or above at any of the more than 20,000 PayMe for Business merchants# across the city. Each user is eligible to receive a maximum of three vouchers during the promotion period.

Users can also participate in the “PayMe Grab Laisee” challenge on Instagram by using the special filter to compete with friends, with the opportunity to win adorable PayMeow toys signed by popstars Keung To, Ivana Wong, Marf Yau, Day Hui and social media influencer Ray Chan.

*ends/more*

**Note to editors:**

\* Available on a first come first served basis. Terms and conditions apply.

# 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**

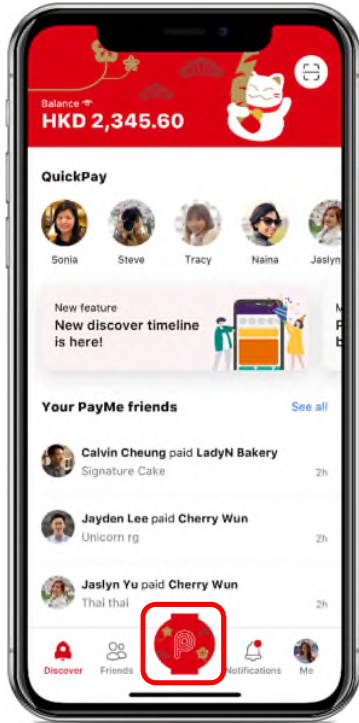


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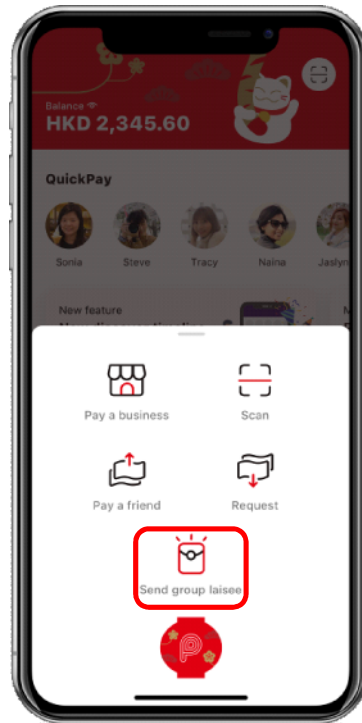
# How to send Group Laisee on PayMe

## Access Group Laisee feature from Home screen

Tap PayMe logo on the app home screen

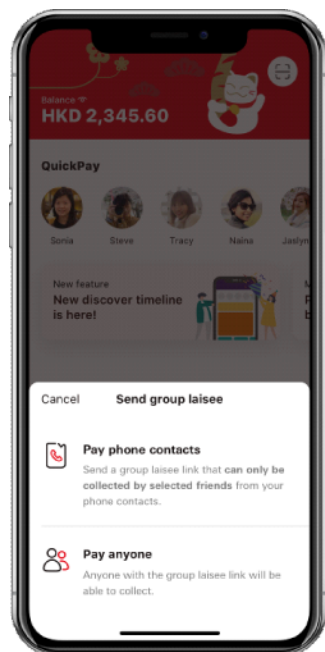


Tap "Send group laisee"

