

News Release

29 May 2015

HSBC Launches New Universal Life Plan

****Offers the flexibility to customers in meeting financial and protection needs****

****Access to comprehensive protection with an affordable entry level ****

HSBC today announces the launch of the Goal Access Universal Life Plan (Protection)/(Education), an insurance plan which provides protection, savings and flexibility to customers to cater for different customer needs at different life stages, with a sum insured entry as affordable as USD25,000 (equivalent to HKD 195,000). HSBC offers two plan versions, namely Protection Version and Education Version tailored to fulfill the two specific needs of their customers.

The Goal Access Universal Life Plan (Protection)/(Education), a long term universal life insurance plan, not only protects customers against the unexpected monetary/financial loss with life cover, it also builds in savings element which at the same time offers customers growth potential, helping them reach their goals. Featuring high level of flexibility, customers can adjust the sum insured, contribute unscheduled premium payments and withdraw cash¹ to meet different needs that may arise along the way. Besides receiving daily interests² throughout the term of the policy, to further enhance the value of customers' savings, loyalty bonuses are also available when the policy endures for a specified period.

The insurance plan comes in two versions – Protection and Education. The protection version focuses on providing comprehensive coverages such as life protection, waiver of premium on disability benefit, Payor's benefit and Terminal Illness benefit. At the same time, customers are able to enjoy the flexibility of making free withdrawals from their policies after the 10th policy year (8 years for Education version). The education version is designed to meet the needs of parents who not only want to get protection for their family, but would also like to seek potential returns for their children's education fund while requiring the flexibility to access cash for payments on education from time to time. (See appendix for the features of different versions)

Candy Yuen, CEO of HSBC Insurance says, "Wealth protection is an important part of wealth management and insurance is the tool to serve this purpose through helping manage the risk and shield our customers and their families from the financial loss due to unfortunate life events. At HSBC, we understand that both customers' protection and financial needs will change as they go through different life stages, so we have designed Goal Access Universal Life plan (Protection)/(Education), an insurance plan that allows high level of flexibility and addresses their changing need requirements on protection and savings, in a timely manner."

This information is issued by

The Hongkong and Shanghai Banking Corporation Limited

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Incorporated in the Hong Kong SAR with limited liability.



Other product features and benefits of Goal Access Universal Life Plan (Protection)/(Education)

- Life coverage – greater of Sum Insured or Account Value³
- General Crediting Rate – currently 3.3% p.a.², guaranteed not lower than 2% p.a. in the first 10 years (Protection plan) / 8 years (Education plan)

ends/more

Notes to Editors:

1. Unscheduled premium, withdrawal and change of sum insured are subject to limitations and charges.
2. The General Crediting Rate is not guaranteed and varies from time to time.
3. The death benefit: The higher of:
 - Sum Insured amount less any withdrawal amount (before any Surrender Charge) which is made from the 12 months preceding the date of death of the life insured to the claim approval date; or
 - Account Value, less any outstanding charges.

Disclaimer

The above-mentioned life insurance plans are insurance policies issued by HSBC Life (International) Limited (the "Company"). Policyholder's benefit is subject to the credit risk of the Company. The premiums paid will form part of the Company's assets. Policyholder does not have any rights or ownership over any of those assets and their recourse are against the Company only.

For a policy being surrendered in early years, the surrender proceeds to be received under the policy may be significantly less than the premiums paid and the policyholder could lose all the premiums paid in the worst scenario.

The information shown above is intended as a general summary and is for illustrative purpose only. You should read this material in conjunction with the respective product brochure and illustration. Please also refer to the policy provisions for detailed terms and conditions..

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves around 51 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,100 offices in 73 countries and territories in Asia, Europe, North and Latin America, and the Middle East and North Africa. With assets of US\$2,670bn at 31 March 2015, HSBC is one of the world's largest banking and financial services organisations.

end/all

Appendix

Protection Version

- **Flexibility:** Free withdrawal after the 10th policy year.
- **Embedded protection:**
 - Waiver of premium on disability benefit
 - Payor's benefit
 - Terminal illness benefit.
- **Loyalty bonus:** distributed at the 20th and 30th policy anniversaries
- **Optional major illness benefit¹:** enhanced major illness benefit which covers 60 illnesses.

Education Version

- **Flexibility:** Free withdrawal after the 8th policy year.
- **Embedded protection:**
 - Payor's benefit
 - Terminal illness benefit.
- **Loyalty bonus:** distributed at maturity to enhance customer's education savings
- **Protection at Maturity Privilege:** life insured can continue the protection at maturity by applying a whole life or endowment insurance plan without underwriting²

1. Optional Major Illness Benefit is subject to extra premium and Insurance Charge.
2. The privilege to apply for a new whole life or endowment insurance plan at policy maturity is subject to availability