

20 March 2023

HSBC PILOTS SPECIAL OPERATION ARRANGEMENT ON WEEKENDS AT THREE BRANCHES

*Rapid Growth In Cross-Boundary Businesses In February
Upon Normal Travel Resumption*

HSBC has recently seen a significant increase in the number of overseas Hong Kong people and non-local residents using branch services, as the number of visitors to Hong Kong surges following COVID-19 restrictions lifting in early February. The number of new-to-bank customers who are non-local residents in February already returned to the monthly average in the first half of 2019.

To accommodate customer needs, HSBC will pilot a special operation, opening 7 days a week, at three HSBC Hong Kong branches, including Ocean Centre HSBC Jade and Premier Centre (Shop 351-60, Level 3, Ocean Centre, 5 Canton Road, Tsim Sha Tsui), Park Lane Premier Centre (Shops A,B,D,E & F, G/F, Park Lane Hotel, 310 Gloucester Road, Causeway Bay), and Kwun Tong Branch (1/F, Wong Tee Building, 71 Hoi Yuen Road, Kwun Tong), effective Saturday 25 March 2023 to serve pre-booking customers during weekends.

The three branches will extend their banking hours to 5pm on Saturdays and open from 2pm to 5pm on Sundays¹. Customers can make a branch appointment through HSBC website (<https://www.hsbc.com.hk/ways-to-bank/branch/>) for non-cash transactions such as opening an account and activating online or mobile banking service.

Janet Pang, Head of Distributions, Wealth and Personal Banking, HSBC, Hong Kong, said, "After the removal of all COVID-19 restrictions, the daily average branch traffic of non-local residents in February more than doubled from January, largely driven by the increasing number of mainland China customers; hotline enquiries about account opening also rose 100 per cent in February from a month earlier. We hope to offer the best customer convenience through piloting a 7-day operation at three branches, considering the usual arrival peak for mainland China and overseas visitors on weekends and the growing demand for banking services. In addition to staff training, we plan to expand our international banking services and insurance teams serving mainland China customers by 40 per cent through temporary staff redeployment and new hirings."

According to an HSBC survey conducted earlier this year, 60 per cent of Mainland China visitors who intended to visit Hong Kong shortly after the full resumption of normal travel were coming for handling personal financial

matters, second only to leisure travel. This shows that Hong Kong is still a key financial centre in the eyes of mainland Chinese. HSBC's survey last year also showed that residents in the Greater Bay Area continued to show a strong interest in cross-boundary investment, with 98 per cent of mainland China residents keen on opening accounts or holding investment products in Hong Kong.

Apart from re-arranging weekend operations, HSBC continues to support customers' wealth and health needs via a series of measures:

- HSBC reopened its Hong Kong International Airport Premier Centre earlier this year. In mid-January, HSBC also became the first bank to set up its branch at the restricted area of the Departure Hall in the Hong Kong International Airport, enabling travellers to manage their personal finances while waiting for their flights
- There are also 30 GBA Wealth Management Connect Centres across the territory, with specialists to provide customers with cross-boundary investment solutions
- HSBC launched HSBC HK RM Chat in January, so that customers could contact their Relationship Managers and teams via WeChat and WeChat for easier access to dedicated services
- Free limousine service is provided to HSBC Jade clients visiting HSBC Wealth Centre at K11 ATELIER or Hysan Place. The adjacent HSBC Life Para-medical Centre offers vaccinations and medical check-ups for customers to enjoy a one-stop experience in financial management and insurance services.

From now till 30 June 2023, new customers, who open an individual integrated account can, receive a lucky bag worth up to HKD100,000, including free tickets to M+'s "Yayoi Kusama: 1945 to Now" exhibition or SOGO shopping coupons, and other product and service offers and rewards. For details, please contact HSBC branch staff.

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Notes to editors:

1. Additional banking hours on Saturdays from 1pm to 5pm and Sundays from 2pm to 5pm are reserved for customers by appointment only.

The Hongkong and Shanghai Banking Corporation Limited

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