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HSBC LAUNCHES B2B POINT-OF-SALE FINANCING

Embedded trade finance solution using API technology

Adopted by FreightAmigo to enable users to ship now, pay later

HSBC today announced the launch of point-of-sale financing for business-to-business (B2B) transactions, a first-to-market banking solution in Hong Kong that enables B2B sellers to offer extended terms of payment to their business and institutional customers on their online platforms.

Using APIs, a seamless and fully embedded financing option will be created at the check-out page of HSBC clients' B2B eCommerce platforms. HSBC will pay its commercial clients in one business day after they receive a purchase order. This solution will significantly enhance efficiency and convenience for the sellers who can reconcile their sales in a timely manner and optimise their working capital.

From early June 2023, the solution will be available on FreightAmigo, a leading digital freight logistics platform, to enable its business users to ship now, pay later. When a company places shipment booking on FreightAmigo, they can opt to pay on extended terms at no extra cost. This innovative form of receivables finance helps FreightAmigo uplift the digital customer experience and seek new clientele by providing greater payment flexibility.*

Aditya Gahlaut, Managing Director, Co-Head of Global Trade and Receivables Finance, Asia Pacific, HSBC, said, "The last few years mark an accelerated shift to online buying and selling of goods and services. Our brand new embedded point-of-sale financing solution will support our clients to maximise sales on their online platforms while maintaining better control over their cashflow. As people have higher expectation of having near-instant purchase experience, this API-enabled solution will unlock new sales opportunities for our clients by offering an additional payment option and almost immediately available finance to improve acceptance of their customers."

Christina Ong, Managing Director, Head of Business Banking, Commercial Banking, Hong Kong, HSBC, said, "The flourishing of online marketplaces enables small and medium enterprises focusing on B2B sales to widen their customer base more directly and cost-effectively. At HSBC, our

comprehensive range of digital products and services are designed to empower these smaller businesses in Hong Kong to capture untapped opportunities and drive long-term growth. The new point-of-sale financing, offering greater payment flexibility and control over cash flow, will be a win-win solution for buyers and sellers in B2B transactions.”

HSBC is closely collaborating with different sectors to transform transaction banking and financing for its clients against the backdrop of a surge in eCommerce globally. A digital merchant finance programme was launched in partnership with HKTVmall to leverage commercial data for credit assessment, making digital trade finance more accessible for e-commerce merchants.

As the world’s leading trade finance bank, HSBC has been at the forefront of digital innovation to help businesses drive smarter and efficient trade processes through different platforms, propositions and self-serve tools. Last year, the Bank rolled out HSBC Trade Solution – a new platform that allows clients to originate and manage their trade finance products online. The Bank also has a wide array of digital solutions.

* Terms and conditions apply.

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Note to editors:

Photo caption



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Pictured here are (from right to left) Alex Szeto, Chief Financial Officer, FreightAmigo; Aditya Gahlaut, Managing Director, Co-Head of Global Trade and Receivables Finance, Asia Pacific, HSBC; Christina Ong, Managing Director, Head of Business Banking, Commercial Banking, Hong Kong, HSBC; Ivy Tse, Co-CEO and Co-Founder, FreightAmigo; Shirley Kwong, Managing Director, Head of Business Development, Global Trade and Receivables Finance, Hong Kong, HSBC; and Tyrell Au, Co-CEO and Co-Founder, FreightAmigo.

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 62 countries and territories. With assets of US\$2,990bn at 31 March 2023, HSBC is one of the world's largest banking and financial services organisations.

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