

28 October 2022

**HSBC HK APP LAUNCHES LITE MODE, A SIMPLIFIED  
MOBILE EXPERIENCE TO DRIVE DIGITAL INCLUSION***Enable Beginners To Manage Banking Needs At Fingertips*

A simplified version of the HSBC HK Mobile Banking app (HSBC HK App Lite Mode) is launched today to help customers, especially those who are unfamiliar with digital banking services, manage their banking needs on mobile devices with ease and confidence.

The Lite Mode of HSBC HK App is the first of its kind among Hong Kong banks, underpinning HSBC's commitment to driving financial inclusion and supporting Hong Kong's smart city vision. Available to all users, elderly people or mobile banking novices alike, the new version comprises frequently used features, such as checking account balance, transaction enquiry, set up time deposits and fund transfer, while keeping a clean and simple interface.

**Luanne Lim, Chief Executive, Hong Kong, HSBC**, said: "Our customers have unique needs and deserve a differentiated approach. We have spent months looking at specific requirements of different demographic groups and designed every element from their lens. The end result is an intuitive and people-centric digital banking experience for customers of all age. As a community bank, we are keenly aware of our responsibility to extend banking services to all corners of Hong Kong society. We will continue to take action to ensure our digital services and branches are inclusive."

In response to customers' call for simplicity, the Lite Mode continues to provide logon options using fingerprints, face recognition or password. There is also a newly designed main landing page which features the most used functions with clear icons for easy navigation:

- Check account balance and transaction history
- Transfer
- Set up time deposit
- Deposit cheque via mobile
- Access eStatement and eAdvices
- One tap to access chat and call support

Users will be prompted to switch to Full Mode if the functions are not available on the Lite Mode, and they can always switch between the two versions with a few taps.

**Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC,** said: “With the Lite Mode, we want to encourage customers, who are less digital savvy, to begin their mobile banking journey and bank with us in their pocket. The HSBC HK app has attracted over 1.8 million active users since its launch. This is a strong vote of confidence from our customers, validating our mobile-first strategy. We will continue to improve our suite of banking apps to go beyond offering just easy transactions to create more engaging experiences.”

To promote the benefits and ease of mobile banking, HBSC has engaged celebrity couple Liza Wang and Law Kar-ying as the new initiative’s ambassadors. In addition to existing service outlets, starting from November, customers can receive dedicated registration support for mobile banking at pop-up space and digital corners in 12 locations<sup>1</sup>, as well as mobile roadshow vehicle running across the city.

*ends/more*



**Photo caption:** Joining Hong Kong celebrity couple Liza Wang and Law Kar-ying, Luanne Lim, Chief Executive, Hong Kong, HSBC (second right) and Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC (right), celebrate the launch of a simplified version of the HSBC HK Mobile Banking app.

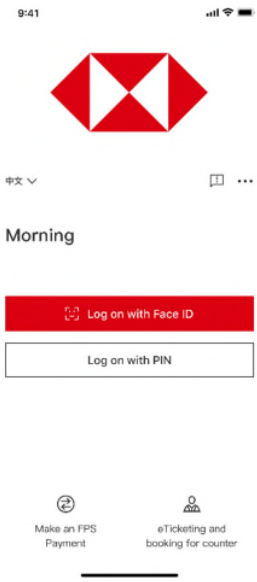
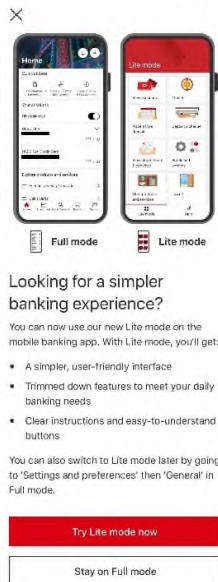
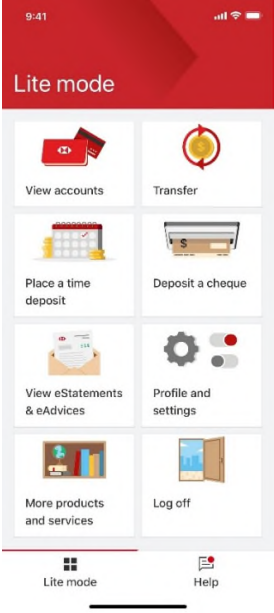
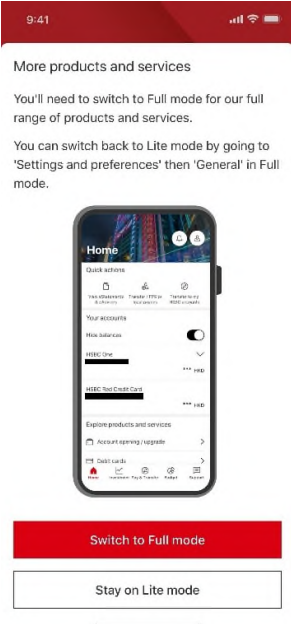


