



28 April 2022

HSBC AND K11 MUSEA PRESENT HONG KONG'S MOST DIVERSE NFT ART EXHIBITION

*Exclusive first-hand NFT experiences and artworks for High Net Worth clients
Turning HSBC Main Building into the city's largest outdoor NFT gallery*

HSBC is partnering with K11 MUSEA to introduce one of the largest and most diverse NFT exhibition in Hong Kong, featuring over 200 NFT artworks and projects from some of the most famous NFT artists from around the world. Two NFT art pieces from HSBC will also be presented at the exhibition. These artworks will be showcased at K11 MUSEA from 29 April to 19 June 2022.

As the title sponsor of the exhibition, HSBC will bring its high net worth clients exclusive digital art experiences through private NFT art tours, access to selected exhibition of NFT pieces at K11 ATELIER HSBC Wealth Centre and NFT production and Metaverse workshops for their children.

Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC, said: "We are pleased to present this exhibition at K11 MUSEA and at our first wealth centre in Hong Kong. NFTs continue to make headlines in the art world. It is fascinating to see many of our clients are keen to discover what that means to someone who appreciates works of art. HSBC will continue to collaborate with leading galleries and identify partnership opportunities to bring innovative art experience to customers."

To promote digital art appreciation, the bank is also turning the exterior wall of HSBC Main Building into Hong Kong's largest outdoor NFT gallery, exhibiting a collection of 11 exclusive NFT art pieces featured in the K11 MUSEA show.

Under the campaign, HSBC will send 1,000 customer gifts in the form of eco-friendly, non-tradable NFTs. Issued by a third party digital platform, these NFTs will be the first-ever digital collectibles from a retail bank in Hong Kong, and are minted on a blockchain that purchases carbon credits for supporting the development of clean energy. This blockchain also consumes 2,600 times less energy than other conventional platforms.

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Photo captions:



Photo 1: HSBC is partnering with K11 MUSEA to introduce one of the largest and most diverse NFT exhibition in Hong Kong. Two NFT art pieces from HSBC will also be presented at the exhibition.

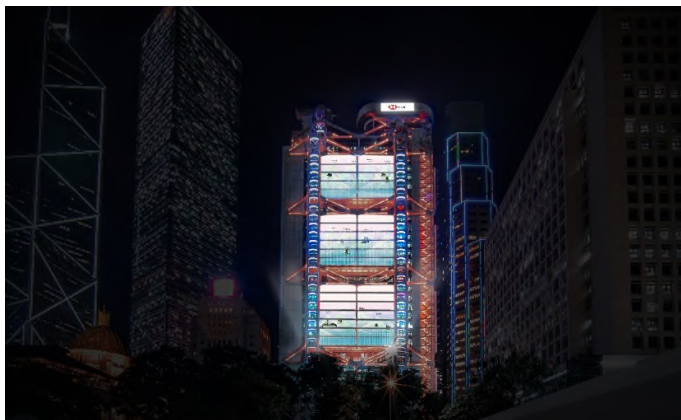


Photo 2: HSBC is turning the exterior wall of HSBC Main Building into Hong Kong's largest outdoor NFT gallery, exhibiting a collection of 11 exclusive NFT art pieces featured in the K11 MUSEA show.



Photo 3: HSBC will send 1,000 customer gifts in the form of eco-friendly, non-tradable NFTs. Issued by a third party digital platform, these NFTs will be the first-ever digital collectibles from a retail bank in Hong Kong

About 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\$3,022 billion at 31 March 2022, HSBC is one of the largest banking and financial services organisations in the world.

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