

6 November 2023

HSBC TO LAUNCH HSBC PREMIER ELITE IN HONG KONG*EXCLUSIVE SERVICE WILL PROVIDE ELEVATED BANKING AND LIFESTYLE EXPERIENCES FOR HIGH-VALUED CUSTOMERS*

HSBC announces the introduction of HSBC Premier Elite, a privileged bespoke service for Hong Kong customers, in line with the Bank's commitment to continuously strengthen its offering for all Wealth customers. Featuring new and innovative services and enhanced access to wealth management and lifestyle solutions, HSBC Premier Elite will take over from HSBC Jade effective 11 December 2023.

HSBC Premier Elite addresses the evolving wealth, health and lifestyle needs of HSBC's rapidly expanding base of affluent customers. In the first half of 2023, the number of new-to-bank personal customers for HSBC Hong Kong in the USD1 million+ segment more than doubled. Within this same segment in HSBC Hong Kong, 9 out of 10 customers use HSBC's wealth management services.

HSBC Premier Elite is open to customers who maintain a Total Relationship Balance of at least HKD7.8 million (or USD1 million) with the Bank. Customers will not only benefit from access to a comprehensive range of wealth solutions, but may also personalise their wealth management privileges by choosing their preferred investment or insurance products via a first-in-market wealth loyalty programme – Wealth of Your Choice.

Maggie Ng, Head of Wealth and Personal Banking, Hong Kong, HSBC, said: "We have built our reputation as Hong Kong's leading wealth manager through a unique combination of trusted relationship management, innovative investment and banking solutions and distinctive lifestyle services. HSBC Premier Elite is created for our highly-valued clients, and we strive for nothing less than excellence in curating their service experience. Behind the doors of HSBC Premier Elite lies a universe of enriched servicing features, wealth solutions, and other exclusive privileges that go beyond traditional banking offerings. This enables us to support our customers in achieving their financial ambitions and pursuing their passions."

HSBC Premier Elite also offers a comprehensive suite of medical concierge services, including round-the-clock access to medical advice from doctors and registered nurses, convenient video consultations and medication delivery, and one-stop admission arrangements for selected private hospitals.

New dining and travel benefits include complimentary dining gift cards for a number of Hong Kong's most sought-after restaurants via a partnership with

Black Sheep Restaurants, as well as access to a curated list of private clubs, free airport limousine rides, and the one-stop private and preferential lounge experience at Hong Kong International Airport.

Brian Hui, Head of Customer Proposition and Marketing, Wealth and Personal Banking, HSBC, Hong Kong, said: “There has been a strong growth in the number of new-to-bank personal customers for the USD1 million+ segment. These customers have increasingly sophisticated needs and aspirations. What sets us apart is the concrete action we always take to address what matters most to our customers. By keeping the best of our existing offerings and enhancing the rest of our service experience, HSBC Premier Elite has been specially crafted to provide all-round wealth, lifestyle and health services and privileges for them.”

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Photo Caption:



Maggie Ng, Head of Wealth and Personal Banking, HSBC, Hong Kong (second from left), **Sami Abouzahr, Head of Investments and Wealth Solutions, Wealth and Personal Banking, HSBC, Hong Kong** (first from left), **Brian Hui, Head of Customer Propositions and Marketing, Wealth and Personal Banking, HSBC, Hong Kong** (second from right), **Janet Pang, Head of Distribution, Wealth and Personal Banking, HSBC, Hong Kong** (first from right) and **Stephen Fung, renowned actor and Hong Kong's first American TV series director** (middle) at the HSBC Premier Elite Launch Ceremony today.

Note to editors:

1. New Privileges *and* Services of Premier Elite

New Privileges/ Services	Description
1. Wealth of Your Choice	<ul style="list-style-type: none">▪ Loyalty program rewarding your wealth management product subscriptions with a fully digitised experience. You can personalise your wealth management privileges to enjoy up to \$10,000 RewardCash by choosing your own preferred investment or insurance product category.
2. Lifestyle of Your Choice	<p><u>Dining:</u></p> <ul style="list-style-type: none">▪ Complimentary dining gift cards and welcome treats at over 20 sought-after restaurants from Michelin-Star grade (such as New Punjab Club and BELON) to everyday dining. <p><u>Travel:</u></p> <ul style="list-style-type: none">▪ Complimentary airport limousine service to/ from selected airports in Hong Kong, Mainland China or overseas.▪ Buy-one-get-one-free access to the Hong Kong International Airport VIP Lounge. You will enjoy a one-stop private and luxurious pre-flight experience, where you can complete all traveling processes from check-in to a chauffeured ride to/from the boarding gates.
3. Medical Concierge Service (to be launched in 2024)	<ul style="list-style-type: none">▪ Rest assured that you and your loved ones will be looked after via our dedicated medical concierge service.<ul style="list-style-type: none">○ 24/7 medical advice by doctors or registered nurses○ Video consultations with doctors, with medications delivered within 4 hours afterwards○ Doctor referral and appointment booking service○ One-stop admission arrangement at selected private hospitals

2. The offers are subject to terms and conditions.

The Hongkong and Shanghai Banking Corporation Limited

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