**Photo caption:** Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC (second right) and Janet Pang, Head of Distribution, Wealth and Personal Banking, Hong Kong, HSBC (right) together with Hong Kong celebrity couple Liza Wang and Law Kar-ying, launches the HSBC HK App Lite Mode in a press conference.

**Note to editors:**

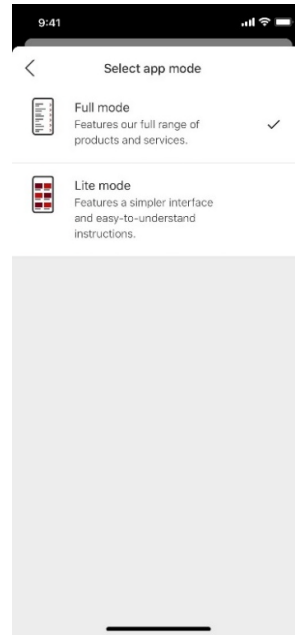
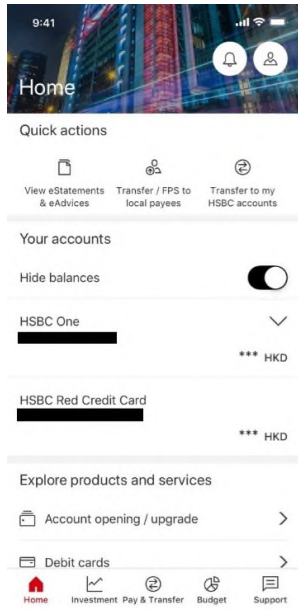
1. Pop-up spaces and digital corners are located at Aberdeen Centre Branch, Causeway Bay Premier Centre, Chai Wan Branch, Hong Kong Office Branch, Hung Hom Branch, Kwun Tong Branch, Mong Kok Branch, North Point Branch, 142-144A Pau Chung Street, To Kwa Wan, Tsim Sha Tsui Branch, Tsuen Wan Branch and Tuen Mun Town Plaza Branch

## How to change to Lite Mode on HSBC HK App

<p>1. Logon to HSBC HK App</p>	<p>2. For customers aged 60 or above, a pop up page will ask if you want to “Try Lite mode now”</p>
	
<p>3. Landing page of Lite mode features the essential functions with clear icons for easy navigation</p>	<p>4. For services not available on the Lite mode, users will be prompted / can switch to Full mode by selecting “More products and Services” and tapping “Switch to Full mode” button</p>
	

5. Full mode users can switch to Lite mode by tapping the “Profile” icon on the top right on main page, select “General”, and then “Setting and preferences”

6. They will then offer the Lite mode option after tapping the “Select App mode”



**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 63 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of US\$2,992bn at 30 September 2022, HSBC is one of the largest banking and financial services organisations in the world.

*ends/all*