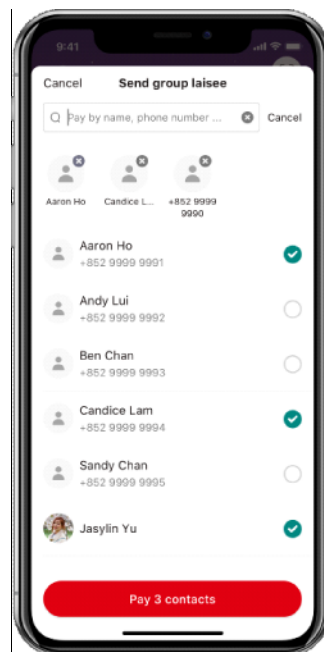


## Select targeted or untargeted recipients

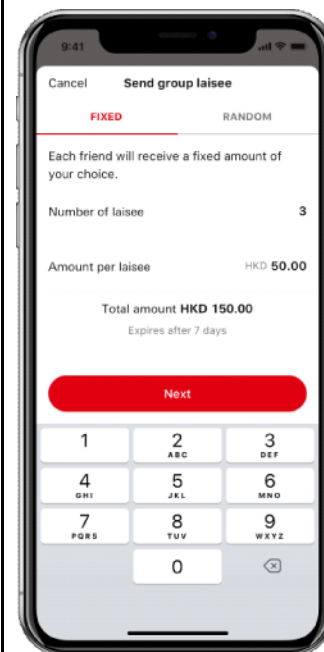
Choose to pay selected contacts or anyone with a collection link



Select phone contacts as targeted laisee recipients

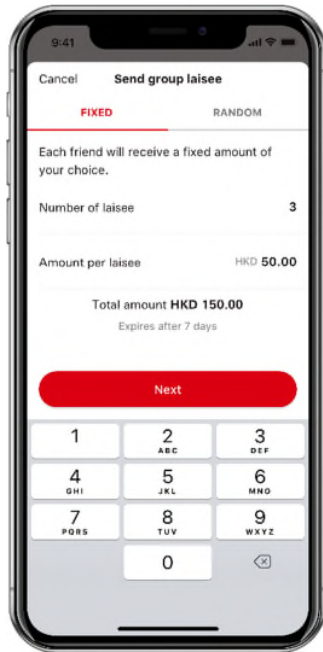


Or enter number of laisee to be sent via shareable link

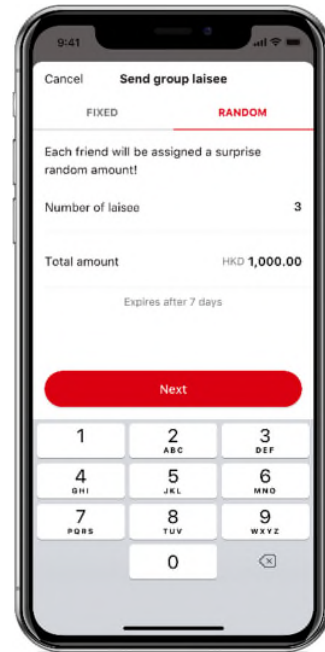


## Set laisee amount as fixed or random

Select "fixed" and enter amount per laisee

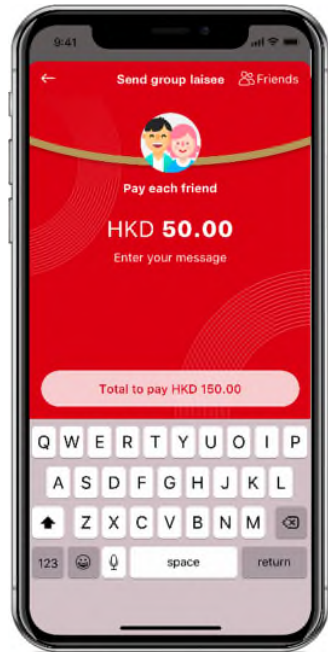


Or select "random" and enter total laisee amount to be given



## Confirm, send and check collection status

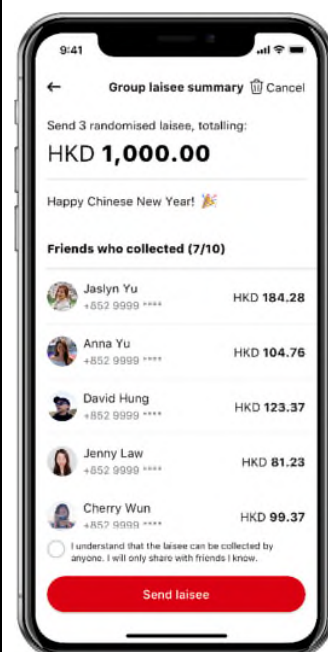
Authorise laisee



Send the laisee collection link to recipients via social messaging apps



From the "Me" screen, tap on the laisee to view its summary and check the collection status



**The Hongkong and Shanghai Banking Corporation Limited**

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*ends/all*