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**HSBC BREATHES NEW LIFE INTO FLAG DAY
WITH FPS AND PAYME**

***Supporting SideBySide to collect donation digitally on
territory-wide flag day on 19 August***

HSBC is bringing more convenience to charities and people in Hong Kong by enabling them to make and collect donations via Faster Payment System (“FPS”) and PayMe QR codes on flag days, a unique form of charitable fundraising in the city.

For a long time since flag days became a regular fixture in the city’s calendar, cash has been the only way to make contribution to the participating benevolent organisations. HSBC is now providing payment collection solutions for these organisations to receive donation digitally on the street. Passers-by can easily give by scanning the FPS or PayMe QR code printed on the money collection bags with their mobile banking, PayMe or other digital wallet apps.

On the territory-wide flag day on 19 August, the public will be able to donate via FPS or PayMe to SideBySide¹ who is raising funds to enhance the physical and psychological health as well as mental wellness of underprivileged groups, and run crime prevention programmes for young people.

Yvonne Yiu, Managing Director, Regional Co-Head of Global Payments Solutions, Asia Pacific, HSBC, said, “Just as consumers expect to pay in cashless ways, donors are looking to give through their smartphones. The rise of digital payments allows charitable organisations to reach givers who are no longer carrying cash and to enhance their efficiencies in donation processing and reconciliation. As a community bank in Hong Kong, HSBC is pleased to extend our easy-to-use QR code solutions to help charities adapt to the fast-changing payment behaviours. We have seen the number of FPS QR code transactions on HSBC Business Collect in 2022 tripled that of the previous year.”

Brad Jones, Head of PayMe, HSBC, said, “As a leading homegrown e-wallet in Hong Kong with over 3 million users, PayMe is committed to supporting initiatives that will make a positive difference to our community, such as the government’s ongoing consumption voucher programme to boost the local economy. In the same spirit, we take pride in offering our payment

platform to facilitate charity donation on flag days, an important fund-raising channel for the city's NGOs. PayMe will continue to explore opportunities to drive social and community activities that involve the use of electronic payment solution, an important aspect of any smart city."

Anthea Lee, Chief Executive of SideBySide, said, "HSBC's FPS and PayMe QR code solutions have transformed our donation collection method and enabled us to open a new horizon in providing donors with a more user-friendly and efficient donation experience. It coincided with our recent rebranding which emphasises on understanding and unwavering, as well as focuses on showcasing our innovative and energetic side of work."

Between 2023 and 2024, 109 organisations will hold flag days to raise funds for their good causes. The digital collection solutions will help charities embrace payment technology and reach a wider group of donors. Digital payments are also instantaneous, convenient and safe when compared to coins and notes which take about one to two weeks to process.

Though HSBC Business Collect, non-profit organisations can receive donations online and offline and accept mainstream payment methods including FPS, credit card, PayMe and other e-wallets, making fund-raising easier and more effective.

1 Its legal name is The Society of Rehabilitation and Crime Prevention, Hong Kong (SRACP)

SVF License Number: SVFB002

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Note to editors:

Photo caption



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via FPS or PayMe to SideBySide. Pictured here are Anthea Lee, Chief Executive of SideBySide (third from right); Yvonne Yiu, Managing Director, Regional Co-Head of Global Payments Solutions, Asia Pacific, HSBC (second from right); Brad Jones, Head of PayMe, HSBC (second from left);

Christina Ong, Managing Director, Head of Business Banking, Commercial Banking, Hong Kong, HSBC (third from left); Sharen Ting, Acting Head of Brand and Communications of SideBySide (first from left); and Christine Wong, Senior Brand and Communications Officer of SideBySide (first from right).

The Hongkong and Shanghai Banking Corporation Limited

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