

3 May 2022

HSBC COMBINES DIGITAL BANKING AND INSURANCE TO TAKE WELLNESS TO A NEW LEVEL WITH WELL+

****First Mobile App to incorporate a gamified programme to take care of customers' holistic health and wellness needs****

*** Popstar Keung To acts as Well+ ambassador in achieving Body, Money and Mind goals***

**Level up by completing health and wellness challenges and earn RewardCash of up to \$2000¹ **

HSBC today unveils its enhanced wellness proposition – Well+ with brand new features to help users achieve their holistic wellness goals covering their physical, mental and financial health in an easy, interactive and fun way.

By incorporating its market-leading banking and insurance capabilities into a gamified holistic wellbeing programme, exclusively accessible on its mobile banking platform, this wellness programme marks a major breakthrough in HSBC's digitisation journeys. To add more fun, popstar Keung To is appointed as Well+ ambassador, accompanying users on their health and wellness journey.

Available and free to all HSBC HK Mobile Banking app customers in Hong Kong, the new Well+ consists of various levels of challenges, all related to body, money and mind wellbeing. Users who complete the challenges, ranging from financial quizzes and tips, to work-out goals and mindfulness activities, can level up and earn RewardCash of up to \$2000¹, which will be directly credited to customers' HSBC credit card.

The aspiration of Well+ to offer a holistic wellbeing solution resonates with the results of a survey² conducted by HSBC Life. The survey, which proved physical, mental and financial wellbeing are interlinked, found that financial health enables physical and mental health, with 91% of respondents saying they need to be physically healthy to allow them to enjoy their wealth.

Joining Well+ is simple, easy and free with just a few clicks. Log on to the latest version of the HSBC Mobile Banking app and select "Home" to find "Well+". Once registered, users can access the programme on Mobile Banking anytime, same for their bank accounts and insurance policies.

Brian Hui, Head of Customer Propositions and Marketing, Wealth and Personal Banking, Hong Kong, HSBC, said: "At HSBC, we are always one step ahead to identify what matters most to our customers, who have become increasingly digital savvy and shown more concern on their total wellness. With 1.7 million mobile active users, HSBC HK App is the best fitting channel for us to educate and empower customers as they seek to develop healthier lifestyle and stronger financial discipline. This also aligns with our mobile first strategy, where we seek to integrate our banking services into the pocket of our customers."

Edward Moncreiffe, Chief Executive Officer, HSBC Life, Hong Kong, said, "Since we launched our Well+ pilot version 14 months ago, our customers have walked over 7 billion steps and received over HK\$3 million in financial rewards for keeping physically healthy. With such an encouraging response from the market, we are proud to present the next-generation of Well+ that is even more interactive, simple and fun. Well+ now incentivises and rewards Hong Kongers for improving wellness across three dimensions – Body, Mind and Money – allowing us to bring HSBC's leading digital, banking and insurance capabilities to our customers in a fun, educational and engaging way. We are sure Well+ will further help our customers to become happier, healthier and wealthier."

From today until 31 May, customers who join Well+ and complete the required financial health check at any HSBC branches or video-enabled meetings will receive a limited edition tips card set featuring popstar Keung To. For customers who join Well+ and take up a new insurance policy during this period through HSBC branches, video-enabled meetings or hotline, they will receive either a Well+ x Keung To Deluxe Collection Box Set or Well+ x Keung To Sports Towel⁴.

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Note to editors:

1. For the potential earnings of up to \$2,000 RewardCash, it is applicable to customers who are holding an in-force, individual HSBC Life insurance policy only. Please refer to relevant terms and conditions and frequently asked questions (FAQs) available on the [Well+ website](#) and on the “HSBC HK mobile Banking” app for details.
2. HSBC Life + Factor study, 2021 ([link](#))
3. Press release: HSBC Life launches “HSBC LIFE WELL+” Programme in Hong Kong ([link](#))
4. Terms and conditions apply ([link](#))

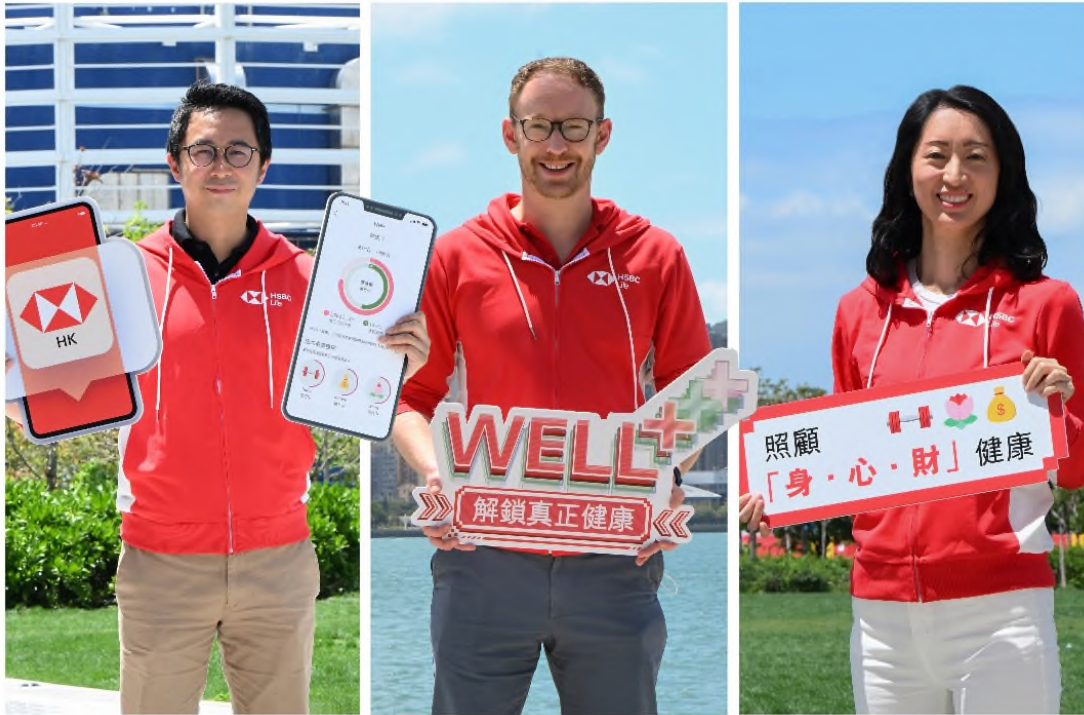


Photo 1 (Left to Right) Brian Hui, Head of Customer Propositions and Marketing, Wealth and Personal Banking, Hong Kong, HSBC, Edward Moncreiffe, Chief Executive Officer, HSBC Life, Hong Kong and Celia Chan, Chief Health Officer of HSBC Life, Hong Kong



Photo 2: (Left to Right) Brian Hui, Head of Customer Propositions and Marketing, Wealth and Personal Banking, Hong Kong, HSBC, Edward Moncreiffe, Chief Executive Officer, HSBC Life, Hong Kong and Celia Chan, Chief Health Officer of HSBC Life, Hong Kong at Well+ press conference



Photo 3: Well+ ambassador Keung To and his avatar

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.

HSBC Life (International) Limited

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