HSBC

News Release

HSBC REDEFINES BANKING WITH NEW CAUSEWAY BAY FLAGSHIP BRANCH

The five-storey branch brings full-service banking, wealth planning and financial literacy together with education, wellbeing, lifestyle and the arts



Hong Kong, 8 November 2026 — HSBC today officially opened its five-storey Causeway Bay Flagship Branch and Premier Centre at Capitol Centre, 5–19 Jardine's Bazaar.

Occupying more than 32,000 square feet, this flagship is the first in the HSBC Group to combine full-service retail banking and wealth services with selected offerings spanning education, health and wellbeing, culture and lifestyle. Open daily[1], it is designed as a customer destination that takes the traditional branch model beyond day-to-day banking.

Janet Pang, Managing Director and Head of Retail Business, Retail Banking and Wealth, Hong Kong, HSBC, said: "Branches remain a lynchpin of our omni-channel strategy. Customers want digital convenience for everyday banking, but face-to-face advice when the decision matters - and that is why we keep investing in our Hong Kong network. This is our fifth additional outlet in the last 14 months. Causeway Bay gives us the scale and customer mix to test a larger, more flexible format, and we believe it can become a landmark for the district. What we learn here will shape the next generation of our branches in Hong Kong."

Banking, wealth and beyond — under one roof

This news release is issued by
The Hongkong and Shanghai Banking Corporation Limited

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The Causeway Bay Flagship Branch and Premier Centre brings HSBC's beyond-banking concept to life. It combines traditional banking and wealth management services with a street-facing Live Studio to host discussions on wealth, financial literacy and health, as well as livestreamed commerce and other content, amplified across HSBC's digital and social media channels.

Selected partners provide health and wellness support, as well as one-to-one education consultations. A multi-purpose event space is scheduled to host more than 100 financial, fraud education, community, health and wellbeing programmes in the first year of operation. Art installations and curated works, presented in collaboration with M+, are displayed throughout the branch.

HSBC's first Reward+ Gallery

The Reward+ Gallery features selected HSBC-branded merchandise and lifestyle products that customers can redeem using RewardCash through the Reward+ app. Traditionally associated primarily with credit card spending, RewardCash can now also be earned through selected banking activities and missions. Customers can redeem it for merchandise, services, experiences and partner offers, including at the branch's two cafés. It provides a physical touchpoint for customers to explore Reward+ and see how eligible banking activities translate into real-world benefits.

Pang added: "This flagship reimagines the role of a branch. Across five floors, customers can manage everyday banking, meet wealth specialists and join health, wellbeing and education sessions, with beyond-banking services open seven days a week. It also brings Reward+ to life through HSBC's first Reward+ Gallery, while interactive, immersive digital spaces give the branch a contemporary feel that resonates with younger customers. Bringing banking and beyond-banking together lets us meet more needs in one visit and gives colleagues flexibility as those needs evolve."

The branch at a glance

The branch consolidates two existing Causeway Bay locations and operates alongside the Premier Elite Wealth Centre at Hysan Place. It is staffed by around 150 employees and has 16 service counters, 46 meeting rooms and booths, and a 24-hour Express Banking area with 19 self-service machines. A QR-based digital triage system handles e-tickets for core services, wayfinding, and event check-in.

An interactive wealth area – Wealth Imagination Hub – provides market information, financial education content and digital tools to help customers explore investment concepts and their financial goals.

Counter and banking services are available from 9am to 5pm, Monday to Friday, and from 9am to 1pm on Saturdays; they are closed on Sundays and public holidays. The Reward+ Gallery and partner services are available every day, with separate operating hours[2].

Inclusive by design, sustainable by choice
Accessibility features include barrier-free counters, meeting rooms and seating, as well as a private ground-floor room for customers requiring additional assistance.

Around 30% of the furniture is refurbished; surface materials covering approximately 3,900 square metres contain at least 30% recycled content. The branch is also targeting LEED Gold and BEAM Plus Platinum certification, subject to assessment by the relevant bodies.

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Photo Caption

	HSBC senior executives hosted the opening ceremony of the HSBC Causeway Bay Flagship Branch and Premier Centre. From left: Daisy Tsang, CEO, HSBC Life HK, Co-CEO, Insurance, HSBC; Aileen Taylor, Group Chief People & Governance Officer, HSBC; David Liao, Co-Chief Executive, Asia and Middle East, HSBC; Peter Wong, Chairman, The Hongkong and Shanghai Banking Corporation Limited; Janet Pang, Managing Director and Head of Retail Business, Retail Banking and Wealth, HK, HSBC.
	HSBC senior executives hosted the opening ceremony of the HSBC Causeway Bay Flagship Branch and Premier Centre. From left: Nicole Yeung, District Director, Retail Banking and Wealth, HK, HSBC; Maggie Ng, CEO, HK, HSBC; Aileen Taylor, Group Chief People & Governance Officer, HSBC; Peter Wong, Chairman, The Hongkong and Shanghai Banking Corporation Limited; Janet Pang, Managing Director and Head of Retail Business, Retail Banking and Wealth, HK, HSBC; Ian Stuart, Group Chief Customer & Culture Director, HSBC; Daisy Tsang, CEO, HSBC Life HK, Co-CEO, Insurance, HSBC; and Frankie Yan, Head of Retail and Wealth Distribution, Retail Banking and Wealth, HK, HSBC.

	Reward+ Gallery showcases selected HSBC-branded merchandise and lifestyle products, redeemable with RewardCash through the Reward+ app.
	The street-facing Live Studio will host discussions on wealth, financial literacy and health, alongside livestreamed commerce and other content.
	Interactive, immersive digital spaces create a contemporary branch experience that resonates with younger customers.
	The multi-purpose event space is scheduled to host more than 100 financial, community, health and wellbeing programmes in its first year of operation.
	Customers can redeem beverages at the branch's cafés with RewardCash through the Reward+ app.

	Selected partners offer health and wellness support to customers, with sessions redeemable with RewardCash.

Note to editors:
1. Except for 1 January, the first three days of Lunar New Year and Christmas Day on 25 December.

2. The Reward+ Gallery opens from 9am to 7pm, Monday to Saturday, and from noon to 7pm on Sundays and public holidays. Partner services are available from 9am to 7pm, Monday to Friday; from 9am to 5pm on Saturdays; and from noon to 5pm on Sundays and public holidays. Service availability varies by facility and provider. Reservation may be required. Please check before visiting.

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 56 countries and territories. With assets of US$3,445bn at 30 September 2026, HSBC is one of the world's largest banking and financial services organisations

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